

[00:00:02.180] - Aileen Day

Welcome to The Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become the sought after leader in your industry. I'm your host, Aileen Day, now onto the show.

[00:00:30.300] - Aileen Day

G'day, everybody, and welcome back to The Value Driven Brand podcast, I am your host, I am Aileen Day. And today I am joined with the man himself, the sales strategist Mr. Martin 'Always Born Ready' Eade, thank you so much for joining us today, Martin. It is always a pleasure to have you, and thank you for joining me on our new podcast, The Value Driven Brand. How are we?

[00:01:00.760] - Martin Eade

Excellent, Aileen, I'm looking forward to bringing some real value to your listeners and watchers as to how to go about improving conversion rates and profitability in their businesses.

[00:01:14.660] - Aileen Day

I look forward to it. Now, a little bit of an introduction as to who Martin is, Martin is what I affectionately call Australia's version of Oren Klaff who, he is, the salesman that I go to when I want to know how to make sales happen with heart, because that is the only way to sell. But Martin has been in sales for over thirty-six years and for most of us is one of the most cutthroat industries round, in capital equipment. Now, what's capital equipment for those at home?

[00:01:54.060] - Martin Eade

Well, equipment is big earth moving equipment, construction equipment that you see I've spent most of my time selling to rental companies in particular with elevating work platforms or cherry pickers. So my average sale price was around a hundred thousand dollars per item, and I'll be doing that now for gosh, most of the 36 years, that's for sure.

[00:02:16.500] - Aileen Day

Wow, and you have sold in that capital equipment industry over 100 million dollars, that's right, one hundred million dollars. That is insane. That is some serious sales, and to have serious sales like that, you have to know what you're doing and you have to do it well. So, it says in your bio that, that, that is anything from tree care, glass and glazing materials, earthmoving, as you said, agriculture, turf industries, over 12 international manufacturers and over eight iconic brands. What an absolute sales legend you are and how privileged we are to have you on the show today, and as Martin said, he's going to be talking to us about how you actually go around and can create your own value-driven brand using sales tactics that actually create loyalty in your brand. So, talk to me, Martin, about what is it that got you into sales? Like how did someone get to the point where they're so good that they're selling 100 million dollars worth of, worth of product?

[00:03:49.830] - Martin Eade

Thanks for the lovely introduction that was awesome, I think it's interesting because as I look back on my 36 years, and by the way, I'm still selling equipment today as kind of my side hustle, I never want to get out of that because it's part of my passion as well. But when I look back it's all been, and I was talking to someone about it the other day, the thing in sale, sales would be the biggest profession in the world if you put all the salespeople together. But there is not one qualification that I can think of, that's a globally recognized qualification in sales. So what happens, people actually get out there and they are taught by somebody or they learn themselves. And I was no different. I'll never forget the first time that I called on a client was in New Zealand, I'm a Kiwi.

[00:04:38.670] - Aileen Day

Couldn't tell.

[00:04:39.480] - Martin Eade

I got the opportunity to establish a turf division, so I wanted to service the sports turf industry and I drove into Te Kauwhata Golf Club. The superintendent's name was Sir Richard Perry and this is back

in the late 80s. I got out of my car, a cocksure, you know, 20-year-old and he said to me, yeah what do you want? And I says, well, I want to sell you something. He says, what do you want to sell me? And I says, no idea. And that was the start of my sales career, which was being honest right from the get-go. And Richard didn't buy anything off me that day, but he ended up buying a lot.

[00:05:17.910] - Martin Eade

But what he did do on the first rep he'd ever seen, I never had a senior rep in my area before. But what he did do was he took me 'round the golf course and showed me a little bit about what golf courses do. So the next time a golf course superintendent said, what do you want to sell me? I was actually prepared for that answer, and that's how it all started. And for me, it was just about the interaction with people, and it was also for me about challenge. So I love challenge, so building a new marketplace, building a sales funnel, or creating a brand, that's what gets me motivated.

[00:05:57.810] - Aileen Day

Yeah, I love that. So, in your experience then, would you say that some of the first things that we could do for ourselves in a sales position is to actually step back and learn a little bit about what it is that our clients or future clients do and how they might need our services, as opposed to just walking in there and thinking you've already got all the answers.

[00:06:26.450] - Martin Eade

Absolutely, because the sales is all about a process and, the biggest issue that I see in sales and small business, in particular, is that we as business owners or a lot of you out there as business owners started off a business with a passion. You might have a passion for hairdressing, for art, for plumbing, for building. You might have a passion for carpentry, you might have a passion for medications it could be absolutely anything.

[00:06:55.130] - Aileen Day

Customer experience.

[00:06:58.720] - Martin Eade

And that's your passion. The fact of the matter is, which dawns on you soon after you start the business is owning a business means you're got to bloody sell.

[00:07:09.820] - Aileen Day

Yeah.

[00:07:10.270] - Martin Eade

And selling is seen by many as dirty, and most business owners would prefer to clean the toilets than sell. And that comes back from the old 20 years ago when there was bully board tactics sign on the dotted line, always be closing. Those techniques no longer work, but at some stage you were subjected to a sales experience which you did not like because you were seen as supplicant to the seller. You were forced, you were bullied, you were controlled, you bought something you didn't want. So that's given you this, shit I don't like selling, I'm not like that.

[00:07:46.300] - Martin Eade

So it's a matter of understanding that you are the prize that your service, that your person, you are the prize and the customer deserves you. You don't need the customer. And so if you can change the frame that gives you the power frame going into every conversation, hey look, I'm awesome, I select my clients, you don't select me. And if you can go in with that strong frame, right, you don't actually physically say that that would probably be a little bit rude, but there are ways to do that. But if you go in with that frame that, you don't you know, I don't need you, you need me, then you have a powerful position right to start with.

[00:08:24.020] - Aileen Day

Yeah, absolutely. And I think, you know, you say you don't necessarily say that, but body language probably has a fair bit to do with that as well, and how you carry yourself and hold yourself, you know shoulders up, chest out. You are the prize, so this, this whole podcast some of you might know that I

had Martin as a guest on my talk show on Twitch and we got to learn some really, really fascinating areas of sales tactics. But this is all about the value driven brand and how we tactically create value within our businesses.

[00:09:08.720] - Aileen Day

So Martin has got a few points to help us make sure that as business owners or entrepreneurs or leaders in business, that we could take on these points that he has and go and put them into our own plans. So one of the first things that you talked about for creating a value-driven brand was to eliminate neediness from the sales discussion. So talk to us about what does that mean and what does that look like?

[00:09:43.150] - Martin Eade

Neediness comes back from the days of the caveman, so you had a caveman back in the old days and the cavemen didn't have too much the caveman. You might have a cave, he might have cavegirl, you might have a piece of steak. That's all he's got, so if you had someone else coming in needing something, well dude. I've got a cave, I got a cavegirl, I've got a piece of meat. Yeah, this is not cool, so you fight them basically so neediness comes off like that, and it's only in relatively recent times we've become a more affluent society of abundance. But that whole negative connotations and neediness is still pretty wired into our, into our brains. And so a lot of people from a sales perspective, and we're talking about a value-driven brand, so value-driven brands you can be selling whatever it is.

[00:10:32.470] - Martin Eade

But if you go in and you see the client as being on top, then you'll act as supplicant to the client, why? Because the client has the money, they have the ability to spend the money. Right, the purchase order make the decision but that in turn gives that client control, so if you don't establish your status and if you don't give your client the certainty that you can offer a solution to the problem moving forward, that conversation is always going to come back to price. And as a value driven brand, if you sell on price, if you don't honour your value driven brand enough so you're always discounting, then you're dead in the water. The client is just going to screw you until you're dead.

[00:11:15.940] - Aileen Day

Yeah.

[00:11:16.210] - Martin Eade

So step number one is to avoid discounting and there are a lot of ways to do that. There are a lot of techniques in all of those years that I've sold all of that equipment and that competitive marketplace, I can't remember ever selling on price. Not once.

[00:11:34.270] - Aileen Day

And that as a business is a, is a big block for a lot of people in sales, isn't it? That's where they get, that's where they get stopped at the gate is on price.

[00:11:46.270] - Martin Eade

Well, you come across as scared because you're scared you're gonna lose the order. So the client sees that as like, you know, you're absolutely didn't order. And two emotions aren't you should never have in sales; one is fear and one is desire. If you have fear and desire, you're never going to win a sales discussion because either you're fearful of losing a sale, or you're desirous of getting the order. Either one of those two things is going to come across as needy, so a real power frame to take into a sales discussion is to have no attachment to the outcome. You're there to serve, you're there to find out from your client if you're a good fit to work together and if you are creating certainty to that client that you have their problem solved, why? Because you've done it a thousand times before. And if you can do that, price is irrelevant.

[00:12:41.410] - Aileen Day

Right?

[00:12:42.180] - Martin Eade

It really is.

[00:12:44.230] - Aileen Day
My hourly rate just went up.

[00:12:46.980] - Martin Eade
Absolutely.

[00:12:49.980] - Aileen Day
Sorry, everyone else. I love that the other tactical piece around delivering value-driven brand that you gave me was implementing a sales process of next steps. So what does that mean?

[00:13:06.890] - Martin Eade
So that's a great question, so thanks for asking that one. So people would be very familiar with the normal way people sell, so you start a conversation, you build rapport, and then you talk about the features of your products, then the benefits of your product, and then you do a trial close and then you try and overcome objections. And that's been the same the whole way through, the problem with that selling technique is that the clients see it coming and they know what you're doing so they know how to close you down. And it comes across as weak, it comes across as needy because everyone does it. And it's also a solution-based, there's no intrigue, and so if you can imagine, you've got how many children have you got? Aileen.

[00:13:50.510] - Aileen Day
One.

[00:13:51.880] - Martin Eade
One, how old?

[00:13:53.300] - Aileen Day
Nearly ten.

[00:13:54.450] - Martin Eade
Ten, okay, so Christmas time, the joy of Christmas is the fact that there's all the presents under the tree, and what's your son's name?

[00:14:03.500] - Aileen Day
Archer.

[00:14:04.590] - Martin Eade
Archer, so Archer's just firing at the bone on Christmas Eve, he just wants to get all those presents because he's so excited and you're saying, no Archer you can't, and we're going to get up in the morning. We're going to have, we're going to have breakfast, then we're going to open the presents, right. So if you equate that to a sales, a sales, you're talking about the product early on, so from a Christmas perspective you're saying to Archer, here Archer, I'm going to tell you what's in those presents.

[00:14:30.710] - Aileen Day
Oh.

[00:14:32.120] - Martin Eade
So there's no intrigue. So that's what happens when you use it, when you start features of benefits right at the start of the conversation, there's nowhere to go. There's no reason for the client to continue to listen, and so then when you get to so you've gone through a rapport which is weak, then you go features, benefits, it's all about me. Then you get to trial close, so what do you think? And you come across as angelic. So what do you think? And then all the objections come up, and if objections come up in a sales environment because you haven't created enough certainty in the client that it's time to move forward.

[00:15:07.610] - Martin Eade

So then you change from angel to werewolf because then all of a sudden you're overcoming objections and you're actually starting a fight with the client, you're trying to change their point of view, right when they should be closing to you. So old school techniques doesn't work, so there's a nine-point plan, which I'll just run through you very quickly.

[00:15:28.370] - Aileen Day

No, no, take the time to learn this. Everybody listening get your notepads out

[00:15:36.080] - Martin Eade

It's not about rapport, it's about relatedness. So if you start a sales conversation and rapport is, Hey, hey, Aileen. How are you doing? What do you do at the weekend? Also, where does Archer go to school? What footy team do you support oh, really? Yeah, well, I **suppose**. And so what you do is you're doing that because it feels good, because it's nice, and it's lazy because you're actually giving away your status right to start with. Whereas if you come into a sales conversation and go from my perspective, I'm a sales strategist, so hey Aileen, great that we could connect today. So just to tell you a little bit about me and then we're into it.

[00:16:26.660] - Martin Eade

So I'm establishing my status as a busy person that I know what I'm doing. There might be thirty seconds or so a preamble, particularly today with covid, you know, but you don't dwell on covid. You might just give it the nod on the way through. Hey, I'm your business is going well during these times we find ourselves, isn't covid a bitch? And then you move on. So you're related to the client. You're there to do a reason, you're telling the client that I'm busy. I know what I'm doing. Let's get to the point. I value my time, I value yours. So step number one: is stop messing, I'm about to use the F word stop messing around...

[00:17:11.470] - Aileen Day

You can use the F word.

[00:17:12.990] - Martin Eade

Right, stop messing around with rapport, start using relatedness. So in my sales conversations, I can establish relatedness in under 60 seconds, whereas a lot of people will sit in rapport for 15 or 20 minutes and by that stage, the conversation excels. Presentations over, you've got nowhere.

[00:17:31.780] - Aileen Day

Yeah.

[00:17:32.160] - Martin Eade

So I step number one: relatedness step number two: set the frame. So, what do I mean by that? So cli... people want what they can't have and they chase that which moves away. So I will say, I will go, okay, so that's relatedness. So just to let you know, Aileen the workshops at the sale strategist they're a premium product and they're not for everybody. So to see if they're a good fit, let's spend the next few minutes discussing that. So and you can put that on any conversation, whether it's face cream, whether it's building services, whether it's what you do, coaching services. So just to let you know, I offer a premium travel experience, I offer a premium building experience, I offer a premium water bottle. And it's not for everybody, so what you're telling people is don't expect cheap, you've already mentioned the word premium. It's not for everybody, so they're going, oh, why isn't it for me?

[00:18:34.690] - Martin Eade

So they're curious, it's a completely different way to reframe. So you've established the frame number two, number three; then you want to find out if the client actually has a problem, if there's a pain-point. And that's when you go into, in my case so what are the biggest challenges you're facing with sales at the moment?

[00:18:55.290] - Martin Eade

In your case, Aileen might be so one of the biggest issues you're facing in business, one of the biggest challenges for getting your business from moving ahead. If you are selecting a car, what are the biggest challenges that you're facing buying a car right now? Because if there's no pain, if there's no problem, there's no sale we've all done it. Yeah, you go through your pinch, features, benefits, blah blah blah, ah look that sounds good I'll get right back to you. The abortion, they get back to you in 10 hours, 10 minutes, 10 days, 10 weeks, 10 months, 10 years indicates that they never get back to you because there was no need to start with.

[00:19:40.320] - Aileen Day
Right.

[00:19:40.970] - Martin Eade
So you have established relationships, you've set the problem with the frame problem or pain. If there's no pain, that's when you, you're working out so by now, you've worked out if you're a good fit or not. And so in heart, by selling, which is all about honesty, hey look, based on what you've told me, we're not going to be a good fit to work together.

[00:20:01.550] - Aileen Day
Yeah.

[00:20:02.120] - Martin Eade
So you might have said to me, hey, look, I'm all about price. Hey, that's great, if you want cheap, I'll help you find it, but you want to get it from us, but if you want a value, that's another story. So you go on through those first few steps, and now you're figuring out are we a good fit to work here?

[00:20:18.600] - Martin Eade
If not, I'm going to value your time by saying to you we're not a good fit to work together. If someone came to me and I'm talking about sales challenges and they're above budget and they've hit budget for the last six months and they haven't got a sales problem, huh dude, you got your shit sorted. You don't need to come on a sales cardio course if that's your level of, of, of commitment and your level of, of delivery of whatever it is you do right.

[00:20:46.340] - Aileen Day
Right.

[00:20:48.980] - Martin Eade
So you've done that now you're into the certainty. So it's about establishing, so why am I a good fit for you? And it's not so much a pitch, but you're talking about, so the pain point that you suggested, so if it's a selling point, hey look, if you've got a sales problem. Then I've got thirty-six years experience, I've dealt with this for over, over thirty-six years, I've done a hundred million bucks worth of sales, and that issue that you're facing right now, I face that every day for thirty-six years and I've overcome it. For me, that's not a problem.

[00:21:25.400] - Aileen Day
Right.

[00:21:25.820] - Martin Eade
That's what I do, that's what I'm good at. So you've automatically said to the client, hey look, I'm certain that I can solve your problem and you can get that **one**. Then you're framing it to why now? So why should the client act now? So in a case of the customer, the sales environment, hey look, so if you don't act now, that's completely your decision but if you don't, then your sales are going to continue to be weak. You're going to continue to discount and who knows that maybe in three months time during covid you're not going to be there anymore?

[00:22:04.600] - Aileen Day
Yes.

[00:22:05.110] - Martin Eade

But what I do know is that if you take action right now, if you can convert more of those leads you're generating each month, put more money into lead conversions instead of lead generation, then I can guarantee you that your sales are going to increase, and what's more, you're not going to have to discount anymore. So we're already up so we're up to stage six and the client still doesn't know what it is that I do. Remember when I went back to the Christmas present.

[00:22:37.690] - Aileen Day

Yeah, yeah.

[00:22:38.320] - Martin Eade

So Archer is buying the Christmas present, he's nearly about to open his Christmas present, but you've established that intrigue all the way through.

[00:22:45.380] - Aileen Day

Yeah.

[00:22:46.570] - Martin Eade

So now it's the pitch, so now it's ok, so based on what you've told me, if I was in your position, this is what I would be doing. And then you'd bang out whatever your pitch was and it's not a features of benefits it's got nothing to do with features of benefits. It's all about the pitch, and sometimes I can close the deal without the client even getting a pitch. And then when you have actually, because he's already certain that I can solve the problem.

[00:23:17.680] - Aileen Day

Right.

[00:23:18.920] - Martin Eade

Also, what do you suggest I do? Well, I would suggest you did blah, blah, blah.

[00:23:24.760] - Aileen Day

Yeah.

[00:23:26.940] - Martin Eade

And that's when you go to step nine, which is autonomy. Now, most people now will start to close. But this is, in fact, when you pass the autonomy back to your client and allow them to close to you, because if you've created enough certainty all the way through the sales process, the client will now be going, holy shit, Aileen, it's fucking awesome.

[00:23:50.310] - Aileen Day

Yes, he is.

[00:23:51.410] - Martin Eade

How, how am I going to get on board the Aileen boat is what they're going to be thinking. How am I going to get that product from this person? Because shit, that sounds good.

[00:24:01.950] - Aileen Day

Yes.

[00:24:02.620] - Martin Eade

'Cause, you've been prizing all the way through. And so now you're going, so what do you think? What, what's a good next step for you? So what do you think we should be doing together? All manner of those type of leading questions where you're giving it right back to the client again, which is not about neediness.

[00:24:22.320] - Aileen Day

Right.

[00:24:22.860] - Martin Eade
It's about omf.

[00:24:25.000] - Aileen Day
And is that, is that autonomy part also to help the client feel like they got to make the final decision.

[00:24:35.960] - Martin Eade
Absolutely.

[00:24:36.740] - Aileen Day
Yeah.

[00:24:38.000] - Martin Eade
Absolutely, it's all about the big idea yeah, so you're in your pre-wiring and you're embedding all the way through.

[00:24:46.250] - Aileen Day
Yeah.

[00:24:47.830] - Martin Eade
And the client eventually, so this is a great, this is my idea.

[00:24:51.670] - Aileen Day
He has good leadership.

[00:24:53.920] - Martin Eade
Now I'm pitching myself to you, take my money.

[00:24:56.600] - Aileen Day
Yeah, yes, absolutely, and in the section where you said, you know, that your in the part of the process where as the salesperson, you're essentially interviewing the client, and if you then decide that, you know what, actually, this isn't going to be the right fit because, you know, as you said, they might be price-driven or they might not be in the right position or the right cultural fit, you know, business fit. People find it hard to have that conversation to be open and honest, and often I have people say to me, I just don't want to hurt their feelings or I don't want to burn a bridge. What do you say to people when they come back with remarks like that and they just they suffer through it and take the client on despite knowing that they weren't the best fit?

[00:25:57.550] - Martin Eade
I'd say get the fuck over yourself because bad clients kill you.

[00:26:02.060] - Aileen Day
Yes.

[00:26:02.950] - Martin Eade
We've all done it, we've all taken on clients that we knew at the start. There's a gut feeling or, you've done something they're asking for too much during the sales process. And, you know, before you start doing business with them, they're going to be a pain in the ass and they are, and they destroy culture as quick as anyone that works for you, they become an albatross around your neck. And you go, shit I just wish I'd never taken this client in the first place, and the one thing about honesty, the one thing about truth is if you are honest and truthful, that is going to give you status because the truth will never be seen as needy. It will never be seen as manipulative or, it will never be seen as anything other than what it is the truth, will only ever be seen as the truth.

[00:26:51.280] - Aileen Day
Yeah.

[00:26:51.640] - Martin Eade

Whereas if you sugar coat, people know, people aren't bloody stupid, people are more in tune with themselves than ever they have been. And they can spot bullshit, and as soon as you start sugar coating something then they're going to go, you know what, I'm not going to go back to that person next time. For me, honesty is about having courage to walk away from a deal. But that doesn't mean that, that clients dead forever because they could come back next week with a different set of challenges, and all of a sudden they're yours.

[00:27:27.970]

Let me give you a quick example. Back in the late eighties, I was selling golf course equipment and I was at the Royal Sydney Golf Club and the superintendent at the time where the leading superintendent invited me in, so I had a mower and I knew him pretty well, took me around the course, I want to mow it great, it's an 8 thousand dollar sale and I was, I'm going around the course because we're all Sydney golf course has got swales and hollows and everywhere. My heart was sinking because I wanted to make the sale and we finished and he said to me, so Martin, when can you deliver us, John. There's actually a better product on the market that I don't sell.

[00:28:09.900] - Martin Eade

He looks at me, said, you what? I said I could sell you my product, and it would do a job, but it's not the best one because it's gonna scalp and you're not going to be happy, and so here's the name of the company that sells this product I think is better for you. And that wasn't easy but I walked away, but the payoff was 12 months later, I get a phone call from John and he said to me, do you sell a real bedknife grinder? And I've gone, that won't mean anything to you, but to mow golf course you need sharp blades. Did you sell one? I said, yes, we do. He said, what's it like? I said, it's the best in the world, he said send one over. I said, do you want to know how much they are? Yeah, I probably should how much? I said sixty-five grand, he's just no worries, he bought one.

[00:28:57.730] - Aileen Day

Bugger your eight grand, take the sixty-five any day.

[00:29:01.330] - Martin Eade

But can you see, I walked away that day.

[00:29:04.330] - Aileen Day

Absolutely.

[00:29:05.320] - Martin Eade

Then, then he trusted me, he knew I wasn't going to bullshit him, so he knew damn well and I told him I had a good product it was, the price was off the table and that was a valuable lesson right at the start of my career, which I kept all the way through. Just be honest, if it's not a not a good fit you bloody know it

[00:29:22.240] - Aileen Day

Yeah.

[00:29:22.630] - Martin Eade

Walk away.

[00:29:23.500] - Aileen Day

Yeah.

[00:29:23.950] - Martin Eade

Just walk away.

[00:29:25.060] - Aileen Day

I could not agree more I, I think I mentioned the last time we caught up one of my first soirees into,

into leadership and what not was with Bunnings Warehouse and for those who are listening overseas think BnQ, what's the American version. Home Depot, right? And one of the, one of the situations I remember very similar to that, not worth as much, though, but we had a customer come into the decorating department and they had a particular problem with their plaster or drywall wherever you're from, whatever you call it. And the paint that we sold wasn't going to solve the problem, and we knew another painting business that was up the road that sold the perfect product but Bunnings didn't sell it.

[00:30:22.860] - Aileen Day

And I ended up ringing the owner of that painting shop and talking to him about the situation and the guy stood in front of me and he said, are you literally going to send me to your competitor? And I said, I am literally going to send you to my competitor if that means that this horrible problem that you have is solved and you never have to do this again, because I've painted houses before and it's a bitch and I never want to have to see you have to do that again because of someone else's mistake. And he initially he was like, you're mad like why? You're stupid like I'll probably never come back now, and I said, well that's OK as long as you get the job done and, you know, and Michael, the guy that ran the other paint shop, he was like, are you sending your customers to me.

[00:31:14.070] - Aileen Day

So even the paint job guy couldn't believe it and literally about four months later, the guy came back and he said, I just wanted to say it all got done. It's only just been finished we've redone the whole house in the paint that you recommended and it is the most stunning finish and I never expected anyone in Bunnings, you know, a national business to, to do what you did and be honest with me enough to, to lose potentially lose a customer. And I said, so do you shop with Michael now? And he goes, no, back with you guys. I'd never leave he goes, it's, it's a rare trait to find someone who would just be honest with you to make sure that they were not serving themselves, but that was serving the customer.

[00:32:09.660] - Aileen Day

And ever since then, every leadership position I've ever been in, I have said exactly the same thing. I don't give a shit if it means you have to walk over to the shop yourself next door to buy it for them, but you will not sell someone the wrong product for the sake of making a dollar, and exactly what you said it will, it will in the long term payoff.

[00:32:34.290] - Aileen Day

And that is...

[00:32:34.980] - Martin Eade

You build, you build lifetime relationships.

[00:32:37.620] - Aileen Day

Absolutely.

[00:32:38.700] - Martin Eade

You build a relationship with that particular person that lasted for years and I've got a similar association with a client in Canberra that I've been with for twenty-five years. Every time I release a new product, I buy it.

[00:32:51.510] - Aileen Day

Yeah.

[00:32:52.020] - Martin Eade

Because they trust me.

[00:32:53.640] - Aileen Day

Yes.

[00:32:54.240] - Martin Eade

It's, it's just it's a great way to do business and the people listening to your, to this thing right now, I'd be saying to them the next time that you are making, in a pitch and you think it's not a good fit, have the courage to walk away and just see what happens. Watch the magic unfold because the magic, it absolutely will unfold because by walking away, if you think it's going to happen, year number one, sometimes you're not a good fit, sometimes the client is bullshitting, you extracting yourself from the conversation they actually end up chasing you, it's a bit like the cat string theory. You know you got a cat you put a piece of string down, if you leave it sitting on the ground, they get bored. But if you keep pulling it, so if you keep pulling away from the client, and they, they do what? Oh, no, you're right, I was you know, I didn't I told you a bit of a pork pie because this is new for the client too remember.

[00:33:48.140] - Aileen Day

Yeah, they used old school selling.

[00:33:51.080] - Martin Eade

Client are used to lying we have a, there's an old adage in selling yeah buyers are liars, it's the, true story. And a lot of buyers are liars, a lot less than they used to be, but that's the beauty of the sales process that I outline, because if you go a problem in pain, and if there's no problem or pain, then you go, well Aileen, look something doesn't seem quite right because what you're telling me doesn't add up.

[00:34:22.400] - Aileen Day

Yeah.

[00:34:22.780] - Martin Eade

And 'cause you are, you asking before about researching your client? You know, if you research your client and they are a small one or two-person building company, for example, and they come in and all of a sudden and you're selling kitchenware and they come and they want these massive big kitchen things, and you're going, you know, something's not quite right there. By the look of your website and everything, I've just learned about you this is not the area where you normally go to. Can you fill in the gaps for me?

[00:34:57.770] - Aileen Day

Hmm, yeah.

[00:34:59.530] - Martin Eade

That's quite an okay question 'cause they might be, they might have got their first premium product home or they might be just kicking tires, they might not be interested at all, but you owe it to yourself to value your time, because if you're talking to a client who's wasting your time.

[00:35:16.300] - Aileen Day

Yeah.

[00:35:16.900] - Martin Eade

The client that's about to give you an order might have just been put on hold and then they're going elsewhere.

[00:35:22.060] - Aileen Day

Absolutely. Yes, definitely.

[00:35:25.030] - Martin Eade

It's all about, you know, another old expression as money talks and bullshit walks and that's still true to this day.

[00:35:33.640] - Aileen Day

I have heard that one, I definitely have heard that one. I would certainly caveat that and I'd love your, your feedback though if you do kind of establish that, you know, after walking away or going to walk

away, that they do come and chase you down. If you then do decide, alright, I've established that, they now know I am the prize, they now know I can deliver, but I now know that they were testing my boundaries. I would say that in my experience, that if you go ahead with that client or that, that business relationship, that you have to stick to your boundaries because it won't likely be the last time that they try to test those boundaries, if they do it once, they'll probably try to do it a couple more times.

[00:36:33.350] - Martin Eade

I think it's all a matter of if that happens, you now have control. So now you are dealing on my terms and this is the way I deal with people...

[00:36:45.400] - Aileen Day

Correct, your boundaries.

[00:36:46.090] - Martin Eade

So the first step is that you sign a letter of intent, then you pay a deposit, and then 10 days later you get the scope of works, and then, and then, and then, so you need to be, you're absolutely right, this is how we do business. Now, if during the process, for whatever reason you don't honor your commitment to me, then we will terminate your employment as a client, it's quite okay to sack customers. And in a marketing pile-on, because you and I both have friends there in that marketing space, they develop websites and stuff like that right? So someone rings up and lets say I wanted a website by the 31st of July, which is unrealistic, but let's just hypothetically say thirty-first July and the developer says, yep let's do it, for us to get there I need this, this, this, this and this because when you put the website together, a lot of it comes back on the customer.

[00:37:42.880] - Aileen Day

Yes.

[00:37:45.100] - Martin Eade

So the customer just has the 31st of July, so on the 31st of July where the client does the work online, he's going to expect a shiny new website. So it's a matter of having processes, so by the end of trade tomorrow, I need to have the content for page one and two by the end of business this week I need all of your click links.

[00:38:05.290] - Aileen Day

Yes.

[00:38:05.800] - Martin Eade

And if you don't meet any one of those deadlines, then we have the ability to terminate your, your employment as a client or blow out the deadline or charge you more because you're just yanking our chain.

[00:38:19.330] - Aileen Day

Yes, definitely. And don't threaten it, do it.

[00:38:25.460] - Martin Eade

You can't be, you can't be the mum that says, you know, I said mum, you can't be the mother or the father.

[00:38:31.900] - Aileen Day

Maybe the parent.

[00:38:33.370] - Martin Eade

Little Johnny, if you don't eat you're pudding you're not having a, you know, a chocolate afterwards they can't, this is business.

[00:38:41.360] - Aileen Day

Yeah. Yeah. And this is how you deliver your value-driven brand, this is how you get taken seriously in, in your industry, in your arena and to be honest, you know, empty threats aren't going to ever impress anybody. So, you know, if you're going to set yourself up as the prize, then be the goddamn prize.

[00:39:05.140] - Martin Eade
It is professional.

[00:39:07.360] - Aileen Day
Yeah, absolutely.

[00:39:07.990] - Martin Eade
It's not seen as anything else but professional, you know, it's interesting because it's not the client's job to understand. It's yours to make it understandable, it's not the client's job to buy, it's your job to make it buyable, it's not the client's job to feel good about your company or product, it's your job to create certainty. And if you do all that, price that comes off the table, you got a client for life, deliver results, you get trust. It's all easy pickings.

[00:39:38.110] - Aileen Day
Yeah, so you mentioned just before about a workshop that you run, which I love, and it's called Sales Cardio, give me a bit of full one on one on that, what's the, what's the inside scoop.

[00:39:53.510] - Martin Eade
So the Sales Cardio workshop is for anyone who wants to improve conversion rates, for anyone who wants to basically reduce or eliminate discussions that focus on price, and it's all about the nine-step process that we went through just before. It's a five-hour workshop, as I said, we go through and we actually workshop it, so we workshop a status piece, we workshop a certainty piece, and then we bring it all together in a pitch for you. But for me, I've always found that a workshop there great, but usually when you leave a workshop, it's like you feel motivated, but then you there's nothing left. So for me, it's a you do the workshop. Yes. But then there's a 30-day accountability matrix after that. So you do the workshop and then you commit to three, three sales KPIs that you know, that workshop one week later. Now, a workshop, by the way, has got a maximum of 10 people in it.

[00:40:50.480] - Aileen Day
Great, intimate.

[00:40:52.370] - Martin Eade
That way you get one on one conversation with me and one interaction during the five hours so, at the end of the workshop, you have three KPIs, which you have agreed to seven days later, we have a follow-up session as the same group that you're on just to perfect your, your flash roll, perfect your winter is coming script and perfect your certainty so you got that right. You also get access to a Facebook page where you can ask questions as a group. You get direct email access to me for 30 days, and you also get access to any group coaching sessions that I do for my entire community on a monthly basis and then at the end of 30 we have a quick another get-together. How did you get on with your KPIs? How did you go? At that stage if anyone says to me, look man, I got nothing out of this and my conversions haven't gone up, I can't see a clear road map. I'll give you your money back there's no issue.

[00:41:52.640] - Aileen Day
Right, wow.

[00:41:54.680] - Martin Eade
So the worst case is that you can come on board do your workshop, get 30 days with me, and if it doesn't work, the worst you've done is learn. The best that you've done is invest \$899 in this course, which is what it is, including GST for 30 days, and you have increased your sales conversions and, you have increased the profitability of your business.

[00:42:18.470] - Aileen Day

And in theory, working on a pretty fast return on investment, I would imagine, with all of that intimate amount of touchpoints that they have with you, if you can't take away some learnings from that. But I do certainly love the accountability piece I am a huge advocate for, and that's partly where this podcast has come from, is that I love the tactical information that you can go and put into practice immediately and, and show people what you've, you know, what you've learnt from all of those workshops. So the fact that you hold them accountable is fantastic I think that's brilliant work, so...

[00:43:08.390] - Martin Eade

It's the only way to do it, because if you're not committed to growing your business, if you're not committed to increasing conversion rates, if you're not serious about eliminating discussions that focus on price, then we're not going to be a good fit to work together. You check out my website at thesalestrategist.com.au, a blatant plug Aileen.

[00:43:27.290] - Aileen Day

Go for it.

[00:43:28.160] - Martin Eade

Then, there's a video from me on there which goes through what to expect, but there's also an application process which takes you through a number of questions and answers. And not everyone will get on, and get to come on a Sales Cardio workshop. Number one, because they're exclusive so there's only 10 on each one. I do two a month because I want to give the value where it's got, but the questions that I have in the question form will, it'll become obvious pretty quickly if we're going to be a good fit to work together, because I'd only want to work with high achievers, who are committed to growing their business and today covid who doesn't need to sell more product, who doesn't need to stop discounting.

[00:44:11.390] - Aileen Day

Absolutely, who doesn't need to learn how to produce and lead customers to a full sale. Convert and make it easy for yourself because you are the prize, as I like, said one of my clients, you are the motherfucking prize and I make him scream it back at me. It gets all very, it gets all very, very heightened, escalates very quickly.

[00:44:43.760] - Aileen Day

Now, before I let you go, and I want to just firstly say thank you for the most amazing tips on sales strategy and processes, and for those of you listening on, you can most certainly replay this, pause, make notes, replay, pause, make notes, do what you have to do to take it on board and then once you've done that, go to thesalesstrategist.com.au and check out Martin's content, which can I just say, since Martin has started this business, he has become the content king.

[00:45:23.420] - Aileen Day

He is everywhere, he is a Tik Toker, he's going to be a YouTuber, he's on Facebook, he's smashing out Instagram. It is not going to be long before everybody knows about The Sales Strategist and I can say I know him, but one of the things that I ask all of my guests is to tell me a song that gets them pumped for anything. Now, do you remember the song that you told me gets you pumped for anything?

[00:45:57.860] - Martin Eade

Absolutely, is this the grand unveiling is it Aileen? So it's We Are the Champions by Queen.

[00:46:04.670] - Aileen Day

What a tune, what a tune. Now, for those listening in car at home, however, you are putting this sound through your earbuds. You will know by now that, but Martin doesn't so I haven't told my guests this until they get on that we are creating or have created a Spotify playlist for all of my guests who tell me what that song is, that one song that gets them pumped for anything, and I add that every week to our playlist and the listeners of The Value Driven Brand podcast have access to that playlist and making sure that every week they get a new tune and at any moment of any part of the day or night, they can be ready and pumped for anything.

[00:47:01.060] - Aileen Day

So Queen's, We Are the Champions is officially added to the playlist, what a banger, and Martin, on that note, I want to thank you so much. I love, love getting the opportunity to talk to you, I love the sound of The Sales Cardio, so if you think that you might be a good match to work with Martin and are interested in converting your leads and increasing your sales, then I do suggest that you get in touch with him. You can do that either through Facebook, or Instagram, or hitting him up at his website on thesalesstrategist.com.au. But apart from that, I just want to say thank you, it is always my privilege and a pleasure to speak with you and thank you so much.

[00:47:59.910] - Aileen Day

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