

# selling (that word no one likes to say)



## Focus on People

In a people business, part of the art is connecting with people. The best tried and true way to connect with people is to be interested in and talk about THEM! Be curious and observe what people tell you about themselves. Look for an avenue to keep a conversation going and make eye contact. Talking to people is essentially what you do for business (online or in person), so you need to make it a part of your lifestyle.

Try saying this phrase to yourself daily: *"I love meeting new people and learning about them. I can't wait to see who I meet today!"*

### Words for connecting with people:

*"Are you originally from here?"*

*"How do you know Sally?" (the Host)*

*"You guys look like you're having so much fun! Mind if I join the conversation?" (if you have a group that came to a Gathering together)*

*"One of the things I love most about my job is meeting new people all the time! You wouldn't believe the jokes I learn, too! What's your favorite one? I wonder if I've heard it."*

*"I wish I had a head of hair like that!"* Compliments can go a long way! Make sure it's genuine and something you truly admire about the person. Make the person feel important, because they are!

When selling with Pure Haven, it is important to create a baseline connection with people before you show them our presentation or offer products. Look for commonality, and keep the conversation going.

## Emphasize Feelings

We're in the business of inspiring Customers to connect with the potentially life-saving benefits of what we have to offer. Our message can evoke strong feelings from Customers, and many times it is emotional for them. Bridge areas in the brand presentation with questions to encourage interaction and discussion.

### Words for connecting on an emotional level:

When you talk about disease statistics: *"This can be a touchy subject. I'm always so shocked that the number just keeps increasing when it comes to chronic disease in this country! Raise your hand if you or someone you know has been affected by one of these diseases."*

*"We can't say we know WHY these diseases continue to rise and that's the most frustrating thing. We do know that many are triggered by environmental factors, and what you can control is what you put in and ON your body!"*

*"I know one thing for sure; I'm so glad to be aligned with a company that won't stop talking about this issue until the disease rates start to decline! That feels amazing!"*

When you talk about how YOU can make a difference: *"It feels so amazing to know that, in a world where there is so much we can't control, we can make a super-hero decision. We have the power to vote with our dollars and make a real difference for our families! Isn't that incredible?"*

*"I know that it may seem overwhelming at first and you may not know where to start. When I started my journey, I would have loved for someone to hand me a box of products and say, 'Here. These are guaranteed safe,' and know that it was true. I'm so grateful for this company that truly is safe and offers a place to start. Let me show you how."*



**purehaven**

## Show how it matters

What makes pure haven products matter? Focus on the number of toxins they will be eliminating and have them imagine how good this purchase will feel! Use the science of selling and anchoring to help people choose the right bundle for them.

### Share testimonials:

*"I never thought that I would be someone who had great skin. I tried everything on the market, even things with some scary ingredients, and nothing worked. I was amazed when I tried the refresh skincare products. My skin has never looked better, and I get compliments all the time."*

*"I knew the comfort oil was good when my husband used it for his chronic back pain. He had not been able to sleep for weeks, and when he applied the comfort oil, he was able to sleep through the night pain-free. What a remarkable product! And the best part? NO harmful ingredients!"*

### Words to show how their purchase matters:

*"Imagine how much better you will feel eliminating so many toxins with just one purchase. With our nontoxic lifestyle bundle, you can affect all areas of your house with just one purchase."*

*"Most people start with the ultimate nontoxic bundle. It eliminates the most toxins and has so many benefits. The extra free product and \$50 gift certificate are just the beginning! Is that where you would like to start?"*

## Close the sale

Creating a connection and being interested in people, relating to them on an emotional level and showing them why their purchase matters are key to getting a person to the point that they are ready to buy pure haven products. You have tools, like the brand presentation and did you know flyer, to aid you in getting them ready to buy. An important part of getting sales is closing the sale!

When meeting one-on-one with someone or finalizing a Customer's order at a Gathering, always start with the highest Customer bundle (ultimate nontoxic bundle) and assume that is what they will buy. The ultimate bundle not only gets the most toxins out of their house, it also positions you for a higher average sale. If they pass on that, next assume skincare or lifestyle bundle. If they still don't bite, offer the basic bundle.

### Some basic techniques to close a sale are:

- 1) **Assumptive:** *"So you are starting with the ultimate bundle?"*
- 2) **Options:** *"Which is better for you, the lifestyle or the ultimate bundle?"*

- 3) **Suggestion:** *"Based on what you've told me about your family, I suggest you start with the ultimate bundle to eliminate the most toxins possible."*
- 4) **Urgency:** *"We have a great promotion on our bestselling dream cream for three days only! Would you like me to help you with a refresh order?"* Only use this occasionally and only when you have a strong relationship already built with your Customer. This will be a good option if we have a special offer that is available for a limited time only.

Do your research by trying our products and learn about their benefits to suggest the best option for your Customer.

Pitch the solution, not the product. If you have discussed a child's eczema with their mother, show before and after pictures of how dream cream was the solution for others who had the same problem.

Handle objections. If someone objects to the price of dream cream, ask, *"How much does the prescription the doctor wrote for eczema cost to fill?"* And remind them, *"Dream cream is not only less expensive than your co-pay, but it also won't require the use of a drug with potential side effects, and our products all have a 60-day empty bottle guarantee."*

Ask for the sale. This seems obvious, but so many people skip this step. Don't assume people will ask to buy from you. Ask. For example: *"Do you have any questions for me before you place your order?"*

Use the words "most people": *"Most people find the ultimate nontoxic bundle is the right choice for their family because it saves so much time reading labels. They know pure haven products are 100% toxin free and worry free."*

### Other tips to close the sale:

Avoid yes/no questions. Start questions with the words "who," "what," "when," "where," and "how."

Use some tried and true wording:

*"Tell me your thoughts ..."*

*"It sounds like I've answered your questions. Ready to get started?"*

*"Seems like this is a great fit for you. What do you think?"*

*"Which bundle are you considering?"*

If there's an objection, simply say, *"May I ask why?"*

Remember, selling takes confidence in yourself and in the solution you're offering! It also starts and ends with people. Be interested, emphasize feelings, show how it matters, and always remember to close. You have an incredible option that everyone needs to know about.

As you sharpen your selling skills, you can seamlessly transition to prospecting for new team members using prospecting. Check out some simple phrases to use in our prospecting document to build your team and your earnings with pure haven.



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