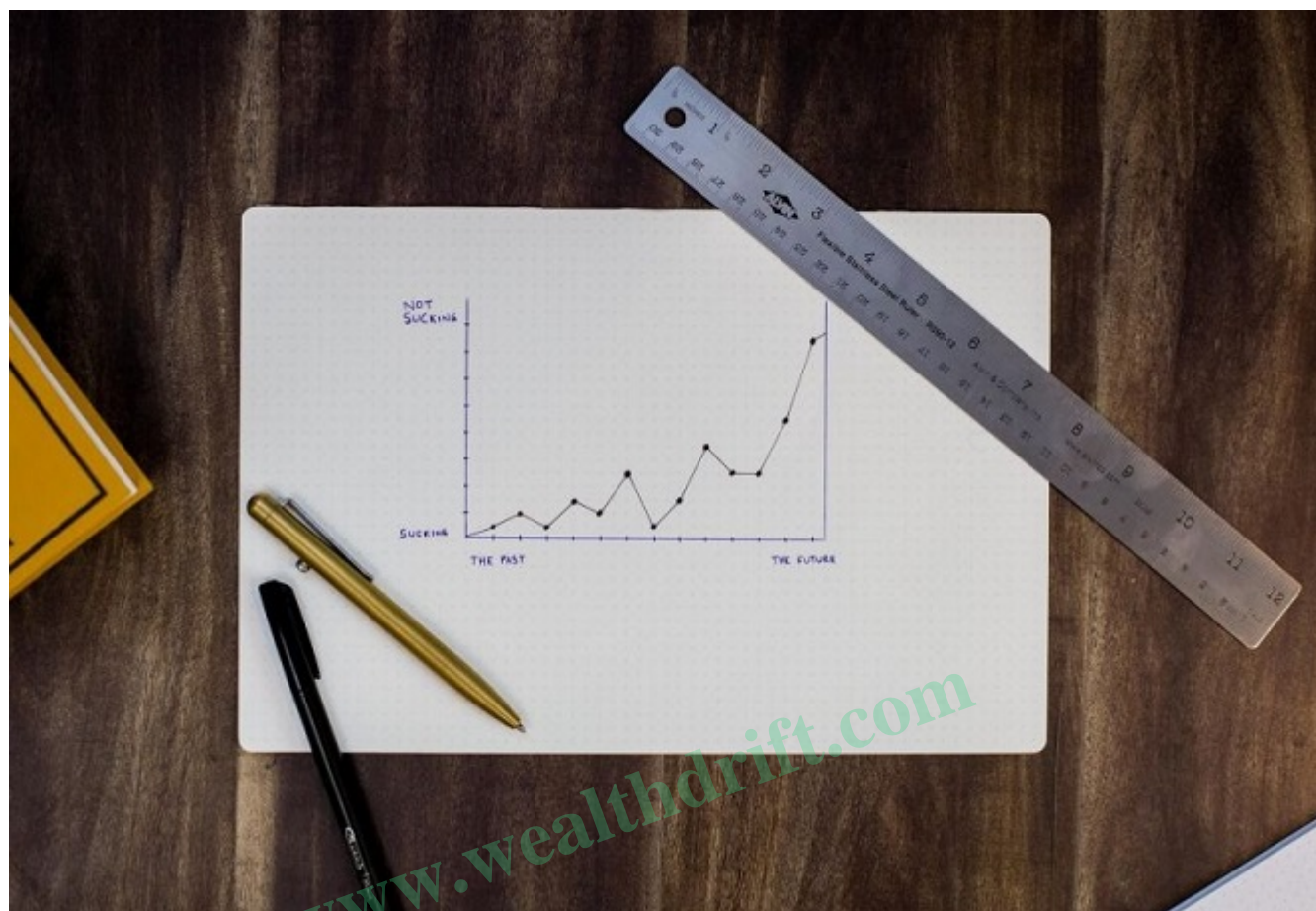




17-Step Secret Selling System | Sell Like Crazy (5 mins read)

Description

Author [Sabri Suby](#) has done tremendous work and has really put his heart & soul to write the amazing book called Sell Like Crazy. He has provided various tips & strategies so that you can make the most lucrative and effective offer and increase your sales multifold. In his book, he has discussed the most effective 17-Step Secret selling system which can be used to create sales messages, landing pages, sales videos, blog posts, webinars, or sales presentations for any kind of business effectively. He has used this 17-Step selling system to generate over \$400 million in sales for his clients and himself.



17-STEP SECRET SELLING SYSTEM FOR DEFINITE SUCCESS

1. Call out to your audience

You have to address your audience at the start of your ads, landing, or sales letter.

2. Demand their attention

Now provide them a big promise like "How to Lose 10 Kgs in 6 weeks without exercise or dieting...Guaranteed!"

3. Back up your big promise

The next step is to back up your big promise by giving them a straightforward explanation in the subheadline

4. Create irresistible intrigue

It is time to create intrigue with some bullet points. For that, write down 15 to 20 additional headlines and cut them down to the best Six. Remember each bullet point must address your target market pain, fear, hopes, and dreams.

For e.g. –

- **Pain** – I am having difficulty to write blog posts on my own.
- **Hope** – I wish someone would just write blog posts for my website.
- **Fear** – Without new blog posts, my website traffic would not skyrocket.
- **Dream** – I dream of being financial free in next 4 year from my blog website and do whatever I want to do in my life.

You should add an element of intrigue in bullet points such as –

- ***“The Little known secret to make your business boom in shorter duration”***
- ***“Your competitor **does not want you to know** these strategies that can bring you multifold profit in your business”***

5. Shine a floodlight on the problem

In this step, you have to explain vividly how it feels to experience the specific problem your target market has. They should feel, “Yes, that is exactly how I feel about this problem”.

You have to agitate the problem so they recall the feeling of pain that compels them to think about what they’ve tried before to fix the problem but those solutions didn’t work.

6. Provide the solution

Just reveal your solution to their problems with your products or services and demonstrate how your solution is the best viable option in the market which effectively solves the problem at hand.

7. Show your credentials

Your target market will definitely think like, “Sure he/she says he/she can fix the problem. But this is what they all say and I’ve listened to it like hundred of times.”

To mitigate the above skepticism of your target market, you have to prove that you and your product are really worth considering by showing your credentials.

For e.g.

- Results you've achieved so far.
- Most successful case studies
- Elite cum prestigious organization or people you have done business with
- Your number of customers
- Awards or recognitions you got
- Your business/product/service Press coverage, etc.

8. Detail the benefits

By using the bullet points/table format tell about all the features and benefits your product/service has. Features tell and benefits sell, so talk only in benefits.

- **Feature** is simply a detail or specification.
- **Benefit** is what your product or service will do for the buyer.

Let's take an example of a feature & benefit –

Feature	Benefit
100% Organic Bamboo Cotton Sheets	Durable and long-lasting (made to save you more money)

9. Social proof

You must build the credibility of your product/service and your offer. You can use third-party validation to build good authority or quotes from the most credible sources.

10. Make your Godfather offer



The Most Important Step in Sabri Suby's 17-Step Secret Selling System

Ensure that your offer must be –

- **a) Clear & easy to understand:** Everything in your offer should be crystal clear and there will not be a question as to what your prospects getting in return for their purchase/registration.
- **b) Value-based:** Your offer must be focused on how it will solve a problem or fill the need of your target market.
- **c) Concise:** Keep your offer to the point so that it attracts good conversions.
- **d) Persuasive:** In the author's words "If there was a place to bust out the salesperson chops, your offer is it."
- **e) Irresistible:** Your offer must be such a good offer that if a person sees the same, he would say "How can they possibly offer so much value?"

Examples of Irresistible Offers (Godfather offers):

- *We'll build your new home in just 30 weeks or give you \$5,000 in cash*
- *Guaranteed Google rankings in 90 days or we work for free*

In the author's words, *"If the offer and the guarantee don't keep the founder up at night, then they're not strong enough."*

11. Add bonuses

To make your offer more compelling just add relevant bonuses or sweeteners to your offer. Bonuses should be desirable but not essential to reaching the desired outcome.

12. Stack the value

Stack up the total value and benefits of everything in your offer and tell how much everything is worth to raise your offer's perceived value.

13. Reveal your price

You should now add prices together to calculate the value, reveal the much cheaper price. You must explain why the price is what it is and why it is of such great value. For e.g. you're pitching a free consult for lead generation, then, it's important that you put a dollar value on what the consult is worth. Later, you can cover the price of your services on the call itself.

14. Inject scarcity

Scarcity does a good sell but you should ensure it needs to be genuine or you'll ruin your reputation in the market.

For e.g. for scarcity you might include:

- Countdown clocks
- Only X left at this price
- Buy before X to avoid a price hike
- Putting an expiration date on your offer

15. Give a powerful guarantee

A powerful guarantee removes, eliminates, reverses the perceived risks that buyers might face. Guarantee transfers the risk from the buyer to the seller and it is basically protecting the buyer that if the product does not deliver the value, they won't be at a loss of time or money and thus eliminating the pain of buying.

Some examples of powerful guarantees –

- **General:** *"If you follow the program and don't lose 10kg in your first 180 days, just let us know and we'll refund every cent you've paid."*
- **Domino's Pizza:** *Your pizza will be delivered in 30 minutes... or it's FREE!*
- **The Forever Guarantee:** *If at any time you are not completely satisfied with the performance of your Cutco Product, we will correct the problem or replace it.*

16. Call to action (CTA)

A call to action is basically a command that you would put in your sales copy/letter to tell your prospects exactly what to do next. Be specific, your audience shouldn't have to play 21 questions to figure out what you want them to do. Keep your CTA short and ask just one thing, because more hoops will likely make your audiences think "screw this" and leave here.

For e.g.

- **For Cold Customers** – You can offer CTA such as quizzes, free guides, competitions, etc.
- **Customers who are piping hot** – Don't beat around the bush just take them straight to the shopping cart.

17. Close with a P.S. that includes a warning and a reminder

P.S. is the third most-read element of your letter, so always include a closing point or P.S. Remind them about your jaw-dropping irresistible Godfather offer and also warn them about what would be the consequences if they don't buy. At last, include CTA and again remind them of the limited time and quantity.

You can also read our top-picked personal finance book summaries. A book summary would hardly take 10 min of your valuable time but will deliver you immense value. [Click here to read](#)

By following the above secret selling system you can see unimaginable results that you never had before in your sales. Your sales will grow to new heights and your competitors will surely fear you in the market. With that, you will also be able to make a successful brand for your product and services in the long run.

If you liked our article "17-Step Secret Selling System for guaranteed sales" then feel free to share it with your family, friends, and peers. Do share your thoughts on the article in the comment section below.

Category

1. Book Summary
2. General

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