



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & WES SCHAEFFER

Shaun Buck: Hey, everyone. This is Shaun Buck and I am here with another Million Dollar Strategy podcast and I've got the one and the only, the sales whisperer, my buddy, Wes, here who is going to talk to us about really about a very important part of making money, closing sales. I found that it is very, very difficult to make any real money if you can't get to a yes and someone will actually buy from you and make a sale and Wes is one of the best I know at helping you close more deals. And so, Wes, welcome to the show.

Wes Schaeffer: Hey, man, thanks for having me. But I got to correct you, man. It's all about getting followers on Snapchat. I've changed my whole program. So that's the focus.

Shaun Buck: Perfect. Well, listen. We can dive into that as well too. I don't know that anyone will make any money, let alone get a million dollar strategy from that, but it's possible. There may be one guy or gal out there and crushes it with that.

Wes Schaeffer: Exactly.

Shaun Buck: Yeah. Yeah. So give you a little background. Don't go all the way to the beginning. I don't want to hear how your parents met or anything. I've heard that story once before we won't go there, but give us a little bit of your background and tell everyone who you are and what you do so they're familiar with it. And then we'll jump in with some questions for you.

Wes Schaeffer: You are not right, man, but I was in the air force so I had no training for this, man. It was 1997. I was married. We had a young son and another on the way and I jumped out of the military to be in sales. I wanted to get paid according to my production, not my time in service, right? And I was in a lot of different businesses, financial services, retail, got into high tech right at the peak, right before the .com bubble burst. Spent a lot of time though still in technology. 2012, I launched the sales whisperer, I didn't have a website, did not have a merchant account, did not understand marketing automation systems, things like that, but I knew how to sell. I was not afraid of the phone, I was not afraid to speak to somebody in person. And there's a saying that sales cures all sins, right?

At least in business and the assumption is you're selling at a good margin, which I was. And what people don't realize a lot of times, most of the time, is that at the core of any marketing campaign is a sale. You're sending out your newsletter and you're selling people to even open it, right? You're selling them

to read it, you're selling them to take action in the newsletter. So sales is at the core of everything. And that's why that's always been my main focus. Even though I've expanded into systems and marketing and copywriting, it's to help somebody make a sale.

Shaun Buck: So is the first time that you discovered that you were a good salesman when your wife said yes? Because this may be a podcast, but we're doing this via video here.

Wes Schaeffer: Ha.

Shaun Buck: Just kidding, just kidding, brother. So-

Wes Schaeffer: Are you saying I have a face for radio?

Shaun Buck: I'm saying you are one good looking man. That's all I'm saying. So, okay. I completely agree and I have a sales background as well. So you and I speak the same language when it comes to that. And I think that a lot of people are scared of sales. They're scared of picking up the phone. Well, it's although still one of the most effective tools out there for closing a deal. What are your thoughts on that? Talk to me about picking up the phone because I think everyone wants to do it via email nowadays or Snapchat or something so.

Wes Schaeffer: Yeah. And so the bad news about using the phone and even doing quote unquote cold calling is that it's not scalable, right? It's a one to one deal. But a couple things on that. One is I don't think there's really, truly any more cold calling. In three minutes you can find out a lot of information about somebody, so at least it's a lukewarm call now. Sure, they may not be expecting your call. So if that's what you consider a cold call, then okay, fine. But really a cold call is just calling names out of a phone book. But example I always use, when I was in technology, one of my industries, one of my verticals was healthcare, and so I had a good story to tell CIOs and IT directors at hospitals. And so, yeah, the opening was, they weren't expecting it, but because I had a good story, it really wasn't a cold call and I could look them up, get a referral into them.

But the nice thing about cold calling is, I call it, eating the rabbits while you're hunting the elephant, okay? You can pick up the phone today and it'll be a lot of work. But for five, six, 10 hours, you can bang out calls and probably make a sale. Certainly make an appointment with a qualified prospect. Now tonight, take a quick little nap. Now, go build your website, go build your funnel, go implement your CRM, implement automation, create landing pages, create blog posts, great podcast, write a book, create your free reports, create your drip sequence, okay?

Go do all that so you can scale, but that takes a lot of time and expertise to install your Facebook retargeting pixel, start doing PPC, start split testing your sequences, your ads, all that. So by all means do that. But you could go broke

before you perfect that system, okay? Meanwhile, you can pick up the phone and make a sale and eat today.

Shaun Buck: Yeah, I think ... I know this is a hair off track, but I think that based off what you just said, you can go do all these things, I think that's actually where some people get hung up, right? They get hung up going out and getting Twitter ready to go. And Snapchat and Facebook pixels and stuff and whatever the next new shiny object is when the reality is they just need to go work the leads they've got. What are your thoughts on that?

Wes Schaeffer: Yeah, it's, it's way easy to get bogged down in the minutiae, and there's always something new, you know? I remember it was probably like 18 months ago at most and a big well known social media guy is quoting Gary Vaynerchuk. "If you're selling to people under 25, then you know ..." Or no, he said, "95% of your marketing budget should be on Snapchat." And people were like, "What? What are you talking about?" He's like, "Oh, okay. Well, Gary Vaynerchuk said if you're selling to people 25 and under, then you should focus on Snapchat." And even that, maybe that was right for about a six month period, but now it's changed. So things evolve. But what people rarely focus on and rarely get right, which is why they're always bouncing around, is that they don't get their core message right.

I always, say deliver a powerful message in a powerful manner. Yes, being able to target and segment and say, show me women between the ages of 20 and 30, that like Friends, that are lefthanded, that have a Masters degree and make over \$100,000 a year. Okay, great. I can find those people. But what are you going to tell that person? What's the offer? So come up with a compelling message first. Why should I do business with you? If you're clear on that and it resonates ... My wife is lefthanded, so if you come up with, "Hey, are you a busy lefthanded mom?" I'm like, "Well, I'm not, but my wife is." So even though I'm not quote unquote the target demographic, the message will resonate. Most people don't have a good message.

Shaun Buck: Gotcha. And so, so talk to me, let's go a little deeper on their core offer and core message here. So, so what would you tell someone who doesn't have it? What would they ... ? Or they have one and it just sucks, right? Let's walk through this. How would we help them achieve starting to figure out what that core messaging is?

Wes Schaeffer: Well, it's a little tough. It's kind of like trying to evaluate your own golf swing. Somebody on the outside can see ... You swing the club three times, they know exactly what's wrong. And it might take you three months to figure it out on your own. But you can take a step back and say, what do people come to me for? What do friends and family and associates, what do they come to me for? Is it financial advice, is it relationship advice, is it technical support? Is it web design? Whatever. So if people are telling you, the world is telling you what they see, what value you bring to them, okay, so that's going to give you a clue. So then you just got to figure out why, and hopefully that's your world.

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Wes Schaeffer: ... got to figure out why, and hopefully that's your world, right? Hopefully you're running the newsletter business. Hopefully people aren't coming to you asking for, I don't know, bowling lessons. Maybe you're a great bowler two, but I don't think that's how you make money, right? So if they're coming to you saying, how do I grow my business, how do I expand beyond what I'm currently doing? Is direct mail even an option? So they're recognizing your value, but then you've got to really clarify that message. Copywriters will always tell you, journalists will always tell you that the headline matters. I mean, they'll spend 80% of their efforts on the headline. Can they sum it up and pique the interest of these busy readers, busy prospects to pause and focus? So what is your headline? And honestly it is hard. It's especially hard to do it on your own.

Somebody outside looking in ...

And the reason is ... They call it the curse of knowledge, okay? Things that you've done for 10 or 20 years, you just forgot how hard it was, how unique your skill set really is because it comes easy to you. You go, "Oh, nobody will value that." And it's like, yes, they will because they don't know it. And that's why I say it's good to have somebody from the outside because people will ask me, "Well, what experience do you have in alpaca breeding because that's our business?" It's like, I don't have any experience in alpaca breeding, which is exactly why you need me. You need fresh eyes. You need somebody to question and slaughter the sacred cows, say why do you do it that way?

As an outsider that does not make sense to me. And just last night I was sitting here and talking to my son and his girlfriend, they're both in college, he's 20 years old, she's 19. We were talking about finances and money and Venezuela's collapsing and macroeconomic tariffs in China and steel production, World War One and all this stuff, right? And I was telling them, if you can't explain something to a fifth grader, then you don't know it well enough, okay? So boil your business down that a fifth grader can understand and when you go and look back, and I wrote about this just last week in one of my newsletters, I think it was Hemingway, Old Man in the Sea, right? That was written at like the fifth or seventh grade level, very simple words, simple concepts, and he won a Pulitzer Prize, right?

So keep your stuff simple, boil down to the essence, and then just hammering ... I say, deliver a powerful message in a powerful manner. Keep driving that point home. That's how you grow.

Shaun Buck: I think that's all good. I think, one, I just wanted to get your comments on a side subject that you mentioned. So are you saying you're short on socialism? You don't think this is going to work here because-

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Wes Schaeffer: Hey, man, no, I just think the wrong people have just been doing ... We're really smart now so we should try it. It hasn't given a good shot yet.

Shaun Buck: Okay. Fair enough. Fair enough. I agree. And, see, I think that ... Tell me what you think about this. I think the other thing they get caught up on when they're creating their core message is they start creating it all about the product, right? So if you're talking about Newsletter Pro, right? And I was creating it all about the product, I'd be like, "Hey, we create custom print newsletters for you." Okay, well that ... Okay, I guess, well-

Wes Schaeffer: I don't need a newsletter. [crosstalk 00:14:02]

Shaun Buck: Whatever, right? But it-

Wes Schaeffer: No-one needs direct mail.

Shaun Buck: Yeah. So like when I teach my team, when they're at a trade show or whatever, and someone walks up to them, what they're supposed to say. I guess I'm not at the trade show checking, so who knows? But what they're supposed to say is, "What do you guys do? Okay, well we help companies get more referrals, decrease their churn and turn more prospects into customers. And the way we do that is ..." Right? So I see people, they talk about their product and the features of their products instead of talking about the benefits when they're trying to create this core messaging. See, I think that's a mistake. I think you should be talking about the benefits. Do you agree? Do you disagree? Do you have a different take on that?

Wes Schaeffer: Nope, I agree. An easy way to help you overcome that is just to add 'which means', okay? Add that, so just make this big, long run-on sentence, but just add 'which means', and you'll, you'll begin to explain it to a fifth grader.

Shaun Buck: Yeah.

Wes Schaeffer: Okay? Why is it important? We help you create direct mail newsletters to reach, expand your audience, which means ...

Shaun Buck: Yeah, you get Z, Y, Z, right?

Wes Schaeffer: There'll be less competition because everyone thinks direct mail is dead. So you'll arrive with no competition sitting alone on their desktop ready to be consumed in an un-distracted, in a super focused manner by your ideal customers, which will help your sales grow, right? So just add 'which means' at the end of your feature, and you'll start to clarify your statement and who you really reach and why they should care.

Shaun Buck: Yeah, I think that's a really good tip for people. You mentioned in the last section as well. You mentioned Gary Vaynerchuk. I like Gary. I don't know him

personally. But I do like his stuff. But, look, he's like everybody else, right? He is going to peddle the thing that makes him money. Gary makes money on social media. Gary owns money. He owns stock in Snapchat. So he's like the rest of us. He's going to hit peddle his wares. But the funny thing about it is that I see is what you won't hear Gary say, and this is me, I make money in direct mail, right? But millennials, the second largest purchasers of goods via direct mail. You know what I'm saying, see?

The problem rarely is that you need to run to the new shiny media. Doesn't mean you don't need to be there. I'm in direct mail, but I do a podcast. I have a large Facebook following. I do online ads as well. I just also do offline stuff, right? You see, the challenge is not about doing one thing. It's about doing it all, but it's about not doing it all at the same time, and having clear messaging when you do it. I don't know. Agree, disagree with that?

Wes Schaeffer: Yeah. So there's always a dichotomy, right? Kiss, keep it simple, stupid.

Shaun Buck: Yep.

Wes Schaeffer: And then Dan Kennedy will say, "Embrace complexity. Your business should be hard to rip off. It should be hard to replicate." But there's all types of models. There's Gary Vaynerchuk. "Hey, follow me around, hustle your face off, let me get my hoodie on, sitting on an airplane 2 AM. I'm going from Miami to New York, to Chicago, to San Francisco, to China, back to New York." I mean, okay, that can work. I like being married, having all my kids going to jujitsu every day. So there's different styles.

Shaun Buck: Yeah, different strokes, different folks, man.

Wes Schaeffer: Are you curious about technology? Does it intrigue you, does it interest you? Can you do it differently and add value? Okay. Or can you stay tried and true? Can you plug away and you get something that works and just go, go, go? I mean, very few people go really deep and I do like Gary for some different reasons, because he doesn't shy away from the role that sales play in his life.

Shaun Buck: Sure.

Wes Schaeffer: We see him now on the big stage, but for 10 years he was grinding away in the family business, okay? Hanging out in a liquor store, learning, learning about wines, learning about food pairings, learning about palates and hint of leather and saffron and elderberries, right? And-

Shaun Buck: Dingleberries, who knows?

Wes Schaeffer: Yeah. He became good at that. And he was monitoring and directly responding to everybody and calling customers for a decade, okay? And then he saw the new technology because at that time YouTube was kind of new, and he

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embraced it. But then he stayed there. I think he did like a 100 episodes of the Wine Library-

Shaun Buck: No.

Wes Schaeffer: ... maybe more.

Shaun Buck: No, 1,000, 1,000, at least.

Wes Schaeffer: Okay, yeah. Yeah, yeah. Before he quit, right? So, I mean he just-

Shaun Buck: Grinded it. He grinded it.

Wes Schaeffer: Grind and grind and grind. But you know, one thing, right? He wasn't selling wine and Amway and Apple laptops and solar, okay? He sold wine.

Shaun Buck: How many people do you think in the world sell wine and Amway, Apple laptops and solar? I feel like that's a very specific niche.

Wes Schaeffer: Too damn many people, you know? Because you meet-

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Wes Schaeffer: ... many people, you know, 'cause you meet 'em or you follow 'em online, right? I mean, they're selling, Keto is hot now, so they're selling a keto diet plan. Oh, we also do internet marketing, and well, yeah, I do have a day job also, and I'm a dog walker, and yeah I dabble a little bit in cryptocurrencies. So, yeah, people are all over the map, man.

Shaun Buck: Yeah. So let me ask you this, you have kind of your, when I see your emails and your slogan and just what you're all about, is make every sale, right?

Wes Schaeffer: Right.

Shaun Buck: Now, I'm assuming you don't mean like literally make every sale, 'cause I don't know if that's even possible to make 100% of sales 100% of the time-

Wes Schaeffer: If you're in my program, it would be.

Shaun Buck: And if you were on SnapChat.

Wes Schaeffer: You just have not leveraged the power of MySpace. People have overlooked that thing. There's a hidden power there.

Shaun Buck: It's making a comeback. My question for you is, talk to me about this. What do you mean by make every sale and tell me, not the sales pitch version, but what

is it that people learn? How is it this helps people improve what it is that they're gonna do, or how they're gonna close business or whatnot, right?

Wes Schaeffer: Well, first of all, you should have a goal to make every sale.

Shaun Buck: Yeah. I agree.

Wes Schaeffer: ... things up. Because people go in defeated. You see it in sports all the time. Like, "Oh, this team is playing not to lose instead of playing to win." You see in the prevent defense, it prevents you from winning. Keep doing what you were doing. So [inaudible 00:21:52] the goal is for you to have the goal and the attitude that you're gonna go make every sale. But, just like the dichotomy or the irony, the subtleties of life, is that to make any sale you must make every sale. What I mean by that, just like going back to your newsletter example, the envelope has to look good because you have to sell them on even opening the envelope.

Shaun Buck: Sure.

Wes Schaeffer: The color, the quality of the paper, the logo, the headline of the first article. You have to sell them to begin reading the article. The content has to be good enough, captions, additional images, call outs, you're making a sale. They read through and then there's a call to action at the end. Well, that call to action is not the sale usually. It's go visit this website to download our bonus report or to schedule a free call, to schedule a demo. Then you gotta have a sequence, though the landing page has to look good, and then there's a sequence where they have to show up for the demo. People make appointments all the time and no show.

Shaun Buck: Yeah.

Wes Schaeffer: Right? So, what's the sale to ensure they show up? Now you gotta give a good presentation, a good demo, ask good questions to actually make the sale. Then you gotta make sure that they stick. How many times do people buy and do a chargeback, ask for a refund, or you get their money and kinda underwhelm them so they give you a two star review on Facebook? You gotta sell them. It's my five steps. A, B, C, D, E. You attract. Then you bond, preferably multimedia multi-step. Then you convert the sale, but you realize the cash, the close, it's the middle. It's only the halfway part. Rookies think that the sale is the goal. The sale is not the goal. It's like being married. The wedding is not the goal, happily ever after is the goal. The wedding just says, "Okay, I'm committed to digging in and making this thing work."

Now do you deliver a wow experience? Do you delight them? Then do you endear yourself to them? So now it's a circle. It's not a funnel. You're not packing crap in the top hoping something comes out. It's not cram a bunch in a pipeline hope something comes out. It's not one directional. It's a cycle. 'Cause

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if I endear myself to you, you now start takin pictures and sharing on SnapChat and Instagram and giving me five star reviews on Yelp, and that attracts more business back to me. So to make any sale, you have to make every sale.

Shaun Buck: Interesting. Okay. Look, I wanna tell everyone where to go get info about you. I wanna quick side story I think you'll enjoy, and maybe all the listeners as well. The idea of make every sale, right? So just recently like a month ago, we get this inbound phone call. Guy's interested in our services. The receptionist goes and tells a couple sales people who are here, "Yo, here's this person on the phone. Here's the industry they're in, can you grab it?" They're like, "Yeah, you know, no. Those guys usually don't buy. They don't usually buy. Hey, give them to Jack. He's the new guy. Let him go get this and take a crack at it." Now you know where this is going, right?

Wes Schaeffer: Yep.

Shaun Buck: This guy gets on the phone and wants to send like 14,000 newsletters a month. You better believe I helped Jack close that deal because he was pretty new, but you better believe I helped him close that deal. I was gonna do anything and everything to get that deal closed because I needed to show them, and Jack had been here for a couple months, but he was still the young, green salesperson. Anyhow, I had to show 'em, "No, you cannot judge those books." You have to go in, you have to get on that call regardless of who it is and whether you think that industry's not good or not, and you've gotta go in every single time like you're gonna go in and close because if you don't, you'll never close.

Wes Schaeffer: Yeah. The very first info product I ever made was the Seven Deadly Sins of Selling. It's now a report, it's a CD, it's a video series. I've expanded upon it, but one of them is assumption malfunction.

Shaun Buck: Yeah.

Wes Schaeffer: Don't assume. Don't assume they can buy, don't assume they can't. Don't assume they have the money, don't assume they don't. I mean, just show up, ask questions. Believe it or not the main goal is not the sale. The goal is the truth.

Shaun Buck: Yeah. Interesting.

Wes Schaeffer: If I can get to the truth, if I can be honest, and if they're honest with me, then we'll figure out how to do business together. Maybe I have to refer you out right now, but you will come back and buy from me if I treat you right, we tell the truth to one another, we're open and honest. That's the ultimate goal. Get to the truth, and people, again you follow ABCDE, you'll begin attracting the right people that know what you do, know that you tell the truth, and they're just like, "Take my money. I followed you, I see all these reviews, all my friends are

buying from you, I'm in the same business, just take my money. I want the same results." It gets really easy.

Shaun Buck: Well, man, look, I know your stuff's gold, I know you're great at what you do, but we've known each other for years and so for those who are just discovering you for the first time on this podcast, where should they go to start engaging in your world and learn more about how they can make every sale?

Wes Schaeffer: You can do a couple of things. My main website is thesaleswhisperer.com. There's all kinds of things. There's free reports, look around, I've got a CRM quiz to help you pick the right tools. All my social media you can find me. If you wanna jump in and kick the tires to the Make Every Sale program, you can jump in for, super inexpensively for 30 days if you go to makeeverysale.com. At the end of 30 days, you decide. It's not a forced continuity. I actually kick you out at the end of 30 days, if you don't opt in and commit, but you get access to everything, 41 videos, 70 page workbook. I do a live Zoom video call every week. It's with me. It's not outsourced to somebody. We have a private group. Ask questions every single day so you can kick the tires for a whole month. I send you my book, my CDs, my sales training flash cards for a super low price. Even if you don't renew and you just sit there and learn for a month, you're gonna get better. That's makeeverysale.com.

Shaun Buck: Alright, buddy. Well, look, I appreciate your time. It's always a pleasure. For everyone else, make sure that you subscribe to the podcast, leave a review, and we will see you next time around on the next Million Dollar Strategies podcast. Have a great day.

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