

THE *Yes* CODE

3 Ways to Getting Irresistible "Yes" From Clients



A practical guide
to level up your sales and
negotiation skills

BY KRYSTA RIVERA

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WELCOME

In today's fast-changing world, every "yes" means more than just a sale. It's a sign that you truly understand and fulfill your customer's deepest needs. But getting that most coveted "yes" can feel like finding a needle in a haystack.

Understanding your customers, influencing their choices, and retaining them can be difficult. There may be a thousand reasons for customers to say "no", but would only need that one reason to get to that "yes".

Let's explore how to master influence and focus on finding what your customers truly want.

Hi, I'm Krysta!

I have been a successful sales and transformation coach for my clients in the technology world. Let me take through my 20 years of inspiring experience of working with local and global clients to explore and achieve their esteemed "yes". These hundred "yeses" equate to about \$360M worth of sales of my entire career.

The numbers of course speak for themselves but these monetary rewards are just secondary to the relationships I have built and network of friends that I have in this industry.

Today, I am gifting you with this value piece on my secrets and go-to hacks to easily get that "yes" and build strong relationships.



So if you are...

Struggling to understand what your customers really want,

Having trouble convincing people to choose your product,

Finding it hard to keep customers interested in a competitive market,

Having trouble explaining your product,

And letting good opportunities slip away because of procrastination...

This ebook will help you overcome these challenges.

Let's dive in together and learn how to get that "yes" with confidence!



Krysta Rivera

CUSTOMER OBSESSION

BE A “MASTER STALKER”

In this chapter, we'll explore the transformative concept of customer obsession and its undeniable impact on your journey to success.

SHIFTING FROM TRANSACTIONS TO RELATIONSHIPS

Let's begin by reframing our perspective from seeing customers as mere transactions to recognizing them as valuable relationships waiting to be nurtured.

By prioritizing genuine connections, you lay the foundation for long-term loyalty and sustained growth.

I remember when I was starting out in sales 20 years ago, my first sales mentors when I was starting out in IT sales, my manager at that time - Sir Jun told me I should “fall in love” with my customer. Literally! I was shocked just thinking of falling in love with my customers who were 20-30 years my senior.



However, Sir Jun later on explained that in order for you to keep going back to your customers, a good motivation is to like them whether like their personality, like their office decor or just like that nice secretary that books all his meetings.



remember

A way to become “customer obsessed” with your customer is to like them first.



BECOMING A MASTER STALKER

Unlocking insights about your customers is the key to understanding their needs and preferences. I mean being a stalker not in a scary way but to be a master of your customer's profile and needs.

I also remember Sir Jun when he used to tell me and his sales team during one of our sales meetings that “I don't care how you can arrange a meeting with your customer. Do whatever you can to get your customer's attention - if you need to lie down on the floor they walk in, just do it!”

He meant that of course as a joke but it also meant doing whatever it takes to get your foot into the door and getting that meeting. Here's how you can become a master stalker:

Dive Deep Into Research

Start by delving into comprehensive research methods to gain a deeper understanding of your target audience.

important tip

Utilize a variety of tools such as social media analytics, surveys, and customer feedback to uncover valuable insights into their behaviors, pain points, and desires.

My first job as a salesperson involved doing cold calls using the yellow phone book. I would literally call every company on the yellow pages and find out if they are in need of any website design services.

I would look for the IT department and find out who is the person in charge. I also went into research for companies who would likely need this product or service.

When you have finally identified your customer and arrange for a meeting, then you dive into a deeper research.

When you walk into your customer's office, what does it look like they are interested in?

Do they have plaques or pictures of them playing golf?

Do they have kids, family photos?

This would help you understand your customers are human too.

“

They have things that they cherish and this is something you can learn and love about them. This is how you begin to also build rapport with your customers.



I took on the hobby of actually playing golf and badminton just so I could play with my customers and spend time with them.

These sports were no joke, it required a lot of patience and your openness to learn.

I even got a coach to learn the best form and know the basic techniques.

Although I never became a real pro in these sports, I was glad that I get to spend time with my customers.

Someone even told me that the biggest deals are closed in the golf course.

They are indeed true.



important tip

Some of the biggest deals I closed and the strongest relationships I built were indeed over the game of golf.



Creating Customer Personas

Craft detailed customer personas that encapsulate the demographics, psychographics, and buying motivations of your ideal customers.

These personas serve as guiding principles in your marketing and sales efforts, allowing you to tailor your strategies to better resonate with your audience.

Where do your customers typically hang out?

Do your customers have a common interest?

What needs do they have that your product or solution can compliment?

“

The key to really understanding your customer is to walk a mile in their shoes.

I remember when I used to handle call center and BPO accounts in the Philippines when I met one of the best and long standing customers of my selling career.

I met with this new executive who just joined one of the tech giants as their new CIO and I asked him at the first meeting how I can help him be successful in his new role.

He instantly told me that he wanted to make a difference in this new company and help them streamline their process.

He shared that he came from an insurance company and although he led the technology team there, the policies and organization was different at this tech company.

I was surprised that he had opened up to me and trusted me to work together on his success.

From then onwards, we worked together to put in a consultancy engagement that would allow him to work with my team to guarantee things are being done based on best practices in that industry and that my team of experts were giving him all the support he needs.

This simple question gave me a \$10M deal in the span of 2 years and even brought me to a winner's circle in South Carolina in the US to celebrate with my peers.

important questions

- Where do your customers typically hang out?
- Do your customers have a common interest?
- What needs do they have that your product or solution can compliment?





Cultivating Authentic Connections

Focus on fostering authentic relationships with your customers.

Being in sales has always had a negative association to it.

When I was starting out, sales people were viewed as the most inauthentic, shady and untrustworthy characters.

People would often think that being in sales meant you don't have genuine concerns for your customer or even have fake intentions, often just after closing a sale.

To me, what really worked has always been being true to my intentions, meaning I am always true to my agenda. I was there to sell them something but this something is what actually matches their needs.

For them to trust that I do not have a hidden agenda, I lay it out to them that this is what I have to offer.

In the process, I show up as who I genuinely am. Their trusted advisor, friend, coach or partner who hears out their problems, processes it and helps them come up with a solution.

remember

Focus on fostering authentic relationships with your customers.

I remember having a client who has grown so fond of me that he even takes me on his shopping trips or house hunting to get my opinion.

I started out as a technology sales and advisor to him and eventually became his trusted friend even on personal matters.

In this modern world of technology, our connections and our relationships even go beyond the face to face interactions.

When my customers start to engage with me on social media, that's when I know that genuine connections are formed.

Those who add be as friends on Facebook or Instagram or even as contacts on LinkedIn signals that they are open to stay connected even outside of the professional world.

Apart from engaging with them on social media platforms, I also respond promptly to their inquiries whether professional or personal related, and I personalize my interactions to demonstrate genuine care and interest.

“

You set the stage for meaningful and enduring connections when you build trust and establish good rapport.

By implementing these strategies, you'll not only gain invaluable insights into your customers' needs but also lay the groundwork for sustainable success built on genuine relationships.



Pause for Thought

Share your thoughts on the questions provided.

1. Why do you believe understanding and prioritizing client needs is essential for businesses to succeed?

2. Have you ever felt personally valued by a business? What did they do to make you feel that way, and how do you think such experiences impact client loyalty?

3. Can you think of a time when you felt a genuine connection with a brand or product? What made that connection special, and how do you think businesses can foster similar connections with their clients?

MASTERING INFLUENCE

THE ROAD TO THE ULTIMATE “YES”

In this chapter, we'll dive deep into the strategies and techniques that empower you to navigate the path towards securing the ultimate “yes” from your clients.

EXPLORING THE ART OF PERSUASION

Discover what it truly takes to convert a hesitant “no” into an enthusiastic affirmation.

Gain insights into expediting the process of turning a “maybe” into a resounding “yes” by mastering the art of persuasion and negotiation.

Here's my secret sauce. Ready?

ESTABLISH TRUST

In the previous chapter, I discussed building trust & establishing good rapport.

So, let me reiterate once more.

It's undeniable that trust forms the bedrock of any successful interaction.

remember

Prioritize building trust with your clients by consistently delivering on your promises, maintaining transparency in your communication, and showcasing your expertise in your field.



One thing I learned from being a coach is to build trust between you and your client.

But how do you build trust?

Let's dive deep into this through Charles H Green's Trust Equation, from his book The Trusted Advisor.

The Trust Equation consists of components- ones "trustworthiness" and the relations built with "trusting".

There is a straightforward formula for measuring trustworthiness that I will share here based on Green's book.

But a relationship has two halves. That's only one-half of the trust mix because you'll need to trust another person (be trusting) to establish genuine two-way trust.

Let's cover how one's trustworthiness is built:

trust equation

$$T = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self - Orientation}}$$

T = Trustworthiness (the willingness or ability to rely on others)

C = Perception of Credibility (trusting what someone says)

R = Perception of Reliability (trusting what someone does)

I = Intimacy (entrusting someone with something)

S = Perception of Self-Orientation (self-awareness and focus, i.e., whether your focus is primarily on yourself or others)

COMPONENTS OF THE TRUST EQUATION

So what does it mean to be trustworthy? Credibility, reliability, intimacy, and self-orientation are the four factors of trustworthiness. Let's dissect each element in the section below:

Credibility

How well does someone know things?

When your customers think of you and your brand, do they assume that you're competent in the subject matter.

Credibility refers to how capable we think someone is, including how much confidence they give us in completing specific tasks or whether their relevant credentials reflect their knowledge in a particular area.

You need to understand what your product or solution is able to solve.

“

High credibility typically boosts an individual's trustworthiness.





Reliability

When it comes to actions and how much we trust someone to commit to what they say, that's reliability.

A track record of consistency helps boost reliability, and transparent environments help reflect this better.

When reliability is high, trustworthiness goes up as well.

Intimacy

Does your customer share doubts and uncertainties with you?

Intimacy means feeling emotionally secure that whoever you entrust will safely handle your vulnerability and empathize with your feelings.

A relationship that focuses on building psychological safety will help connect individuals and build intimacy.

A high amount of intimacy increases a person's trustworthiness.

Self-Orientation

How much do you put yourself in front of others, especially when you talk to your customers?

Self-orientation describes this question.

Caring for and paying attention to others displays a low self-orientation, whereas selfishness and only looking out for yourself signifies a high self-orientation.

As the only denominator in the equation, self-orientation works opposite to the other factors in the equation's numerator portion.

When self-orientation is high, trustworthiness tends to decrease.

In this equation, it's important for the customer to know that you are putting their needs first before your own.

You lay the groundwork for lasting relationships and increased client confidence by fostering trust.

remember

- A track record of consistency helps boost reliability, and transparent environments help reflect this better.
- A relationship that focuses on building psychological safety will help connect individuals and build intimacy.
- It's important for the customer to know that you are putting their needs first before your own.



HIGHLIGHT BENEFITS, NOT FEARTURES

Next, when presenting your product or service, focus on highlighting the benefits it offers rather than simply listing its features.

Help your clients visualize how your offering can solve their problems or fulfill their needs.

When I was starting out as a young sales professional in sales, my clients always came to me to solve their biggest problem at work, that problem which kept them up at night.

When I highlight my product or service's reliability of 99.999% (five 9's) in the technology world.

This indeed gave them the comfort level that nothing or very little chance of things going wrong.

They do not need to know which machine, hardware or software does it, as long as the result is that they get peace of mind that their investment protects them from any issues.

“

Whenever you emphasize the value your product or service brings to their lives, you create a compelling case for them to say “yes.”

OVERCOME OBJECTIONS

This is the most challenging part: overcoming objections.

You have to anticipate common objections your clients may raise and prepare persuasive responses in advance.

Common objections that I hear from my customer would be:

“I don’t need it now.”

“I can’t justify this with my management.”

“It’s been working this way, the change won’t be easy.”

“I don’t know what the ROI is for this investment.”

Or the most common one:

“I don’t have the budget for this.”

“It’s too expensive. I can’t pay for this right now.”

Approach objections with empathy, understanding the underlying concerns, and providing evidence or testimonials from other customers who have gone through the same to support your claims.

“

What has also worked for me is to ask questions that might lead to a “yes” eventually. It may not be now but if you can provide some help to get to their “yes” in one year or 6 months time, then extend that help.





Things I ask include:

- “When do you think you can reach a decision on this?”
- “When can I check back with you again?”
- “Would you like me to help provide a business case or work out a possible justification for you to bring to your management?”
- “Can I help with a Return of Investment calculation?”
- “What is your budget that we can work around with?”
- “When are you likely to have a budget opening for this?”

By addressing objections proactively and effectively, you demonstrate your commitment to meeting your clients’ needs and build confidence in your offering.

“

Master these key steps and surely, you’ll be equipped to navigate the complexities of influence and negotiation with confidence, ultimately securing the coveted “yes” from your clients.

Pause for Thought

Share your thoughts on the questions provided.

1. How can you integrate the concept of trust-building into your current interactions with clients? Consider specific actions you can take to enhance your credibility, reliability to deliver on promises, and intimacy. How are you showing up in terms of your self-orientation?

2. Reflect on your recent product or service presentations. How can you shift your focus towards highlighting benefits rather than features to better resonate with your clients' needs and preferences? Brainstorm creative ways to communicate value effectively.

3. Think about upcoming client meetings or negotiations. How will you proactively anticipate and prepare for potential objections? Develop a plan to address objections empathetically and provide compelling evidence or testimonials to support your claims.

UNVEILING THE POWER OF “WHY”

In the final chapter, we delve into the essence of “why” – the driving force behind every decision.

UNDERSTANDING THE IMPORTANCE OF “WHY”

Gain insight into the significance of uncovering why your clients are saying “yes” and learn how to leverage this understanding to deepen relationships and bolster customer loyalty.

Finding your customer’s “why” is your North Star. Why do they make decisions? Why do they do what they do?

In Simon Sinek’s book “Find your Why”, Sinek often talks about how one can find their true purpose or even a company can find its true North.

In one of Simon’s viral Ted Talk videos he even talks about the purpose of a car:



However, Sir Jun later on explained that in order for you to keep going back to your customers, a good motivation is to like them whether like their personality, like their office decor or just like that nice secretary that books all his meetings.

remember

“The purpose of a car is not to buy gas. The purpose of a car is to go somewhere, and fuel helps you get there. The purpose of a company is not to make money. The purpose of a company is... to advance a greater cause and money helps you get there.”

Similar to finding one’s clarity of purpose, we also need to find clarity of our client’s purpose and what drives their companies.

Why do they exist?

What greater cause are they driven by?

When you find out your customer’s why and help them drive this purpose, you become a powerful ally to them.



EXPLORING THE TRANSFORMATIVE POWER OF QUESTIONS

Uncover Motivations

Discover the transformative potential of asking the right questions to unveil the underlying motivations and desires guiding your clients' decisions.

Dive deeper into understanding the key drivers steering your clients' decisions.

Utilize probing questions to reveal their fundamental needs, desires, and aspirations. Questions you can ask include:

- “What would success look like to you?”
- “What problem are you looking to solve?”
- “What are the goals you have for yourself or the company?”
- “What are your priorities?”
- “Why is this important to you or the company?”
- “What have you done so far to achieve this goal?”
- “How have you been doing things in the past?”
- “What is holding you or your team back to progress with this goal?”
- “What options have you explored to address this goal?”
- “What changes need to take place for this to happen?”

Communicate Your Value Proposition

When you've finally discovered your customer, clearly articulate the unique value proposition of your product or service and align it with your clients' motivations.

Questions you can answer in your value proposition should include an alignment with the customer's "why" and "how" you can solve that problem or drive that purpose.

Alignment with "why you"- firstly, you need to demonstrate how choosing your offering can fulfill their needs and align with their personal or professional objectives.

This also highlights your differentiation from other solutions or what they have been doing in the past.

“

The way you demonstrate the deep understanding of their needs and key drivers shows you have done your homework and that you are focused on solving their challenges instead of talking about features and functions.





Create a Compelling Story and a Sense of Urgency

Create a compelling story from their vision to your value proposition when you connect it with a good story of change.

In my several roles, I have often encountered a lot of resistance from customers on change.

It can get complicated, messy and if not addressed, can cause an organization to fail. Think of stories of companies like Xerox or Kodak.

These companies were great giants of their time but they have never embraced the power of change.

So this is where you create a compelling story for your clients on “why change” and what is the cost of doing nothing.

You may also provide them with a proposition on how you can help them and their company tide through the change through some change management models.

“

Create a compelling story from their vision to your value proposition when you connect it with a good story of change.

And finally, how do you prompt your customers to action?

It is by instilling a sense of urgency surrounding your offering.

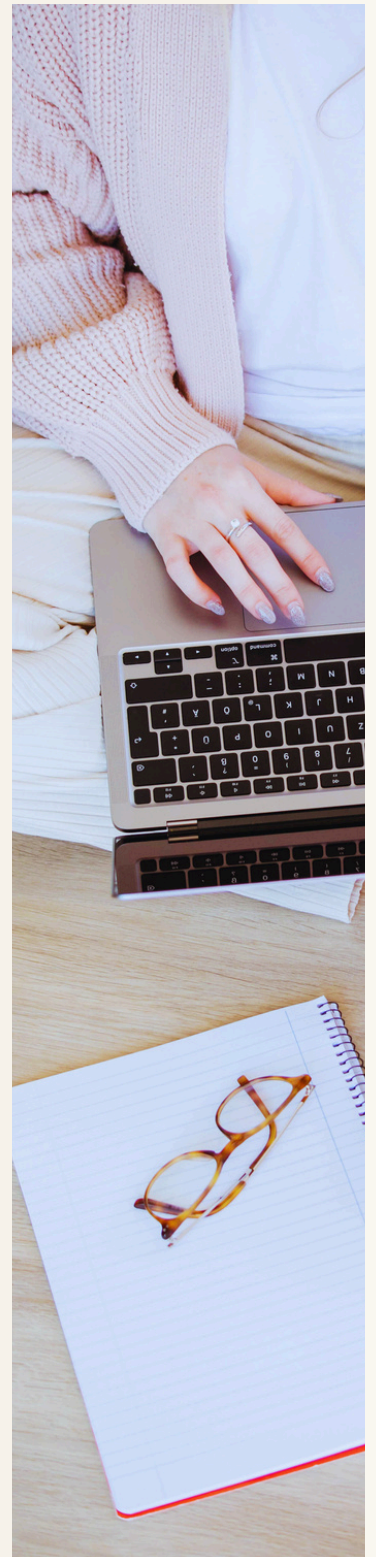
Answering the questions of “why now” on why it is essential for them to act now.

Showcase the saving or return of investments they can gain with your offering.

Find out if there are any timelines tied to their needs so you can work around the impending deadlines to spur clients into making decisions sooner rather than later.

“

By following these steps, you'll unlock the potential of “why” and harness its power to strengthen client relationships and drive business success are focused on solving their challenges instead of talking about features and functions.

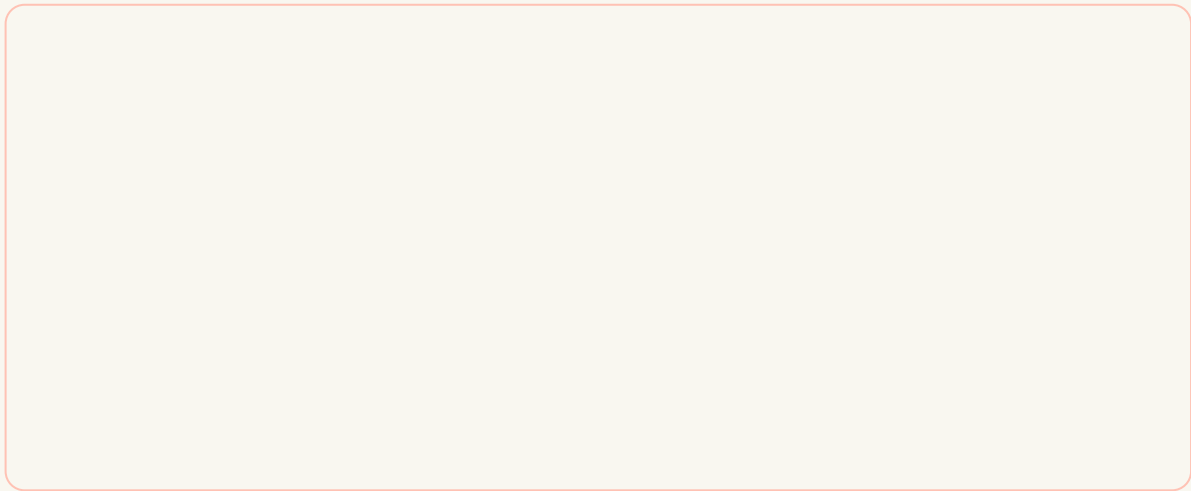


Pause for Thought

Share your thoughts on the questions provided.

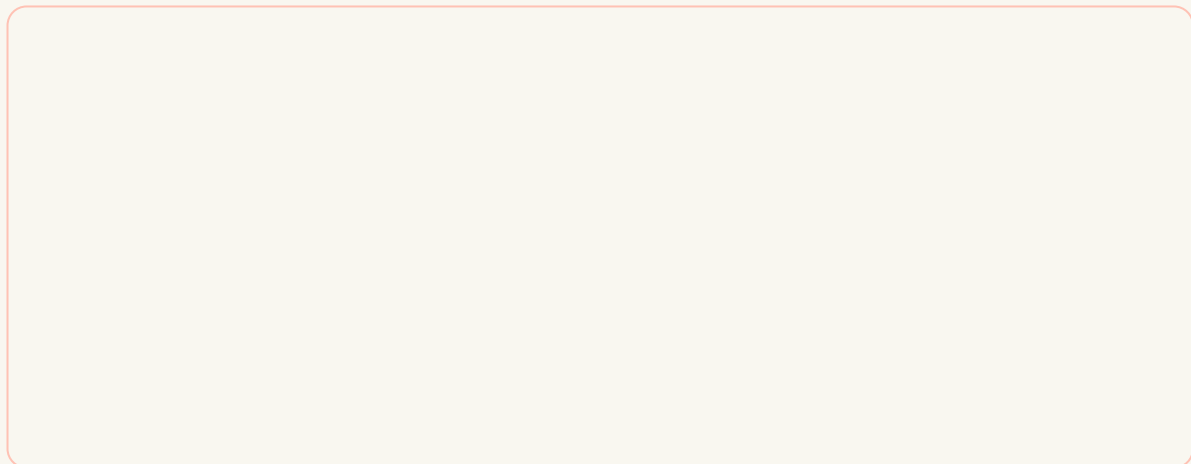
1. How will you incorporate the concept of uncovering motivations into your client interactions moving forward?

Consider specific powerful questions you can ask to gain deeper insights into your clients' fundamental needs and desires.



2. Reflecting on your current product or service offerings, how can you enhance your communication of the value proposition to better align with your clients' motivations?

Brainstorm ways to clearly articulate the unique benefits of your offering and demonstrate its relevance to your clients' personal or professional objectives.



Exciting News!

Are you ready to elevate your sales game to new, irresistible heights? If so, you're cordially invited to join our exclusive **Sexy Sales Coaching Program**! As a valued reader of our eBook, we're thrilled to offer you an exclusive 50% discount on the program, along with a friendly installment plan.

Embrace a mindset of customer obsession and master the art of influence. By doing so, you'll not only unlock unparalleled opportunities but also cultivate lasting relationships built on trust and mutual understanding.

Through the implementation of these proven tips and strategies, you'll effectively cultivate a customer obsession mindset, master the art of influence, and harness the power of "why" to secure the irresistible "yes" from your customers.

So, dare to explore, innovate, and ultimately, inspire the world with your unwavering commitment to excellence.

Keep shining!

We can't wait to see how these tips will revolutionize your career. Feel free to reach out to us via email at iamkrystarivera@gmail.com to claim your exclusive discount and secure your spot in the program.

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