

Best Of The Vault – 200th Episode Celebration – Episode 7: Boost Your Sales: The Art of Concise Communication for Entrepreneurs (Originally Episode #139)

Jessica Miller [00:00]

Hello, everyone, and welcome back to the It's Your Offer Podcast. I'm Jessica Miller. And I am so excited to talk to you this week about boosting your sales. Now today's episode is probably going to be a very different angle of talking about your sales than you have heard before. But on this podcast, we talk about how Hell Yes! Offers that drive your business, we talk about growth. And we talk about the way that the two of those things come together in a beautiful and efficient fashion, to drive your sales, to do things like bring in additional cash, bring in your ideal clients, bring in the fun, streamline your business, all of the things that really make your business sing.

Jessica Miller [00:47]

And today specifically, I'm going to talk about sales from this same perspective of doing less and creating more. When we talk about offers. When we talk about growth, we talk about what is the most direct and efficient way for you to derive that result in your business without doing more or doing more than you need to be doing. I want to take the same lens and I want to look at your sales through this lens. And specifically, what I mean by this is I want to look at your business and your sales through the lens of being targeted, and concise, and essentially doing less to drive more sales. This came to me most recently, when I was sitting in a room with other entrepreneurs, we were going around the table and we were talking about our businesses and why what it was that we offered was impactful to our clients, and what was really driving a bigger impact in the world. What was the benefit of us being business owners and putting all of our wonderful work out there? Well, I cannot tell you how many people around that table went on and on and on about their business in such a way that by the time they got to the quote unquote, point, we had totally lost them. Not only did it take up an immense amount of time, but the people sitting around the table were potential partners, they were potential referrals, they were potential thought leaders and could offer perspective based on what specifically we were doing in our business and who we were trying to help. And in that moment of being not brief, not concise, and going on and on, it's actually doing so much more saying so much more. These people were losing us. And they were losing the opportunity, and they were losing the potential that could come out of that room.

Jessica Miller [00:55]

And these are the areas where when you're communicating your offer your business, how you have an impact in the world, you need to be concise and brief. Okay, so let's jump right into this. Number one is in your pitch, also known as your one-liner. This pertains to when you're using your pitch or your one

liner in any circumstance. One of the places I see, I would say it's it is the number one place I see people not to be brief and go on and on and be wordy is when they are trying to explain their offers or their business - what they do and how they help people. Or a specific offer that they have that they are trying to explain to people where they are taking 10 minutes to explain it. What I mean by this is you want a strong, targeted, concise one-liner that when someone asks you what you do, you can tell them in one, maybe two sentences, max. That one-liner includes who you are working with, the problem that you are solving, how you're solving it with the solution that you offer, and what it is that is the result that they get when they work with you. So an example of this, to give you an example, would be this is what I say to people, when they asked me what I do, I say "I help established entrepreneurs create Hell Yes! offers so they can stop chasing clients and money, and instead generate consistent income and run their business with ease". It took me 15 seconds to say that. Did I go through many, many iterations of this? Absolutely.

Jessica Miller [02:51]

So it got me thinking about where in your business, are you doing too much are you essentially over communicating and not being concise. And as a result, you are losing sales. If you want to have a business that thrives. That is really an asset, it's what's performing as an asset, it's creating a lot of results and a lot of impact, while doing less, and especially from the perspective of sales, you need to be targeted, and concise and direct. And the more targeted, concise and direct you can be, especially in your communication or in your sales processes in your business, the more clear it is for your clients, and the easier they move through it to a paying client. So I started thinking about where in people's businesses are losing sales, because they're not being concise, they are not being brief. And I started to make a list of where I saw this coming up, both in businesses that I come in contact with. And also in places where I helped my clients really tighten this up. Really think about that direct path to sales.

Jessica Miller [04:00]

Because in the world of entrepreneurship, the more streamline you can make that, the easier you can make it, the more it flows, the more you can create an asset within that customer journey directly to the sale and take out all those pieces that aren't necessary and communicate it super quickly and concisely, the more money you make in less time, with less effort. And that is what we're looking for. So today we're going to dig into where you are losing sales because you're not being brief and concise? And how can you tighten that up? And this is going to be a fun episode because as I thought through this, as I spoke to some of my clients and my colleagues about this, we all were like "Whoa, these are important pieces". And in some capacity, we're all doing this somewhere in our business and we're all able to tighten it up and make it a little bit better. And remember small tweaks can have huge impacts. Because as you tweak these small things, it makes the asset more powerful, it makes that journey to the sale easier. And therefore, when you continue to run, whatever it is that you're optimizing, you will continue to make money to bring in more clients over time. It's not a one and done thing. It creates a powerful lever that you can pull in your business, and you can do it effortlessly. So that's what we want. We want optimization. We want high quality. We want to be able to help you move people through that journey, through that funnel, in a way that feels good for everybody. Everybody's winning, right? Your clients getting their problem solved. They're getting what they want. You're getting to work with them. Your business is thriving. They're thriving. It's a love fest. And that's what we want. So today, we're going to talk about how are you losing sales when you are not concise, when you are not brief.

Jessica Miller [05:44]

But the goal was clear, concise, direct, right to the point. And that is what you want in a one-liner. So number one is optimizing that pitch to be concise. The faster and more clear that you can tell somebody what you do in a way that brings them in because it's talking about the problem that you solve, and it's relating to them, offers a solution and tells them how their life is going to be better, the more money you will make. And the more easily. The other thing that happens when you have a pitch like that that's really dialed in, that no one talks about, is when you hear it in your ear, and it is locked in, it is on point, you show up completely differently. And you have zero problem and very little resistance, actually saying it to people because it rings true. And it is clear about what it is and it resonates with you. So you want to tell everybody, and it's awesome. And it's clear. So number one is being concise in your pitch.

Jessica Miller [07:34]

This relates to number two, which is being clear and concise at networking events, which is the example that I gave before. When you have your pitch dialed in. And you need this for your win at networking events. So this is your homework, make sure you have a one liner. The second thing is when you go to a networking event, and you're talking to people or you're sitting in a room like I was where they're going round robin, you know, tell us about who you are you're masterminding with people. And you need to tell people what you do and how it helps people. You want it to be brief. There is nothing worse than going on and on and on, especially in these networking events where there's you know, 20 people and everyone has an allocated amount of time so that everyone can get a chance to go around the table. And you're the person going on and on for 15 minutes. Oh, my goodness, I can't take it. You want to be dead on. You want to give people the words that they need to remember you, remember the problem you solve, and remember how you make people's lives easier. In 15 to 30 seconds or less. That is what you want to do. So networking events are another place where you want to be concise and on point, and that is because that is a way for people to get to know you. It's further a way for them to connect you with people. It's through a way for them to remember you, and you don't want them tuning out. And when you can be clear and easy, they can remember it and they're dialed in, they're listening. Because they don't have to burn too many brain cells to follow your meandering river of words, as you're going on for 10 to 15 minutes. I know I'm being dramatic, but you get my point. Be concise when you're networking, home in on that pitch. And then when you go to a networking event, be concise. Be concise about what it is you do and how you help people.

Jessica Miller [10:30]

The third place, and once you get this pitch down, and you start talking to people about what you do, and it starts resonating, and it's really dialing this stuff in, you're getting super clear. The other place you want to pull this into is on your website, people go to your website, and they don't want to be confused. Because if they are confused, they are going to opt out and bounce right off that page. When they land on that page, on that homepage of your website. You want it to be super clear exactly what you do, and how you help people. And most importantly, because it's your website and your landing on that page on that headline, you want the problem that you saw clear and concise not going on and on for a paragraph. You want it on there in a headline, powerfully and briefly. So how can you be concise on your website? How can you take that problem, especially, which is the hook and put that in the headline of your website and maybe a subheading that's going to draw people in quickly and in a brief manner,

because you have about three seconds to capture their attention. It's the same thing in a networking event people tune out. So how do you get them quickly and briefly to bring them in? So they want to know more? They want to know more people will always ask tell me more about that when they're interested. And there, you know, bought in when they're hooked in, but you lose them. If you don't catch them on those first 1 to 3 seconds. This also transpires over onto your captions on your social media, or anything like that as well. You want to be brief, but your website, especially that headline, that subheading, how do you say these things in one line? In one hook? In one question, right? You want to be concise on that page. That makes it simple for people to be drawn in. And then they go to your services page, or your product page or whatever it is, and they buy your offers, which is what we want. Okay, so that third place is on your website of being concise. The fourth place is on your sales calls, or your console calls, or any place for anyone listening to this podcast, where they are talking to an interested party, about potentially working with them. It is so important.

Jessica Miller [12:55]

As you're working through all of these pieces, you are homing in on the important pieces, messages, words that drive sales in your business. And when you're actually speaking to somebody who's interested potentially in buying your product, and you're having this sales dialogue, or you're engaging in any sort of sales conversation at all. This also moves over into, in my opinion, sales copy on land sales, landing pages, or sales emails, you want to really dial that in. And as you start to understand how to bring this language in to be very targeted and focused, and very powerful in propelling people to take actions. You can also then make it so that you don't have to say a lot, because you become very strategic in understanding what words and what questions to ask people to actually get their objections handled to get their information that you need to help make that sale. Also to answer their question and solve their problem and help them see how what it is that you do can give them everything that they want. Many sales calls and conversations that I have seen. To be honest, as I have grown my business, this was true for me too. They go on and on. They're kind of all over the place. And that is the kiss of death when it comes to sales. Because what it does is it takes people all over the place, it takes you all over the place. And when you start getting too wordy, especially in a sales conversation, you end up raising resistance, where there isn't any, which is what you don't want to do. You want to keep the conversation very streamlined, very targeted, and very brief. So it only includes a dialogue about the things that really matter to this potential customer that you need to talk about in order to get them to a sale. And as you start really dialing in all of this wording and making it brief and concise. You then start to realize there's really a certain number of things you need to talk About You can be very strategic and brief on those sales calls.

Jessica Miller [15:04]

And that's what you want, you really want to move people into action. And you want to get them the solution to their problem, you want to help them get out of pain, they don't need to go on and on and go through this crazy process. In order to do that, if you can be six, concise and targeted, that's what you want. So in your sales calls, and in any of those connection calls, where your people want to talk about working with you, you want it to be brief. And I always tell people, there's no perfect time limit or perfect number of things that you say, in any of these places. You want to say what you need to say enough and not more. And as you focus on this concept of being brief and being targeted and being dialed in,

and being powerful, right? Again, concise language is an asset in your business, the more optimized a gets, the bigger the output, right, it becomes an easy way for people to move through that conversation. Those words become powerful, they end up creating momentum, and they create action in a more powerful way. And that is what you want. And so you learn how to really craft that conversation, to be only as long as it needs to be only focusing on the things that matter with that particular client, and allows them to move through it quickly. And it is awesome. And it is a muscle that you absolutely can flex and learn. And that is true in any of the things that we talked about today. These are skill sets, you're not born concise. You're definitely not. And I am someone that really struggles with this, because I like to explain things. But sometimes I don't need to explain it, I need to just say the one thing, and then shut up and move on. And that's what I'm offering to you too. So it is a learned skill and you can learn it. So number four, right? Is that sales call those sales conversations, how do you make them concise?

Jessica Miller [16:55]

How do you offer just enough information strategically that you need to so somebody can make a decision on how to make their life better. The fifth place, and this actually dovetails into this, especially in this modern age of technology, where we're having a lot of these conversations in a lot of different places. The Fifth place is in any of these messaging sort of text apps. So for example, if you are and I would say not just in the text apps, but also in any communication, it's pretty much any communication channel email. When you're direct messaging people on social media, maybe you're sending people a text message, you want to be concise and brief, you want to get right to the point, you want it to be powerful, clear, and allow someone to give you an answer and move through the conversation easily. Those types of mediums are one of those places, because it's very visual, you're looking at it on a screen, where you don't want to be going on and on. Have you ever gotten one of these messages from people where they're just scrolling on and on I mean, text messages are the worst people will send you like 15 messages in order to get the point across. Direct Message is another place where if you're, for example, on Instagram, and you're trying to record a voice memo, and it's only a minute, if you're someone who's going to go on and on for 10 minutes, you're going to, this person's inbox is going to be stacked with all these voicemails from you, you don't want to be that person, they're going to look at that and be like, I don't have time to read this. It's just the knee jerk reaction. And by the way, you want to be able to just make it simple and communicate it in a clear manner.

Jessica Miller [18:35]

So in any of these messaging platforms, and I mean that through again, email, direct message, you know, social media, all of it text messaging, you want to be concise and brief. What do you need to say, to get your point across to get the conversation and dialogue happening, and to be able to promote that person to move into action, and move through to whatever it is result that they want? If it's informational, like you're doing this in a chatbot, for example, you want it to be quick and clear, right? You want to make it easy for them. If you're doing a sales conversation over one of these messaging apps, same idea, what do they need to know? What do you need to ask what information do you need to give them to move them through that quickly and easily. You want to be brief and concise. So those messaging apps are really important. And the sixth and final place, and this sort of dovetails to that as well. But I think this is a really important piece because people tend to freeze up in this area when it comes to sales. And that is in overcoming objections or answering questions. When somebody asks

you about something or maybe you're on a call with someone or you're talking at a networking event and someone questions something or they have an objection to something. You want to be able to answer that powerfully, confidently and quickly. This comes with practice. It comes with understanding your customers. It comes with understanding the problem. It comes with connecting the solution that you have in your offer and in your business tightly to that problem. And being able to finesse the words that you use in a powerful way to get people to see the opportunities.

Jessica Miller [20:16]

And to see how whatever objection this is, or question that might be holding them back does not need to be the thing that stands in the way of all of their dreams and everything that they want. When we over communicate around this, we actually bring into the equation this little piece of hesitation, that actually makes people believe us less. And it's not because we're not believable, or we're not trustworthy. It's because when we over communicate, we overcomplicate. And when it comes to overcoming objections, we want to be direct, pointed, and helping people connect those dots to see where they are and where they want to be, and how the thing in between that can be removed or isn't actually an obstacle to impede them getting what they want, which is their problem solved. So we want to be able to do that in a powerful way. And a lot of times, people are very, very wordy in objections, so that they lose people. And I believe when it comes to sales, really the sales call starts when you get an objection. Because when that happens, people show you exactly what's in the way of them getting what they want, and you having them as a client. And it's such a beautiful opportunity to powerfully and concisely have a conversation with them and get them through that hurdle. It's not a time to freeze, it's not a time to over communicate over explain over promise all the things, it's none of that it's an opportunity for you to get very clear in understanding that this is part of the process. And there are specific communication points that you can give people to move them through to that sale. And when you do this powerfully, that is one of the most powerful places where you can really boost your sales. And you can really move people through in a powerful way. And being concise in that area is paramount. It's paramount.

Jessica Miller [22:11]

So to recap these things. If you want to boost yourself in your business, you need to be concise. You need to be brief; you need to be able to communicate the things that are important in various places. And there are some key places that you want to be communicating that and we've outlined them on this podcast today. But you want to do that in a powerful way. So people can move through that customer journey in an easy, smooth fashion, you're not raising resistance, you're helping them see what is possible working with you and your business. And your sales will flow. The less you say, the more you will make, the less complicated you are in your business and your offers, the more people will work with you, they will see the opportunity. And so you want to make sure that you really focus make it an intention to be brief, to be concise. Because for every word you're putting out there more than you need to you are losing money, you're losing money and you're losing time, you're losing energy, you're losing the opportunity, and the opportunity cost of doing something else rather than talking and over communicating in that moment when you don't need to write. So it's all of those things. And it has a huge impact on your results. And so these areas we talked about today are really where you want to hone in and be brief and concise.

Jessica Miller [23:33]

Okay, so to recap, number one in your pitch in your one liner, one or two lines, that is it work on your pitch, I promise you that if you nail that it will literally inform all of these other pieces. It will inform all these other pieces, you will know who you're talking to, you will know what their problem is, you will know how you're positioning your solution. And you will know the result people get after they work with you. That is the backbone of so many of these communications. And the quicker you can talk about it, the more powerful that is. That asset will literally infiltrate all these other pieces. So your pitch your one liner, that is the first place. The second place to be brief and concise is at networking events. When you go there and somebody asks you what you do, you need to tell them your pitch your one liner in a short two seconds. And if there's other things that you are going to add that are relevant for that situation, depending on what's going on. Maybe there's a question being asked, whatever keep it brief, keep it brief and dialed in and on point the more you say, the more you lose, say what you need to say and move forward. The third place is on your website. Take all this off awesome information and create a powerful headline and a sub headline. That is the hook. Keep it dialed into that problem. Make it brief and concise. And that goes with the other copy on your website. Only put there what needs to be there. Make sure that copy is the workhorse, and it is working for you in a powerful way of creating the results and really compelling people to take action and go and buy your services. So make sure your website is concise and it's brief as it needs to be.

Jessica Miller [25:09]

Fourth is in your sales calls and any of those conversations where you're having a sales conversation, dial that in, really step into that leadership energy, be concise, know the information that your clients need to, or potential clients need to hear. And only say those things say as much as you need to, and not more, the more you say, the wordier you make it the more overcomplicated you make it the more you confuse people and they just disconnected, they will not move through your business, you will lose sales. So sales call is in another place. Number five is in any messaging platform. And I'm by that I mean, when you write an email to someone, when you speak to somebody in a DM, when you send them a text message, if you have a chatbot on your website, make it brief, make it brief, keep those communications short, understand why people were there and where they want to go and move them through that in a simple concise fashion. No, you know, 10 stacked one minute voice messages and Instagram. Don't do it. Don't be that girl. Don't make people keep scrolling. Keep it brief. No, while you're there, know the goal, know what people need and make it brief and concise. And then the last place is when you're handling objections. Objections are a part of business, they are a part of life, embrace them, welcome them, and learn how to move through them powerfully and concisely. When you do this, you will open the door to so many sales, so many sales, because everybody has objections, even people who are sold and spoken to you they're speaking to you, they will have something that they want to hear maybe they just want to hear that you're credible, maybe they want to see that you're a normal person, whatever it is, you want to handle that powerfully and quickly and then call to action, move on.

Jessica Miller [26:54]

So those are the places where I see people losing sales and having the opportunity to boost their sales by being concise in their communications. I also want to hear from you. I would love for you to drop us a message. Write in to support@jessicamillercoaching.com. And let us know the areas that you think

that people should be concise and brief. As you're out there running your business talking to your clients, you know, navigating the entrepreneurial world. Where are you having those moments where you're thinking to yourself, Oh, my goodness, I want this person to just get to the point, I want this person just tell me the thing that we want to hear from you. Because there are so many great opportunities. And we want to hear where you're seeing this come up. Because I promise you, it will be one of the things that if you could help someone in any of those pivot points, you will be helping them make money and make their life so much easier. So this is really an important part of business. So we want to hear from you right into us. Let us know where you're seeing this happen. And maybe you might be mentioned on our podcast going forward. Until next week, everyone, here's to being brief and being concise and driving sales in your business. Have a beautiful week!