

EPISODE 188

# WIN-WIN SALES: DAVID NEAGLE'S APPROACH TO CREATING POSITIVE CUSTOMER RELATIONSHIPS

*SYSB PODCAST WITH*

**DAVID NEAGLE**



## WIN-WIN SALES: DAVID NEAGLE'S APPROACH TO CREATING POSITIVE CUSTOMER RELATIONSHIPS WITH DAVID NEAGLE

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David Neagle, a renowned entrepreneur, author, and success coach, was recently interviewed about his experience and knowledge of sales by Jillian Flodstrom on the Scale Your Small Business Podcast where he shared his sales experience and his no-nonsense approach to coaching and sales.

He talked about the importance of active listening, asking questions, and honing communication skills to conquer obstacles and achieve success in sales. And get this, he even revealed how he overcame his fear of talking to strangers by practicing having long convos with completely random people!

According to David, treating customers like actual human beings and helping them make the best decision for themselves is the way to go. He says that instead of trying to convert a "no" into a "yes," it's better to get a clear response from customers so that they can confidently say yes or no. That way, everybody wins and customers feel like they matter. And who doesn't want positive reviews and word-of-mouth referrals?!

But wait, there's more! David also dishes out some advice on how to follow up with leads and prospects like a pro. He suggests setting up the next appointment before wrapping up a convo so you don't have to chase after customers. And if a customer flakes, he recommends moving on to find someone who's more committed to the product or service. Simple as that.

As a successful entrepreneur, coach, and speaker, David built his sales philosophy around creating relationships with customers and treating them with respect. He doesn't believe in just finding anyone with a pulse and a credit card. Instead, he's all about identifying potential red flags and ensuring that both parties benefit from the sale.

If you're looking to level up in your personal and professional life, you might want to check out Neagle's book, *The Millions Within: How to Manifest Exactly What You Want and Have an Epic Life*. His no-nonsense approach to coaching has been featured in *Forbes* and *Entrepreneur*, so you know he's the real deal.

In a nutshell, Neagle's interview with Flodstrom was a goldmine of sales wisdom. By focusing on active listening, communication skills, and treating customers like human beings, you too can achieve sales success. And who knows? You might just end up with an epic life like Neagle's.

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## KEY TAKEAWAYS



- ✓ Active **listening**, asking **questions**, and practicing **communication** skills will overcome challenges and achieve **success** in sales
- ✓ Practice having **extended conversations** with people you never met before to **overcome freezing up**.
- ✓ **Treat customers** like human beings and help them make a decision that's **best for them**.
- ✓ **Following up** with leads and prospects in a way that is **respectful** and **productive** and suggesting a next appointment before ending a conversation to avoid chasing customers.
- ✓ **Identifying potential** red flags is crucial in sales.
- ✓ David's book, **The Millions Within: How to Manifest Exactly What You Want and Have an Epic Life**, has become a must-read for anyone looking to achieve success in their personal and professional lives.
- ✓ Creating a **win-win** situation for both the customer and the business owner by establishing a customer base and creating a positive reputation through putting the **customer's needs first**.