Jeremy Mineru2019s Background and Sales Philosophy

You know, the sales manager would tell you like, hey, go knock on a hundred doors. Maybe you talk to 30 people and maybe you sell one. But in my mind, I'm always questioned.

Like, well, why can't I sell like 15? Why can I self 20? Like why is it only one or two? What's going on? Everybody gets kind of like focused in their own bubble and they think they know what they're talking about.

Especially a lot of the sale people, they get a little egotistic. Yeah, there's four types of sales people. What are they? The first group is called building.

We have Jeremy Minor. Welcome. Today's guest is the creator of NEPQ methodology and founder of Seventh Level Communications, the man redefining modern sales through psychology and precision questioning.

Jeremy Miner is here. I always say every human being bears a mask. They want help, but they have that mask, so how do I get them to take that masks off willingly?

That's what selling is. When things are not going in the direction that needs to go, sales is always blending marketing and marketing is blending sales.

How do you handle that as a business owner? You know, what we do is we… There's a lot of times that they slam the door on your face, not interested, and the salesperson's like, oh, this is a bad area, the people are mean, they don't have any money.

In my mind, I was like I caused that person to slam that door in my face. So I started kind of reverse engineering that process and supposedly it worked out pretty good.

You were tapping into the psychology of sales? Well, even at a deeper level. It's the psychological of how a human being makes decisions. Who taught you that?

You want me to go knee deep? Let's go deep deep. Welcome to another episode of a Healthy Point of View podcast. I'm your host, Sam Tahata. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

Today's guests, We're gonna tap into the seller's mindset and not just the sellers mindset, the cellar also needs to understand the buyer's mind set. So this is for all of our people that are in business.

A lot of doctors that tune into our podcast that have their retail, out of pocket pay medical practice. We're gonna bring some expertise here to the table.

Today we have an expert who flew in all the way from Scottsdale, Arizona. Hopefully he's still awake, it was a red eye. We have Jeremy minor. I am here.

Yeah. Took the, took the red. You know, mine, I feel like when it's like I have, it, like half of the keynote trainings I do in podcast or in Florida.

It's I'm like, can we get something closer? But it was like always take the Red Eye. Like early morning flight at like 6 AM or like a one, or it like you're leaving at midnight.

And I love the red eye. It's not bad. Every time I go to Vegas for conferences, I'm like, put me on the Red Eye back. Oh, it's. Not bad, you know. Sometimes, You know, your, as long as you don't set like coach where you're like back there.

But if your first class, the seat will go back a little bit. So maybe you get some sleep. Maybe you. Don't. Kind of relax and. Maybe a few other I get a couple hours, you know, I agree man.

I agreed but listen man You're here and we got some good topics to cover today when it comes to sales and you guys got Some new things you and your company that you're developing.

So we're going to highlight that as well, too Sure, but before we get into the meat and potatoes, what do you want to know? I want To start off with the viewers and listeners understanding who germy miner is And I want you to start from your upbringing from around when you were like five years old.

Five years. Oh, that would be back. Grew up in a small town called Osceola, Missouri. I actually grew up on a cattle ranch. So my stepdad was a cat rancher.

about 15 miles outside of a town that had less than 800 people in it. So that is where I started my graduating class, maybe had 40, 42 people. Very, very small school.

That's where my roots were started. Yeah. All right. I mean, everything was like very tight, like a family. Your upbringing was different than most people?

Worked hard. We learned how to work. You know, I had to get up at like 4.35 in the morning since I was probably like six years old. The dairy, the cows, It's such a long time.

I turned into a city slicker when I turn 18. It was like, I'm out of here. But like I remember digging post holes and like building fence and stuff. Still, it's probably still in my brain.

but like when i turned 18, i'm like i am gone and i went back to the ranch twice. Yeah. So I grew up in Milwaukee, Wisconsin, so I kind of know about the breweries.

My father actually was one of the main architects designing Miller Park. Really? Okay. That's a great stadium. Oh yeah it is. Growing up, going out there.

So you know how to work hard. Is daylight savings because of guys like you, right? Dude, I don't know, man. I just like, like I was a slave to my parents.

The parents said get up and you had to get out. And sometimes we'd have practice because I played sports at a high level in high school. We'd practice like sometimes at six or six thirty before school, so I'd be up at four doing chores and go to practice and then kind of repeat the whole day.

So how the heck did you get into sales? I mean, being on a farm by accident. Yeah. So I went to school, um, at Utah Valley university. I was going to become a psychologist.

That was major in behavioral science. And I specialize in, in neuropsychology, which is the study of how to brain works in conjunction with your nervous system and had no intention.

Didn't even really know what selling was. Going into my senior year, I got married, had my first I'm divorced now, but I get married. Had my. First daughter on the way, so I had to like get a job.

I was also playing baseball at that time, sort of drop out of baseball, how to get. A job, you know, You don't really get hired as going into your senior in school.

You can't become a psychologist without a degree. Right. And so. The first thing I did was straight commission

door to door selling home security systems.

That's where it all started for me. All right. So how how did you sell home? Security system? What was your pitch? Well it's well I mean if you pitch you're probably not going to do very well so what I found out really early on I probably had a different way of viewing what selling was and communication was when I first started because you know the sales manager would tell you like hey go knock on a hundred doors and You know, maybe you talk to 30 people and maybe sell one.

Maybe two if you're lucky. But in my mind, I'm always questioning why, if I speak to thirty, why can't I sell like fifteen? Why can I only sell twenty?

Like why is it only one or two? What's going on? And so a lot of times, you know as a salesperson, a lots of salespeople, let's say if your door to door or cold call or anything, doesn't really matter.

You you get rejected and who do you typically blame? The prospect right you're like there's a lot of times that they slam the door in your face not interested and the salesperson like oh This is a bad area.

The people are mean they don't have any money in my mind. I was like, okay, what did I say? Or how did i say something or how? Did I ask a certain question that triggered that reaction in the nervous system?

So I was reverse engineering it from the start because that's what I'm looking for. I caused that person to slam the door in my face because of something I said or how I say that triggered that reaction.

They went into fight or flight mode. So, I started kind of reverse-engineering that process and, you know, supposedly it worked out pretty good. You were tapping into the psychology of sales, right?

Well, even at a deeper level, like psychology of of what how a human being makes decisions, you know, why do they say no compared to say yes? Like what is triggered in their brain that causes them to?

Say yes compared. To know who taught you that?

From Psychology Student to Door-to-Door Sales

Well. You want me to go knee deep? Let's go deep. Well there's a guy named Sigmund Freud. Ever heard of that guy? People do who they believe they are, right?

So he taught that people make decisions based on their identity of who. They believe. There are so I started learning. So let's say if you have a patient that wants to, unfortunately, end their life, okay?

That is their belief system. So that is there identity. How do I take them out of that identity and reframe them into a new identity where they convince themselves it would be crazy to want to end there life?

Instead of me telling them they shouldn't, because that goes in one way or the other, right? So Sigmund Freud was one of them, Milton Ericsson, a famous psychologist, many psychologists.

That's how I started to learn how to tap in to the human mind. That's very interesting. I like that That all started then it got in the trenches and figured out because you don't learn techniques from like a psychologist on how to sell right but it's Very similar to how To get a patient over to overcome whatever is holding them back in their life It's actually really similar like you're you know, what's the core reason anybody doesn't buy?

Cause we have a fear of change, right? So any objection you get, it doesn't matter the industry, you know, if you've got doctors, they're selling their services.

It comes down to, They say, we don't have the money. Uh, It's too expensive. I need to think it over, do more research, talk to my spouse. That just comes to the deep core that we all have fear change.

And what they have to do is they to give you money first before they can see what's on the other side of that change. And that's scary. So how do you help them overcome the fear of change where they feel like it's actually more scarier?

There's more fear if I don't change, does that make sense? Give the listeners of your an example of them. I mean, where do you want me to start? Specify.

Let's talk about someone who's heavily obese coming over to the clinic and they wanna lose weight, right? Ozempic has become so popular. It's not gonna be just one question, okay?

So there's a series of questions that you're gonna ask. So let's start here. What's the first question that comes to your mind any time you start talking to a salesperson?

Salesperson starts talking about anything, what question do probably start to think about? How much is this gonna… How much is it going to cost? Why does your brain go there?

Because we're always thinking socially, we are conditioned socially to think that. OK, so if you're going there, does that mean your prospects are probably going in there too?

Is that where I want to keep them in price or cost based thinking most of that conversation? Probably not, unless I wanted to get a bunch of objections.

So how do I take them? That's called a frame, like a belief system. How do we take him out of the belief systems and reframe them into a new belief, system or new frame?

OK. where instead of them focusing on the price or cost, they're now focusing the end result. So why would they even come in the office in their first place?

Tell me. Well, because they want to come and lose weight. They're already coming in looking for what you're offering. Right. What would prevent them from getting it?

Fear of change. I'm going to start off like, let's say they come. Now, would somebody have called them already to schedule the appointment or how would have they have come?

Would a salesperson have done that or just somebody like an administrator person? Well, if they're calling the location, the salesperson would not. The sales person, is the administration person.

So you might, you know, have a set down appointment. Is that typically right? Because we train a bunch of years. Sometimes they do Zoom, sometimes they come in.

And so if. They just came in, same things like, hey, welcome. Welcome in looks like you booked an appointment about looking at some possible help to really lose weight and keep it off.

Right. What's the end result of what you sell to lose, wait and to keep. It off? Okay, so it looks like you talked with Sally about looking at some possible help to really lose the weight and then keep it off, right?

See, I'm already starting to take them at a price or cost-based thinking to the end result, which is to lose weight, and keep them off. So I am starting get right into it.

Now, you're not just asking one question, okay? Then that's called a connection question. There's a lot more to this. Then I might go into, hey, when you were When you were, now would they have saw an ad or how would have they responded?

I've seen an add. Hey, so when you saw the ad where we were talking about X, Y and Z, what was it that, you know, they kind of went over that caused you to feel like, hey, maybe, I need to look into this further.

Well, I liked and they start telling you why they responded. But more importantly, who do they started telling themselves? See, they're starting to take themselves into the end results.

I'm still reframing them into that results based thinking. Now there's other questions I want to find out like, you know, how much they weigh, I'm not gonna say like, how much do we like?

Okay, so I'll ask a few more connection questions, okay? Probably don't have time to go through all that. Then I gonna find out their situation. Okay so walk me through, like there's gonna be some situation questions that I wanna say, I want to keep this towards the end, because it's more sensitive.

Now walk through just ballpark, what do you typically weigh right now? Just nice and soft and concerned, especially if it is a female, the sensitive subject, Okay?

And I say okay, let's say they say 150 pounds, And then I'm going to say, okay, so, you're at 150 now. Where do you really feel like you need to be? Now watch what I do here.

What do feel you like really need? I want to start with need first. Like, where do like, how much you feel really like to lose? Oh, if I could lose 25 pounds, I'd be great.

Well, need, people typically buy more because they want more than they need. Does that make sense? So I'm going to set this up where I want to build a bigger gap.

So let's say she comes like, oh, if I could lose 20 pounds, it would be great. And I am going say, so is that like your humble goal or like how much do you really want lose?

Like if you're really good, you have the right plan. How much would you want really lose, man? If I can lose 35 or 40, that'd be even better. What did I just do with the gap?

twice as big. So now it's really hard for her or him to feel like they can do that without me. But notice how I framed it first, where I got that small answer need.

And then I said, well, how much do you feel? Like you like, is that your humble goal? Or how would she really want to lose? like if you really could notice I'm doing this, see how instantly raising that amount.

And now I raise the amount that they want to lose, which makes me more viable because I build a bit of the app. That's just a few things. Now give me an example of what they might be taking right now to loose the weight that's probably not working.

Over-the-counter supplements like, uh, let's say like L carnitine, you know, supplement from GNC or something. So help me understand. You've been taking these, G and C that like kind of the basic supplements, like what's, what caused you to feel like that's not going to lose you the 50 pounds.

The scale ain't moving. But you see how I'm framing that right? OK, notice I am not saying like I not just saying do you like what you have? Do you not like it?

It's just those are cheesy questions there that the prospect knows where those lead to so that you'll get a lot of vague surface level answers because they know what your trying to do.

So notice, I mean reverse engineer them like so hold on you. You've I've been taken give me a drug they might be taken. Ozempic. Ozmpic, okay. And I'm sure there's side effects to that.

Yeah, nausea, vomiting, diarrhea. Okay. So you've been on Ozempet, whatever, Ozempt for the last year. I mean, what's causing you to feel like that's not going to lose you the weight that you really want?

Well, we like it, but, and now they start to tell you what they don't like about it. But more importantly, who do they to

start tell that to? Themselves.

That's self persuasion, that's psychology. There's a lot more to that though. I'm just, That just kind of basic stuff I showed you. So Jeremy, let me ask you this because we're on the medical side with a lotta doctors that are tuning in.

And I know they have this question right now. Doctors don't like to sell, right? I have a lot of doctors at- How do they view what selling is though? Is selling something you do to people, or is selling you something to do for people?

Well, in my opinion, we're always selling. Because if we are not selling- Are you doing it to them or for them? Even if you're not charging money, you are still selling to something them, Right?

Everybody sells, You're selling your ideas, but are you- They don' want to talk numbers. That's the thing. So where I'm going with the question is, You know, doctors work in conjunction with other team members where now it becomes a little bit different.

The sales process, right? Where now they have their wellness coordinators or the patient advocate that's part of these meetings. Yeah. So what is your recommendation for these doctors, which they're so adamant.

I got a lot that work for me. That's like, I don't sell. Do you know why they didn't want to sell? They feel like it's unethical. Well, it is. Most sales techniques are both.

I mean, let's be real, right? If I if I'm going to like just assume the sale in the first two minutes of a conversation with most a time, I means, most people are going be triggered, like can't assume this sale too quick.

And I assume later on when I build more of gap and trust. But most sales, techniques or kind of shady. Let's just be realistic. Here's the question. Still asking, is selling something you do to people or something to do for people?

Because if. Learn how to effectively communicate. where I can get that person's guard down, right? Where they open up. And I always say every human being, Sam wears a mask.

Everyone, everybody wears the mask, so how do you get them to want to take that mask off and open it up to you and tell you what's really going on? There's a reason why they came in, but they want help.

right? But they have that mask. So how do I get them to take that masks off willingly? Where they feel comfortable, where they trust you, or they want to open up to you and tell you.

That's what selling is. Selling is something you do for people. If we believe it's something that you two people, like it is a bad thing, you're manipulating them, how good are you ever going to be at selling?

Not very good. Because when you try to close that sale, because if you don't close them how you solve their problems? You can't solve problems unless they buy.

Right? That is the truth. That's what selling is. Now, the question is, can I master persuasion and influence and selling where it's not manipulative?

Because I'm not doing it to them, I am doing for them. Like, if I learn how to shift my tone to get the prospect's guard down, where they open up, am I doing that to or for That's for them.

For them, because if I can get them to open up and they go surface level and give me vague, generalized surface-level answers, what's the likelihood they're going to buy?

Unlikely. And if they don't buy, they stay in the status quo, nothing ever changes, and then they lose the weight.

Using Questions to Reframe Buyer Thinking

Whose responsibility is that? So I just have to learn the right skills to do that. The reason why doctors dont like it is they just haven't learned the skills.

They don´t feel comfortable doing it because they are using old-school techniques that don t work that well. Thats why. So one of the things that I've heard you say is sellers think like sellers and not like the buyer.

Sure. What does that mean? Well, put yourself in the prospect shoes, especially with your industry, they're coming in for a reason. They're obviously know they have some things going on.

Right. But most salespeople once again have been taught that you're doing it to them, like you are just trying to make money or trying make a commission.

You're trying sell them something. I always say this, you're not selling the thing. You're selling results of what the things does. What are you offering them?

Like a customized plan to lose the weight? What would that plan be called? Just give me an example. A Vita Journey plan. So you're not selling them a beat a dirty plan.

You're telling, selling the results of what that does for them, which may be for hers to lose 35 pounds. Maybe, maybe for the guy that's 53 years old and is 150 pounds overweight, you are selling him that so he gets healthy, doesn't have a heart attack and he'd walk his daughters down the aisle when they get married.

That's what you're selling the results of what your thing does. And if you start to view selling that way, because that's, what it really is, you have a moral obligation.

Because if. You can't sell to them and they don't get healthy. Well, they're going to die early, probably. Right. Whose responsibility kind of that was kind.

Of yours. Now, would you recommend utilizing those type of fear tactics throughout the sales process? I don. What fear. Tactics that they. Are going. To die.

I wouldn't say you're going to die. I mean, we're all going die, right? Right, but what's it? How do you mean by fear tactics? So hold on. So what happens if you don't do anything about this?

And you never lose the weight. Is that a fear attack? Right. Or is that? A real question? Yeah. Cause I'm not against it. I tell if I. Hey, you're going to die.

If you don't take this, that's a fair test. That's lame. It's like manipulative. But if. So, so help me understand like you, your 105 pounds over, like what's caused you to feel like, Like losing the way.

Why so important you now though? Well, you know, I was thinking, my dad died when he was late 50s and my daughters are probably gonna get married in the next 10 years and I just really wanna walk him down the aisle.

Is that a fear tactic if I'm asking that question? No. I am getting him to self-actualize why he wants to change. It's not just to lose the weight, it's to be there for his kids to walk his dang daughter down aisle or to watch his son play basketball or whatever it is.

That's why he wants to lose the weight. He wants more energy to what? See, a lot of salespeople are like, oh, you know, what's causing you to look this?

Oh, I just want more Energy. That surface level. What does that even mean? Energy to do what. Well, when you say energy, how much energy do you feel you have now?

So not having the energy, like what do you feel like not have any energy? What is it preventing you from being able to do or maybe not be able do as good as you once used to when you're young?

Oh man, I used be be to this. I use to be on the hike. Used to take my son play basketball. See, now I'm getting him to what? I've given him relive the pain, right?

So take this to the bank. There's the two biggest reasons why a human being wants to change is pain of their current situation in their past history. Okay.

And then having a fear of what? Future pain, having to fear future pain. Yeah. Pain and then a fair future. A lot of marketers will say, Oh, it's pain and pleasure.

No, no, pleasure is a distant third. Let me give you an example. What if a lady comes in and says, I want to lose 50 pounds because I wanna look great in a bikini this summer?

You're like, well, that's a pleasure, Jeremy. No, what does she have a fear of? Being fat. In front of who? Other people on the beach. She has a fear of future pain.

she just doesn't tell you. Yeah, most people want to think about it that way. See, that's a difference. Pleasure is a distant third. It's pain of their current situation.

We're there now in the past history. I could take them back in past when they haven't been able to play ball with their son or whatever it was, and then having a feel of continuous pain or future.

That's why people change. Makes sense? No, it does. Absolutely. Just a bunch of boring stuff. No. You know, there's something that you said about pressure triggers resistance, right?

Oh yeah. For a salesperson who actively does that. Well, I'll let you try to break it down and explain it for everybody. Just look at societal norms. You're married, so you're waiting.

When your wife pressures you to do something, what do you do? You resist. He's answered your question. It's just human behavior. It just, human behavioral 101, right?

So the question is, everybody wants to be on their own time. Yeah. The question. Here's the thing. Let me give you an example. Sigmund Freud said it best.

I'm just paraphrasing. People do who they believe they are. What does he mean by that? People make decisions based on the identity of the person who, they believed there.

And let me, give an, example of like alcoholics and arms, you've heard of that. Right. What's the success rate of alcoholics Thomas between five and 10% latest studies, five, and ten percent outside studies.

Not internal five to 10%, success. Right. You know why? You sit around a circle every day at these meetings and you chant back like they say, I'm an alcoholic.

I mean, alcoholic, alcohol, like I've been sober for 30 years. Sober for years, sober 30. What identity do you believe you are? You're an alcohol. And what decisions do alcoholics typically make?

What's that? what decision alcohol typically makes? They don't want to drink. They drink alcohol drinks. If I believe I am an If I, if people do who they believe they are.

So if I believe my identity is an alcoholic, what decisions do you get to become an alcohol drink? That's why there's a five to 10% success rate. Cause they still believe.

They're an. Alcoholic. That why hardly anybody gets out of that program after years out, like not drinking more

alcohol because they believed that's their identity.

Let's say you talk with the prospect and like, you know, I've tried some of these programs and they never worked out. What type of objection do think you're going to get at the end?

They're already gonna think it's not gonna work. Yeah, yours is not going to work, or they're gonna say, I want to think over. We don't have the money.

They are gonna give you some story that has really nothing to do it. So I wanna reframe that. And how do I take that their fear of change fear that it won't work out and build them into identity of a person where they know it can work?

I'm gonna stay something like this. Wow. I mean, it sounds like you're the type of person that never gives up. Because I talked to, you know, your spouse, I mean, she's lucky to have a provider like you that is that for thinker, for thinking and never gives up because I talk to a lot of people and you'd be surprised how a of them, they let some like negative, like, experience from some bad company just prevent them from ever getting a plan and actually losing the weight.

You know what I'm mean? For you, never giving up, being that responsible. Is that something you were born with or something that you had to learn? So what did I just do?

I took what maybe you saw as a negative thing, like, oh, this hasn't worked out in the past. And I said, wow, it sounds like you're the type of person who never gives up.

So see, I'm starting to change the identity. That's a motivational thing right there. You see what I'm saying? Because they're there, like, wow. Now, listen, what?

I said, sounds like you're the type that's an identity. The type of person who never gives up. See, now I am shifting it where that is a good thing. They're never giving up, that why they are there You know, your spouse, let's say if I was talking to a lady boss, I would shift it.

Your spouse? He's lucky to have an independent woman like you that never gives up and knows that she has to make sometimes a hard decisions herself for the family.

Cause I've talked to a lot of people and you'd be surprised how many of them they let some like negative like experience from some bad, you know, health and wellness company completely hold them back from getting the right plan to losing the weight.

You know what I mean? Oh, no, I don't know. I me for you, like being that responsible or you never give up. Is that something you were born with or something?

You had to learn. Now I did a lotta nuances in there. What else did I do? Did you catch it? I did it. Okay, let me go. This is really important. You learn how to do any frame and change the ballgame for you.

It sounds like you're the type of person who ever gives up. That's an identity type. No one's gonna argue that is I'm gonna say, Nope, I am the person that gives out.

Nobody's going to argue with that already. They're gonna be like, Yeah, that's me. Even if it's not. And then notice what I Did your spouse? What do I do?

You ever get the spouse objection? Oh yeah. So I'm going to start to pref I talk to my wife. I gotta do this. How do I prevent that objection from happening?

I want to Start to deframe that injection out of their mind. Your spouse, she's lucky to have a provider like you. If I am talking to a male, what is he wired to do?

Provide protect. All right. Somebody use that alter ego. You're spouse. She's Lucky to Have a Provider like You that is that responsible and never gives up.

Now, is He gonna argue that? Nope, I'm not responsible and I always give up. No, he's like, yeah, that's me. You see what I am saying? Okay. That's a positive identity.

And then I going to go negative identity, look what to do in the next step. I talked to a lot of people and you'd be surprised having them. They let some like negative experience from some, like bad health and wellness company completely hold them back from ever losing weight.

Now, does he want to let a negative experience from a crappy wellness company hold him back from ever losing the weight? Probably not. So he's going to be like, yeah, not me.

And then what I do at the end, I strengthen the frame by doing this. Yeah. For you, like being that for thinking where you never give up, is that something you were born with or something?

You had to learn whatever they say there. They start to go to like all I've always been that way. Or like no, had you learned that what identity are they starting to shift into?

So you've opened them up at that point. I'm building them into the identity of the prospect who becomes a buyer. Right. See, most salespeople have been taught this crazy thing from traditional sales training that you got to qualify the prospects to see if they're qualified for your thing.

That's bullshit. It's not like like every prospect you talk to is probably qualified when you say it's. Not like you're selling a $10 million solution.

If they've walked into the door, they're qualified. You're not selling. A $1000000 solution to homeless. Right. It. Is not. Like they can't get the money for what you offer if they really want it.

They're already currently spending that money on something else, which in their mind is more of a priority than what. Your offering. So all I have to do is how do I shift where that.

Money they already spending. and something else that they view as a priority now shifts over to what your thing is, is the number one priority. That's me changing their identity in that conversation.

How do you use data throughout that sales process? How you mean? So in the medical field, you got a lot of different data points with your patient, right?

If it's weight loss, we're doing a body composition analysis to see exactly what their weight is made up of. You got blood work. We got other things like the VO2 max, genetic testing, all of these different datapoints that show us what they actually need.

Right? We check your vitamin D3 levels. They're deficient. So let me give you an example. Let's say that you find out that I've got something bad in my blood or something.

Tell me how you would tell me that right now. And I'll show you how to tweak it. Well, I would start off with. Would you do it in the presentation? Where would you it?

No, no, actually be talking to you. I'd have the actual data with me. Sure. Hey, there's certain things. So do you ask some questions first and have them take the test or they take this before they come in?

How does it work with you guys? Yeah, so there's a lifestyle questionnaire and assessment that's done.

Selling for Doctors and Medical Practices

Right. So we can understand how they're living their life to life, their daily life. And then we do the different testing. Then once all of those results are back, then, we actually sit down with them, doctor and wellness coordinator.

Yeah. We go through all. Tell me how you bring it up. Just start talking like you normally do. I mean, your industry is a big space we train. Yeah, I mean, when we sit down with them, we're not going to hit them with the bad news first.

Right. We're going talk about a lot of the good things that came out of their blood work that they're working that. They've been working on that, you know, that there within optimal ranges.

OK. But Jeremy. There are a few things here that we got to talk about and kind of see exactly what what in your lifestyle is causing these levels to be outside of the optimal ranges.

And then from there, that's where we start to. Let's say the D3 that you're talking about. OK. You know, D three, you naturally get it from the sun. We're always indoors.

Right. Or fully clothed. That's not how God made us. So it's very common for people be deficient in D 3. Now, let me tell you, the three is something that wards off six different tumors, right?

It's something you want me to do. You want. Me to go over like what not having the right amount of D3 typically causes as far as like different diseases.

Would that help you if I showed you some of that? Right. See, I'm just going to frame that a little bit better instead of putting it in a question for.

Yes. Instead of telling them that, because you tell somebody something goes in one ear out the other. But if I frame it in a question where they're like, yeah, please tell me that.

Get them locked in. Now they are locked. Right. Keep going. So we start explaining that, right? We need to get these D3 levels up. So typically, what people ask us to do, obviously, because they want to prevent, tell me the cancers it causes if you don't have it.

Six different tumors in the body. Just give me a couple. I don' know what the cancer is, but let's say, you know, skin cancer. OK. So, typically what, people asked us, to, do is kind of go over like, having the right D3, like what cancers would actually prevent.

Do you want me to show you which cancers this would typically help prevent? Would that help you if I did that? Yeah, that would help me for sure. It's how you're framing that instead of saying, we need to get you on this.

Whose opinion is that? That's my opinion. That sure. And they know your bias cause you were trying to sell them something. Right. So see how I'm typically what people ask us to do is typically go over how to prevent those six cancers.

Do you want me to show you what we could do for you to, to help you like, you know, drastically reduce you getting that, would that help? Yeah, that would help.

It's how I'm asking and framing it. Right. Big difference. I like that. You're doing good. We tweak some of the stuff there. Yeah. And it will land a lot better.

Good. OK, I can sell a little bit, you know, but I could. But you probably want to sell more. This is why I love working with high level entrepreneurs like you, because you guys know that there's always an opportunity to grow, to expand, To get better at your skills, no matter what level you're at.

That's why. Love working the guys like. Unfortunately, I'm not selling the three shots anymore. I am selling bigger things. But you know, the one thing that I love about this podcast, which will have all of our team members listen to

it, but also thousands of doctors.

So their their team is going to listen. To it as well is that they need this. Right. Because everybody gets kind of like focus in their own bubble. And they think they know what they're talking about, especially a lot of the salespeople.

They get a little egotistic. Yeah. The no dollars. Great. There's four types of sales people. What are they? Four types of salespeople, four times a business owners, for types have anybody in life.

They're there. The first group is called the wingers. they wing everything. So if you're a salesperson or a doctor that's selling, they say something different to every patient, They don't know it works.

I don' know what doesn't work. And when they don''t make many sales, who do they typically blame? The prospects, the prospects are broke. They're mean, they're bad.

The never blame the lack of skill level. And where do most of those salespeople go? They get fired, pushed out the door. Where do the most those practices go they go under, They go to business because they don't communicate.

That's the winger, right? Second type of person is the dabbler. So the dabbler, they'll buy a couple of sales books here. Maybe they're here like a podcast like this where we share a few tips, you know, because they are just tips.

Right. Or maybe they will, follow somebody like me on basic IG reels or YouTube videos or just basic content. And then they kind of believe the lie that if they just staying long enough, If they get enough reps and eventually, hopefully one day they'll figure it all out themselves, which we all know that strategy would take years, if not decades.

And that's why most salespeople are average. They're dabblers. The dabble in it. All right. Uh, namely, like if you were a doctor and you just kind of dabbled in being a Doctor, how good would you be?

That's not a good idea. I'll be not that good, right? And so if they ever get good they play the numbers game. They work 14 hours a day and eventually burn out.

That is the dabbler. The know-it-aller typically invests quite a bit of funding into sales training because they're smart. they want to sell they'll get up to maybe multiple six figures a year and then they get a big what?

Ed. Biggie will think you know everything. and then they stop investing their skill level, income gets capped. That's the note on it. And then you have the ones who are committed to mastery.

They're always investing in their scale level because they, they're smart, right? They don't want to learn from their mistakes because that takes years if not decades, They want learn other people's mistakes.

So they don' make same mistakes themselves. Like that's why they succeed 10 times faster. and that your top 1%. That why the always stay in the top one percent because always out learning everybody else.

that the committed-to-mastery person. I like to think about your favorite doctors, best doctors in the world, wingers, dabblers. No dollars. Committed to mastery.

Ah, that's doctors and the very best doctor's road winger's dabble. There's no dollars committed to master. You know, That's a hard one for me to actually respond because I'm thinking about the doctors that I love doctors.

In the World. Always invest in our skill level. Keep learning. 100% committed. Master. They committed the master favorite. Who's your favourite professional athlete?

Let's say a rod. Yeah. Love it. Winger's dabbler. Was he a winger? Dabler? No, a lot of committed to master. Favorite pop singer, favorite type of singer.

All committed. The master, the anybody that you that anybody thinks is great Navy SEALs, top Navy Seals, topless, such top parents, Top pastors of a church, wingers, dabblers.

They live, breathe and shit. There's a reason why they're at the top. That's the only difference. Well, what's your, um, Professional input for a salesperson when it comes to talking versus listening In what context?

Well, you know, there's a lot of gotta give me more baby. What do you got? We'll get there. So so you want to we talk less than listen. Yeah, everybody knows that the more you talk the More you tuck yourself out of the deal it's more like You should be asking questions and listening, probably 85 to 90% of the time.

Okay. Where they don't hardly know anything about you, but they feel like you understand everything about them. You know, I'm in a private mastermind with Tony Robbins, the Zenith group.

They don' advertise it. There's 30 people a year still to pay 250 grand by invite only. And we had an event a couple of months ago in Mexico and Tony was talking about the emotional connection and Dean was, and I'll kind of take it a step further with sales, in order to really master influence at the highest level for the good of humanity, right?

To help people lose this way, to get off drugs, whatever. To master persuasion, influence, sales. You have to master the ability to emotionally connect with that other human being where they feel like you understand them, their needs, they're desires, the fears, even like their wants, and their fears and do that without buying into their limiting beliefs or their story.

Their story of why they can do it. Right. If I buy into their story, I offered them no value. Now, if I come across where I'm judging them or they feel like I am judging, then probably not going to buy.

So how do I emotionally connect where they felt like? I understand them better than themselves. That's what we teach. As powerful as powerful here and there.

You know, I'm gonna talk about personal experience in business, right? And building a franchise system with multiple locations nationwide, having sales teams, et cetera.

How many you guys got? 40 locations sold, half of them open. Congratulations, that's amazing. And then we're on the distribution side, pharmacy side where we have over 5,000 doctors that buy products from us.

So one of the things that I always see in businesses, and you probably see this all the time, When things are not going in the direction that it needs to go, sales is always blaming marketing and marketing is blaming sales.

That's typical in most businesses, most industries, yeah. How do you handle that as a business owner? What we do is we, our department heads, like our CMO, which is my business partner, Corey, meets with our VP of sales, who's over our sales people.

We have like 45 salespeople. I mean, for a sales training, we're the largest B2C sales trading company in world. And we've only got 45 people, the sales train is not a, It's not like a billion dollar corporation until you get into AI and some different things that we're doing.

But we have meetings so they know what ads are running and what the avatar is coming from those ads. We do a pretty good job on that, I feel like. I fell like most kinda keep it separate.

And I think that's a big mistake for sure. You always see them, they're always kinda like putting ads- Yeah, because if you know ads running, like if your salespeople know like, okay, we've got these 76 ad sets, And they're attracting this type of avatar.

It gives them the advantage of like kind of already knowing who they are going to call or who are they going talk to before they even show up. But I think most most businesses don't do that, unfortunately.

Well, we do. I feel like we did a decent job of that. Could we be better? Yes, but we we. Do pretty. You got to build. What do you guys do? Same thing.

You know, early on when I started the company, it was something that we dealt with nonstop. It was like the hardest part for me being a salesperson. I've been selling since I was a kid.

Yeah, I have always been hustling something. The hardest. Part was when. Had one of the sales guys. Right. Always blame marketing. Don't give that shit.

Yeah. Stop blaming marketing. They brought the person in through the door. Well, you know, most salespeople, if they don't really learn how to sell, are typically never going to blame themselves, right?

Right. That goes against your ego. You're always going blame the prospect, the leads are broke, they're bad. Most of the time, 99% of time it's a skill level.

Because a lot of salespeople, like we have this one Facebook group that has about 200,000 sales people in it, okay? About sales revolution. And you'll see like a client that would just post a testimonial.

Like, oh my gosh, you know, I've tripled my closing percentages. I was making this, now I'm making it. Or whatever they say. Okay. You know, the first question, there'll be like 300 people ask them a question.

The first questions asked, what industry are you in? Why are they asking that? Because they think that they can't make that money because of their industry must be bad industry that you can make The problem is then they go to that industry and they're like, wow, I can't make the same money that that person's going because they don't have the.

Skill level sales ability. They haven't learned it yet. It's an acquired skill. I've they just jumped from industry to industry thinking that it's the industry, but it is their skill level.

And I tell people, hey, Snickers candy bars are only 50 cents.

Identity, Fear, and Objection Prevention

Trust me, that company is worth a lot of money. Yeah. So you can make a. Lot of. Money selling small little things. You don't need the right skills. You know, like life insurance is the biggest industry in the world we train.

And you might sell policies where you're making 1,200 bucks upfront. It's not a huge commission, but we've got life-insurance salespeople that make 200 grand a month in commissions.

We train some of the big life insurances companies in world that crush it, billions of dollars a year. That's small, paid upfront policies. Yeah. Now, Jeremy, you know, I've seen a lot of your content.

There's content that you have out there that. You talk about certain words that should really stay away from. So I want to talk. Trigger words, the trigger words.

Yeah, there's probably several hundred, but yeah. What are like the top five that you say, Hey, stay away from these words. It's going to kill your deal.

Well, okay. So why do I say that? That's a question. Our brain. The human brain recognizes patterns. Okay. Every prospect you're ever going talk to you has probably been approached by salespeople in the past.

Yes or no. Of course. Right. Selling them anything from a vacuum cleaner to life insurance policy, to a car, health products to cybersecurity for their offices, okay?

So if you say some of the same words that pretty much every salesperson that's ever sold them says, their brain

picks up on that pattern. It's your survival part of your brain.

Keeps you safe, right? Why does that happen? Because the brain, we got this brain that I don't know, two or three million years old or whenever God put the first humans here on earth, I dunno when that was, it's debatable.

And the was never built to thrive. it was simply built to survive, to keep you safe. So anytime the brain recognizes something that it considers bad, like, oh, salesperson bad.

Because how are salespeople viewed in society? High status or low status? I'd say low. Low status, of course. But that's a whole nother subject. No one likes to be sold to.

That's why. but they do like to buy. There's a big difference in there, yeah. Because if you feel like you're sold to, you gonna resist. But if feel it was your idea, it's good idea.

So the question is, how do you sell in a way where the prospect feels like it their idea? That's self persuasion, that's what we teach, okay? So going back to the questions, so the brain, anytime it feels there's something new or something unfamiliar, something known, even though you might have pain, its like the brains last attempt to keep you in the status code, to you keep safe.

That's why you're like, they know they should do it. They should lose the weight. That should give what you offer. And then they say, yeah, we're going to do.

It. Then they don't do, it doesn't make any sense because the mind plays tricks on them. Does that make sense? So how do I, how to I get their guard down to like really open up?

Go back to your question. I went off on six tangents. So I was just going. To answer that. The question now I got to go back. Now that was a good question, I'm like we went up on tangits, man.

So true on the trigger words. Yes. So patterns, so they recognize the patterns. When a salesperson comes up and talks to you and says, Hey, how you doing today?

What immediately do you start to think? Do you think, wow, the sales person really cares about my day? I'm doing great. Is that what you. Yeah, absolutely not.

And my head is like, what? He's just trying to get me to like it so he can sell me his thing. Instantly, your guard just went up, but how many salespeople do that that sell anything?

Right. 99%. But I'd be right. Any industry, Hey, how's it going today? Hey welcome in. How are you doing today. See the prospect knows you don't generally care about how their damn days go.

And even if you do, they don' believe you. Do because they're used to every sales person has ever tried to sell them anything. Say that. So it's a predictable question.

Okay. So if they're walking into the office, how do I want to relanguage that? Um, I could just, that could, just relaunch like, Hey, you know, welcome into office today.

Or you, uh, are you guys out getting into trouble or what's going on? You know? I can just make it kind of little joke or something like Hey welcome to the officer.

What are guys up to today? And I just got to angle it a little bit differently. Don't say, How you doing today or how's your day going? It's just it's a pattern that every person's used to.

Like if I sold, like if they just walked in off, do you ever get anybody that just kind of walks in or is it by appointment? So if people walk in, Hey, welcome, walk them into the, you know, w w welcome in today.

Are you guys just kinda out looking around? You know? Cause let's say you go into like a store, a furniture store or a car dealership and the salesperson says, hey, how's it going today?

Can I help you with something? What do most people say? Just looking. Yeah. Just look in window shop. So I can, I could feed that objection back like, Hey, welcome into the, the store leader.

You guys just kind of out looking around. So, yeah. I just gave them the ejection. Like, Yeah. Yeah, okay. Do you know what you're possibly looking for?

I'm right into a conversation. Y-you're taking that guard down. And disarming the prospect. so other trigger words would be. You're a dangerous guy in the dating game, man.

Well, I'm recently single. I was about four months ago, unfortunately. It's okay. That's a sensitive subject for sure. So let me ask you this, Ben. In this, I'm tapping into you personally, because I kinda wanna see, actually kinda want to ride with you next time you go buy furniture or go by your next car.

Because are you the kind of guy who gets the best deals because of what you know? Not necessarily. I think some of the greatest salespeople in the world, psychologically, like to buy things.

Like to pay full price. I sometimes negotiate a good deal, but like I don't negotiate it deal where I feel like it's a lose for the other person. I like that.

Because I always say this, you are the objection you give. You are. The objection. So if you can't make a buying decision without talking to your spouse, You have to get external validation for your life and a prospect gives you a spouse objection, You already believe that yourself.

It's going to be really damn hard for you to overcome that spouse objection. Cause you internally believe it, that you have to talk to your spouse before you make a decision.

You are the objection you give. If you always say, I want to think things over, do more research. And the prospect tells you that it's gonna be hard. For you.

To overcome. That because you, internally, believe. in your psyche. That makes sense. How do you get over that one when you have a prospect tell you, hey, I want to research this a little bit further before I come in?

What do feel causes them to say that? Did they plan that out before they come into the office? Were they like, you know what, at the end when they asked that closing question, the objection I'm going to give is I wanted to do more research and to have them call me back in two weeks.

I think I'll go with that. Did the plan the objections out? I think a lot of people actually do. They plan it out. Like, OK, when they try to close me, I'm going to say I want to do more research for about three weeks, and I'll tell them to call me back.

But I am not really going do my research. It's almost like they're better off just saying, hey, I'm not ready to buy. I'll come back. They came in though.

Yeah. Well, someone who's coming in, let's say, buying a new M8, right? And they want to get a good deal or get the one that they wanted. So all that means is the prospect didn't build a big enough gap from where they are to where do they wanna be, where did they felt there was urgency to by now and push it down the road.

That's the salesperson's fault because they showed up. So what I'm saying is no prospect plans out an objection before they start talking to the salesperson.

That's a trigger reaction based off what you did in that process that triggered uncertainty in their brain. Uncertainty leads to what? Objections. So if I can build a gap, if i can get them emotionally involved, because human beings

buy on logic or emotion, Emotion 100% brain study should prove that there's no debate.

Okay, that justifies logic. I feel like a drink of water is on thirsty. Every decision you make start the emotional side of your brain. You can't make a decision starting your logic side, your brand scientifically impossible.

So all that means is the prospect didn't get them to emotionally open up and tell them what was really going on and have the go back into their pain and then have that fear of future pain.

That's why they feel no urgency to change. So if I can't help them relive their paint and them have a fear future paying, they fill no. Urgency to what change and that's what they don't buy.

That's the salesperson's responsibility. They just didn't have the skill level yet. So how do I overcome that objection? I typically, most of the time, try to prevent that object.

I'm more into objection prevention. If you wanna get in the top 1%, if you want to make, as a sales person, like millions of dollars a year as salesman working for companies, you have to get far better at preventing objections than overcoming objections.

It just makes it easier. Now, if I still get the objection, it's a lot easier to help them overcome it. so if they're like yeah i just you know i i want to do some more research oh yeah that's not a problem who are you uh who you looking at as far as research i'm gonna find out oh i am looking this company and that company yeah they are fairly decent i mean when you met with them because you mentioned you meet with him earlier what prevented you from going with the men I'm going to find out whatever they say.

It depends on the context. I might say, so what do you feel like they were missing when they first started talking to you that caused you to feel you needed to keep looking around?

Well, I liked this, but we didn't like, now they start to tell you what they didn' like. Now why would I want to know that? Well, you don't want that to be the objection objection for yourself.

I want to. To pull that in and then reframe that, that that's what we do. Right. The thing that they didn't have, does that make sense? Right? So I'm just pulling out and pulling what held them back from going at that other company that already did research on.

So let's say, let' say that you go and you do all that research and spend like the hours and weeks just researching everything methodically. And let's say you come back and really all three companies can solve the, can help you lose the 50 pounds around the same time.

And, let say the price points are somewhat similar, how would you then decide who to go with at that point? And whatever they tell you there, what am I gonna do with that?

Do you utilize it as a? I'm gonna utilize that as the most important thing and I am gonna close them on that. But do you see how I frame that though? So see I framed it.

I didn't say, let's say you go do all the research, how are you gonna decide? That's not a frame. Notice how it make doing research sounds really exhausting and really bad.

So let say go out and you do that research. You spend hours, weeks, methodically going through the computer, like all of the Google searches you looked at, all these different companies.

And let us say after you've do those hours of that that you've, you know, the three companies you're looking at, let's say that, You know you feel like all three of them can help you lose the 60 pounds around the same time.

And let say the price points are somewhat similar. Like how would you decide who to go with at that point? Well, at point it would come down to, whatever they say, there's a selling point.

I'm going to use that to sell them. That make sense? Oh yeah. Jeremy, I want to talk about, um, want, what to say about overselling. What does that mean?

Selling past the actual clothes. Tell me what that means in your mind. So you already got to the point of time where they pull out their pocketbook or ready to pay and they're still actively trying to sell them on either more or other stuff.

Just tell them more about the thing or what do you mean. Yeah. Okay. Over talking. Probably not a good idea. Do you see that often? I mean, with salespeople that don't have the right skill level, yeah, for sure.

So I'm still, see the whole time, when I talk about disarming the prospect, that's just not at the start of the conversation. That's everything I'm doing is continually disarming the prospect.

I am disharming. The prospect when they're paying, I I disarm in the Prospect when They leave because I don't want them to call back in cancel or change their mind.

So I have to continually giving a guard down. And so yeah, you don' want to sit there and just over talk. Now that doesn't mean that they buy something and I can't cross sell and upsell them, but it's how I frame those questions.

Let me give you an example. So you ever have you noticed that there's companies that have a really shitty product or service, but it's like everybody's buying it.

You ever seen that? Yeah. OK. And on the flip side, we ever notice companies. That have like the greatest product of service on. The planet, that hardly anybody's.

Buying. Why is that. It's because the company that's selling the most, even though the thing is bad, knows how to frame that offer much better. So it's all about what we call the POV, the perception of the value.

Salespeople are like, I gotta give them value, no. you gotta get them to perceive the value is far greater.

Sales Types, Listening, and Emotional Connection

It's the perception of how they value your thing, not the the itself, okay? So like, imagine this, I was talking to one of my friends, Dan Henry, a couple of months ago on a podcast, we talked about this.

Imagine you have two identical family pictures. So you know your family picture, you got kids? Okay, so you and your wife. Or let's say, your and wife and you're parents and her parents.

You got the family photo on the mantle. Do you the picture I'm talking about? Let's see if two are identical ones. Now you have to go buy two picture frames.

The first picture frame you go out, you buy is like immaculate gold. It looks like you went to Trump Towers and like, got like a gold case out of the case, Trump has everything gold or whatever.

And you put it on that picture of him, it's like emaculant, best picture for him on the planet. Put it out on first pictures. Second picture, we go to the flea market.

You buy a picture that's tattered, that cobwebs beat up, looks crap. Same exact family picture, two different frames. Which one are you buying? The one that's framed better.

You see, in your prospect's brain, their mind, all of what you guys do kind of all sounds the same because they don't know all the differences, right?

They don' know the background of the biohacking and all that stuff. It's not like your competitors are saying, yep, you know, You know, Sam Sam's better than us.

You should go there. We're the 17th best in the market. They're all saying what? We are the number one. Were the best, right? So in a prospect's mind, everybody kind of sounds the same.

It's all noise. So what's going to be the difference is how you frame your solution, your offer that makes a difference, not the actual features and benefits.

But in this sexy frame, it's. All how your frame it, baby. Put it in that sexy picture. Yeah. Right. Thank you for that. sales, sales process, is it any different when you're selling initially versus retention sales to keep that customer?

And in what way, what's the context of the question? For example, a patient comes, gets on let's say hormone optimization. We know that once you're on hormone optimisation, you gonna have to probably stay on it for life.

So you start seeing some of your patients fall off the program, knowing that they shouldn't fall. Do you know why they fall of? I can tell you why. Most of the time because they were externally motivated to do it rather than your reps knowing how to get them to internalize it and motivate themselves to it.

Say that one more time. There's a difference between external motivation and internal motivation. External motivation is like, let's say I go to a personal development seminar.

I'm jumping up and down for five days, I wanna change my life, change the world. Five days later, where do I back down to? Cause you were externally motivated.

Right. Okay. Internal motivation is what I'm talking about. Self persuasion. So how do I build them into the identity of the person who always stays on the hormones?

How do i build into that identity that person that is responsible, that always wants to do that? I get them with my questions I ask and how I ask the questions.

Remember your mom said, it's not what you say, It's how you said it, right? Mama didn't understand what she meant. That's your tonality. Okay. So how ask certain questions causes the prospect to think deeper and internalize what I'm asking.

And when they internalized what your asking, that's when their emotions start to open up. Their emotions, start. To attach to wanting to do something about the problem and changing their situation where now it is their idea, not your idea.

And when it's their idea, it always what? It's always true. And they'll always stay on it. If it is your idea. Good luck. A lot of people can't. That's a big difference.

You know, one of the things that I hear a lot the doctors when I tap in with them and see my conferences and stuff. Man, you know I get all these customers, we get them on the programs, but the LTV is not where it needs to be.

The lifetime value of that customer. That's one of the biggest reasons, external motivation, and they don't know how to frame them to keep them in. Like I can tell stories like, you know, at the very end of like you, how long did they, so they take it for each month, each week.

I don, I dunno how it works. Yeah. Well, like I always want to say this, companies and salespeople from your industry, from any industry. Cause we train every industry in the world.

Okay. There's 163 different verticals. We're in every one. And all the subcategories, yours is probably one the top 20 that we trained. companies and sales people don't come to us because they believe that we know more about their product, their service and their industry better than they do.

You know where they come. Because they know, we knew how to train them how, to sell that and frame their offer much better and they. Right. There's a big difference in that product knowledge compared to know how frame and

sell it.

That makes sense. So if I frame it at the very end that, cause you, you want them to pretty much, do they take it once a month? How often do Weekly it depends what hormones are on everybody's a little bit so I might tell a story about somebody that Fell off the you know, it's interesting.

So I want to frame like it. It's interested. You know we had this client Gosh, is a couple years ago and he now does this what does thing do? Does it help him lose weight?

What does it do to Sasha? It gets you your mojo mojoba. No, It was interesting because I you there's this guy it was very interesting, you about a year ago, and I felt really bad for him because You know, he got all excited.

He got on the testosterone. And he started getting like bulky and big and, you know his, his wife was really excited and they just, they've just had this amazing love life after and just something happened where he just kind of, unfortunately just started like not taking it.

he, got busy and he Got on. The road. and then, when you don't start taking testosterone after a year or so, what typically happens? Gain weight. Yeah, he started gaining weight, like 50 pounds, and he just never really thought about the reason why he was gaining.

Weight. And then all of a sudden now he wasn't very attracted to his wife. His wife, so they stopped their sex life, kind of stopped. and then he comes back in two years and.

He's like, man, I've realized I haven't even take this for a year. During that year, because of he gained like fifty, sixty pounds back, him and his. Wife got a divorce and like his whole life turned upside down and a lot.

And he came back and it was simply because he just stopped taking the testosterone. You know what I mean? Yeah. Now, what did I just see in that person's brain?

Well, that number one, they don't they. Don't want to go into that. See, I'm not telling them, hey, don' do this because this could happen to you. I m telling him a third party story about something that happened to somebody else.

And they that's easier for them to accept where they start to be like, oh, i don t want t be that guy. Right. It's just how I' m framing it. Yeah. Yep.

Makes sense. Powerful. Probably I'd massage that a little bit more. That's kind of off the cuff. Yeah, listen, that's kind of the approach that I would take as well, too.

And that was right on point, in my opinion. So, all right, let's talk about some of cool stuff that you have going on with the business. What do you want to know, man?

So you got some cool things happening. Some people say, at least my grandma tells me. You know? What have you guys got going with your business? Well, so we got approached by a company called sword.ai about nine, 10 months ago.

Uh, the CEO of that company is the former founder of ancestry.com, Paul Allen. So the DNA. Yeah. They sold, uh, ancestry dot com, what four or five years ago for about 4.8 billion or something.

And, so Paul started his own like AI companies of like a four thinker, like visionary, a tech platform entrepreneur, and they were looking for a sales training company to be able to come in and actually like license a methodology.

Because there's not many sales training companies that have a methodology they follow. It's like a guru that just personality sells basically. We actually have methodology that every industry follows, right, to get those results.

And so we signed a deal with them and I said, hey, rather than licensing out NEPQ, I'll only do it if you start a partnership with me. And so, cause we have about a little bit under 34,000 hours of my training from anywhere from like our training courses for all the industries we train, from reels to YouTube, it is like everything.

It's all like 34 thousand hours. And, so salespeople and companies have always kind of asked like, how do we Jeremy all of the time? Because I'm just one person.

Now we've got other sales trainers as well, but they want me. Well, I can't be 75,00 different places every single day, right? So now AI has my brain.

So we have something called 7q.ai, where basically companies very similar. How familiar are you with like Gong? Not familiar at all. Gong is a platform that reviews sales calls.

But it's very generic. It'll say like, oh, you need to get better at overcoming the I want to think it over objection. Or, Oh, You need get to better asking questions.

Okay, skipper, what questions? What should I ask? You know, There's no methodology as far as very generic, okay? And that's a $6 billion a year business.

So we wanted to have enterprise value in our business as well, besides just a training company. And so we partnered with Paul. He owns 50% of our AI and we own 50%. And we have 7q.ai that basically reviews your sales conversations.

It's me, my brain, from all my training. and it shows you exactly where you lost a sale. Oh, right there, that three minute and thirty second seven mark.

When you ask that question, defensive tone, you see his card went up. You should have asked that. Question in a concern tone. The tone that shows him being his guard would have went down.

Go here to this training where Jeremy chose you how to do it. And it seems like a 10 minute clip of a train ride to teach that specific tone out for that industry.

It's that nuance. Thirty four thousand hours. And we feed it every week. There's probably another 10 hours every. Week of training going into it. And it just keeps learning.

But it's getting better. Yeah. We have that feature. It also does role playing with you. That's pretty cool. Like where I'm roleplaying with. You based on the methodology for every industry.

Very industry specific. Pretty cool and then a feature called Ask Jeremy. So you can ask me any question. Hey, I sell, you know, health and wellness and a prospect came in today and about three minutes in something happened and he said, Hey can you just tell me how much it's going to cost?

What should have I said? And then I tell you what to say. So it was like, You have me in your pocket all the time. Jeremy, do you that this platform will probably become better than you?

I mean, that's what I can do.

AI Sales Training and 7Q.ai

That's my job. So my brain, whether I'm here or not, is going to be in that thing. 50 years from now. Yeah, it's really good. But I've got to keep feeding it because here's the thing AI.

Remember, human beings don't buy on logic. They buy an emotion. So until AI knows how to tap into emotional drivers in a human being by shifting their tone, because that is a acquired skill you have to learn, it's very logical based.

So that's why when you've AI agents that like sound like they're reading from a script is because they don't know how tune into and read the tonality fluctuations that somebody like me would.

You think you'll get there? I would have train how do it. but it is being trained to do. That's actually scary, man. When you start thinking about that, remember selling is not something you do to people selling something to four people.

Right. So if I don't know how to shift my tone for that prospect feels like I'm genuinely concerned about the consequences. If they don' change, they might not open up and buy from me and I can't help them if they Cause they don't buy from me.

They stay in the status quo and their problems stay the same, right? So I'm not doing it to them. I've done it for them, that's what selling is. So yeah, so we have, uh, they want to check it out.

Then go to Jeremy, ask Jeremy dot AI. Uh, we give them like a free trial for like 14 days. And if they wanna continue with it, which most people do, I think it's like 47 or 57 bucks once a month to sell more.

It's, it you know, a lot of people would say that it is probably a no brainer. You might make more than $57 more in sales by asking me questions every day.

This is a Health and Wellness podcast, man. You're well-groomed, physically fit. Well, you know, here and there, I eat a lot of blueberries. That's a trick.

And good genetics. Good genetics, every male in my family looks about 10 years younger. It's kind of crazy. How important is it to actually take care of your health as a salesperson?

I think it's important for anything, right? Because it lets longevity. Now, do I, there's some people out there like, oh, if you're out of shape, you are not gonna sell that much?

I haven't seen that. I've seen people that are 200 pounds overweight that top sellers, because it is their skill of what they're saying, what their asking.

have as much energy. No. So they drink more coffee and monster drinks, which is bad. That's bad for you. You're not that sales coach like the Andy guy who makes the fat guy take off.

Oh, dude, I don't see. I'm sure. And I mean, he's great. Yeah, i don' know Andy. He's the other headquarters are in Scusta, too. But I. Don't know him.

i'm. Sure. he is a great guy, right? He is. A great motivator. Right. Physically fit. Everybody has their strengths and weaknesses. right. you know? I am sure if I met him, we'd have a good conversation.

People always tell me, what do you think about Cardone or Belfort or Elliott? I don't know. I've never met him. i'm sure they're great guys. You know everybody has their weaknesses their strengths like You, know, everybody's great in their own way, you know 100 percent so I want I, want you the next question here Jeremy I Want you to take the, next couple of minutes i want this answer to come from the heart okay all right and I?

Want, to you, let the world know What is the biggest problem you see when it comes to sales? And what is the true solution to fix that problem? Do you mean to tell you the truth?

Nothing but the two. The biggest problem in sales. Is the problem. And you don't know you have. They repeat that the biggest problems sales is. Problem that you.

Don't. Know you half. Because if you do know what your problem is, how will you ever fix it? That's the. Biggest problem So most salespeople have no idea where they're losing the deal.

And they go and change things and they get worse because they just don't know. That's the biggest problem in sales. that's reality. I could give you a heartfelt answer, but that that the truth.

What's. The solution. Well, just like anything, right? I mean, you're smart. You know this. To master anything what do you have to do? You have have a step-by-step plan probably taught by people who have mastered the thing itself.

So if you want to get really good at selling, go find a company or a person or whatever who's mastered thing you wanna master, I was texting, we're not like personal friends or anything but every once in a while we'll text and we were talking about like all these coaches out there that say, You know, scale your business to 300 million a year.

But then when you look at their history, they'd never did that in their own business or sales trainers, like we're going to help you make all this money, but they never made that much money as a salesperson.

So how are you going hit your sales targets? How are going scale? Your business, if you're taught by people who've never done the thing that you want to do to that level, it's like Michael Jordan says it best.

You can shoot a thousand jump shots a day. But if you're taught the wrong technique, you are still not going to be that great at basketball. It's just a bunch of imperfect practice.

So you want to have perfect practice, and be able to practice that. You want the right techniques. How do you solve it? Step by step plan taught by people who have mastered the thing itself.

If you do that, it's pretty damn hard to fail. Like you have to try to fall at that point. Right? Right. That's what I would say. Yeah. Awful. All right.

We're gonna have a little fun here. Give it to me. What do we got? You're going to ask me, like, what my favorite vegetable is or something? That could be it, man.

But I think you're for the vegetable. If I had to pick, you look like a kale kind of guy. Man, I don't know. I love roasted Brussels sprouts and roasted cauliflower.

Oh, yeah. Isn't that sick? You go to the restaurant. Roasted Brussels Sprouts. How on the roasted brussels sprouts. So one of my favorite podcasters, man, Steven Berlant with the diary of a CEO.

He came out with these conversation cards. OK, take that sleeve off. Amazing. You got to pull out two cards out of anywhere. Well, you're going to read the card and you've got to answer whatever's on the court.

Oh, my God. This is awesome. I got do this on my show. It's a brilliant idea. How long you been doing this for this this one? Just a few months. OK. What scares you the most today?

What's scares me the. Most today. That's from Gary Vee. Me personally, I think what scares me the most is failed relationships. You ever had a failed relationship where you were like so in love with somebody and it didn't work out?

I think that scares me. Cause I've been, I got out of one of those recently and it's kind of scary cause you go back and you're like, where did it all go wrong?

It was so great for so long. And then it just nose dived. It's the same thing where I talk about the biggest problem in sales is the problem that you don't know you have.

So now I'm going back as like well, what problem do I not know I have? And you gotta hire people to help you find that stuff. I am starting to take my own advice.

We've got to hire relationship coaches and stuff like that. What's the biggest problems? Cause your relationships is

everything. You know what I mean?

So that, and if I'm being real with you, that's what i'm scared of. That's truth, man. It makes sense, but that a powerful. Yeah. Cause I've ever get another relationship again.

Like I don't want to go backwards. I got to figure that out. So another one. One more. Hopefully that was heartfelt. This is by Sir Richard Branson. What did you learn from your greatest failure?

What is my greatest? I'm not going to stick on the relationship again, cause we just talked about that. I think one of my biggest failures was I invested.

Can I cuss a shit ton of money with one my really closest friends about 12 years ago and it went belly up in about six months.

Health, MAHA, and Closing Advice

Yeah. About $4 million. One shot. He put in four too? No, I invested in his own company. And his company? He had a startup company, ended up spinning it on like stuff outside the business we found out later and then like fled the country.

Lost four million dollars. That was a big mistake. You guys still friends? Now, obviously not. Never know, man. It was big a mistake, yeah, for sure. Those were good.

It is what it is. Those are good cards, man. Try to get you a little vulnerable here and open up a bit. You know, I like those cards. Yeah, those guys have actually made people cry on the podcast.

So you never know. I was going to go through the relationship on this second one. This is too fresh. And so it's only been about four months. A little bit fresh for me, you know?

How long were you together for two and a half years? Oh, well, yeah. She lives in Miami, too. That makes it worse. Now I'm here. No wonder you were down there earlier.

Right. Oh my God. My God, Yeah. So, Jeremy, right now, man, there's a big movement happening. It's called the MAHA movement, Make America Healthy Again.

Robert Kennedy. Yeah. Love that guy. So what do you think about this movement and what they're doing? It is about effing time. Right. I don't want to judge, but it seems like from an outsider's perspective that they're just kind of paid out by these drug companies just to fill you with drugs.

Now, that might be an overstatement by my part. I'm not an expert in that. No, you're right. It feels like it. Let's just say it feels Are there some medical procedures and drugs that are good for you, that have done a lot of good?

Yes, I don't think it's black or white. I think there's some gray area, but I'm not all the way like, never do anything like this, always do this. But I would lean more towards the healthier route, for sure.

For sure, 100%. So I thing it a great thing. And I hope it changes society. Yeah, it's just awareness. That's the mission, man. It's awareness, you know.

Uh, It' happening little by little. You know, there's like studies that are being hidden about, pregnant women. What was it? Taking town? I don't know how to say it, but in there being hit by the drug companies, that's a, That' a big issue.

Tha' fraud. A huge fraud and politicians should from both parties should be, I that shouldn't be a partisan thing, right? Like that' just a bad thing.

Yeah. Both parties. Should be all over that. And I like what you just said about that, like taking care of your health should be nonpartisan. Yeah, Republicans and Democrats, both should want to take care their health and make kids healthy.

Right. Like there shouldn't be any partisan thing, no matter who's president, who is in charge of Congress or the Senate. It's like a lot of the stuff, there should not be.

Any partisan issues. I'm like, it's just either right or wrong. But I don't know. Agreed. So as we wrap up here, man, if there is someone listening or viewing this podcast that really resonates with today's message, what is that one thing you can leave them off with?

Success is simply a choice. Choose well. If I look at what causes somebody to be successful, they simply have to decide they're going to successful and they do the things that successful people do.

It's a choice. Right. And if people want to find you, where can they find They just follow me on Instagram, follow my verified account, Jeremy Lee Miner.

If they want to look at our AI stuff, just have them go to askjeremy.ai, but they can follow on me Instagram as well, jeremyleeminer. It's my verify account.

Amazing. Jeremy, it was a pleasure to have you on a Healthy Point of View podcast. This was very informational. We did little tactics there. That was good, man.

Kind of some tactical training. I love it. Appreciate you. Thanks for having me. Guys, you heard Jeremy over here. Success is a choice. You got to make the right choice, You know, my father always told me.

Every great athlete has a coach. We got it. Get the Right coach who's been through it to be able to give you the guidance to take your business to the next level.

you guys know how I am. I only bring people on this podcast that I truly believe in the mission and People that don't hide behind smoke and mirrors, right?

No fuzzy math. Guys, check out Jeremy. Make sure you tap all the links down below. Share this with your friends and family. Someone needs this, make sure to leave all your comments, subscribe, and we'll see you for the next one.