

A man with short brown hair, smiling, is sitting on a light-colored tufted sofa. He is wearing a grey crew-neck sweater over a light blue collared shirt. His hands are clasped in his lap, and he is wearing a watch on his left wrist. The background is a blurred living room with a bookshelf, a lamp, and a brown armchair.

The Customer is the Hero

A Sales Framework for
People Who Hate Selling

With Donald Miller

WELCOME TO

The Customer is the Hero

A Sales Framework for People Who Hate Selling

One of the biggest challenges anybody will face while trying to grow a business is learning how to sell. Very few people want to sell and even fewer actually enjoy the process of selling. And there's a good reason. A recent survey by HubSpot revealed that 97% of respondents do not trust salespeople. The only group of people who fared worse was Congress!

The trouble is, we really do have to sell in order to grow our business and our career. By that I mean we have to tell people about our products and they have to pull out their wallets and billfolds to buy them or our businesses and our careers will crash.

The The Customer is the Hero Sales Framework was designed specifically for people who feel uncomfortable selling. The framework is designed, in fact, so you don't have to think about selling at all. All you have to do is discover what the customer is frustrated about and then help them find a solution to their problem. When you do this, you play the role of guide in your customer's story. You will find that when you think of your customer as the hero in a story and yourself as an important character in their story who is trying to help them win the day, they in turn respect you rather than fear you, they admire you rather than abhor you, and they are grateful to discover you represent a solution to their problem.

If we learn to sell (without selling), there is no limit to what we can accomplish in our business and in our careers. But if we do not learn to sell, our careers will be limited and our businesses will not grow.

This framework is going to teach you to:

1. Engage in sales conversations that feel natural and kind
2. Position yourself as a helpful guide in your customer's life
3. Earn respect and admiration from the customers you engage with
4. Close more sales without feeling like you sold anything

The framework will also help you create sales collateral beyond just sales conversations including:

1. Sales letters and emails that get opened, read, and close sales
2. Proposals that generate business
3. Keynote presentations that lead to sales
4. Easy and natural talking points for use in casual conversations
5. An elevator pitch that makes people want to know more and ultimately buy your products

The course is easy to take and once you're finished, you'll be better at sales than most professional salespeople (and you won't even feel like you are selling).

To complete the course, simply take these 3 steps:

1. Either take the course alone or get a group of friends or coworkers to take the course with you
2. Use this workbook to brainstorm your talking points
3. Use our free, online software at [OnlineSalesScript.com](https://www.onsalescript.com) to create the talking points you will use to sell more of your products and grow your career and business

Again, our aim is to create the best sales training in the world specifically for people who hate to sell. If you hate to sell, this framework is for you.

Here's to growing yourself and your business.



Donald Miller

Stop Selling and Start Inviting People Into a Story

Notes

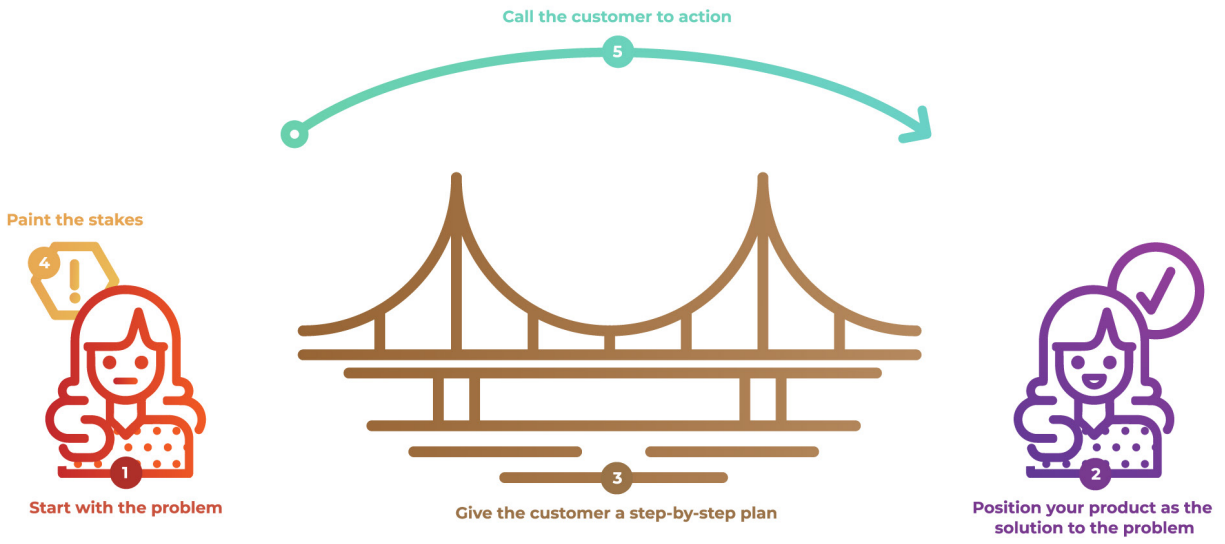
If you want to grow your business and your career, stop selling and start inviting customers into a story.

We all know how it feels to be sold to. And it doesn't feel good. Here's why:

- We feel like there's a hidden agenda in the conversation
- We feel like somebody is only wanting to take from us rather than give
- We feel like somebody isn't giving us the space we need to make up our own minds about what we want

The solution? Instead of selling, invite customers into a story. How do you invite customers into a story? Take these 5 steps:

1. Start with the problem
2. Position your product as the solution to the problem
3. Build a bridge from your customer's problem to your solution by giving them a 3-step plan
4. Create a sense of urgency by painting the stakes
5. Invite your customers to place an order



When you engage in a sales conversation, invite your customer into a story by using the five steps in the The Customer is the Hero Sales Framework.

Reflection Questions for You or Your Team:

1. How does the The Customer is the Hero Sales Framework differ from your current approach to sales?

2. What would change if you began inviting customers into a story?

Now, let's talk about what role you should play in the story of your customer. Let's talk about what it means to play the guide.

The two reasons you don't want to play the hero in the story:

1. _____
2. _____

The two ways you position yourself as a guide in your customer's story are:

Empathy: _____

Competency: _____

Key Takeaways:

When you play the guide, you get:

- Respect: we all respect guides for helping the hero win
- Admiration: when we play the guide, people seek us out
- Success: guides are inviting heroes into a story and those heroes then turn around and tell their friends

Above all else, guides are obsessed with helping their customers solve problems and win. If you want to grow your business, play the guide.

Reflection Questions for You or Your Team:

1. What is one of the biggest problems your customers struggle with?

2. What question could you ask to help understand what your customer's problem might be? *For example: What frustrates you about your current financial plan?*

The Tool That Helps You Make the Customer the Hero: The Customer is the Hero SalesScript

For the rest of this course, we will teach you to play the guide and make the customer the hero using our powerful SalesScript tool. By filling out the 5-part SalesScript, you will learn to think like a guide and make the customer the hero. And your customers are going to love you for it.

The Customer is the Hero SalesScript



① Start with the problem

② Position your product as the solution

③ Give the customer a step-by-step plan

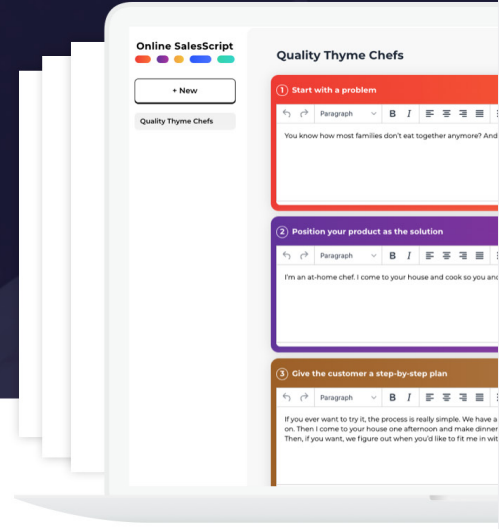
④ Paint the stakes (negative)

Paint the stakes (positive)

⑤ Call the customer to action

**The SalesScript tool
also exists online. Our
online platform is
incredible, fun to use,
and completely free.**

**GET FREE ACCESS AT:
OnlineSalesScript.com**



Next, let's start learning the framework. Once you learn the framework you will know how to sell better than nearly any sales professional you've ever met, and you will never feel like you are selling anything at all.

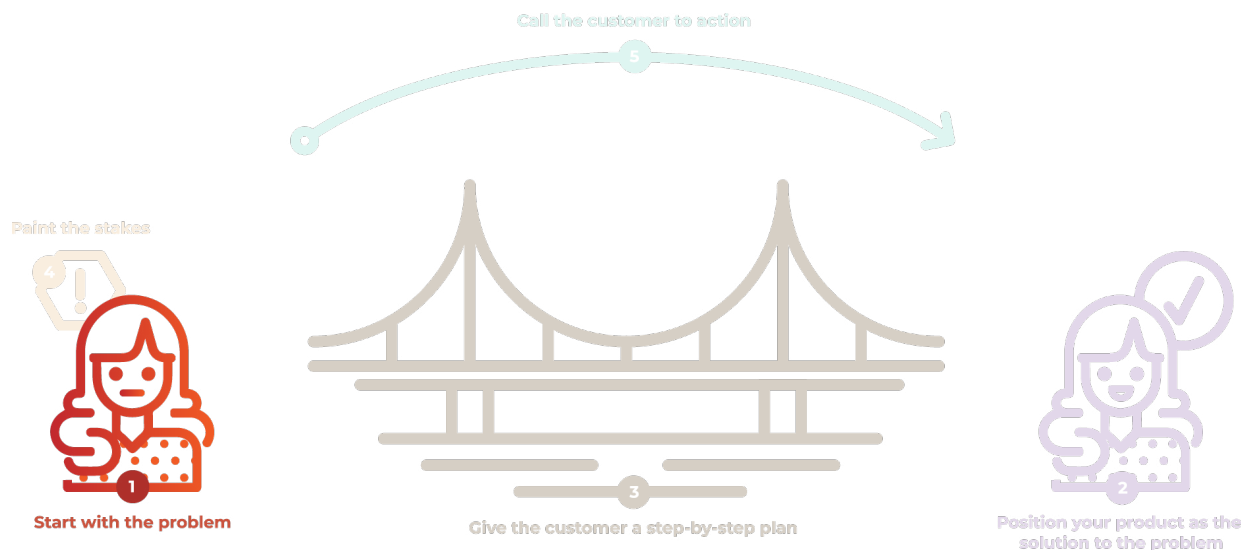
Start With the Problem

Notes

What's the first step in making the customer the hero and inviting them into a story? It's all about starting with the problem. Stories start when a hero has a problem. If we want to invite customers into a story, we need to do two things:

1. Find out what problem the customer is struggling with
2. Repeat that problem back to them so they know we understand their struggle

The only reason people are interested in buying your product is because they are trying to solve a problem. When you talk about that problem you trigger the buying journey.



Key Takeaways:

- It's only when you define the problem that people get interested in the story
- The problem is the hook!
- When you are talking to a customer, find out what their problem is and articulate that problem back to them in order to invite them into a story about buying your product and solving that problem

EXAMPLE

CHEF: You know how most families don't eat together anymore? And when they do, they don't eat healthy?

If you want to invite customers into a story, you really only have to remember one thing: Start with the problem.

Reflection Questions for You or Your Team:

1. What problems are your customers experiencing that you can solve?

2. Do you currently talk about your customers' problems enough in your sales conversations and material?

 [Module 1](#)  [Video 2](#)

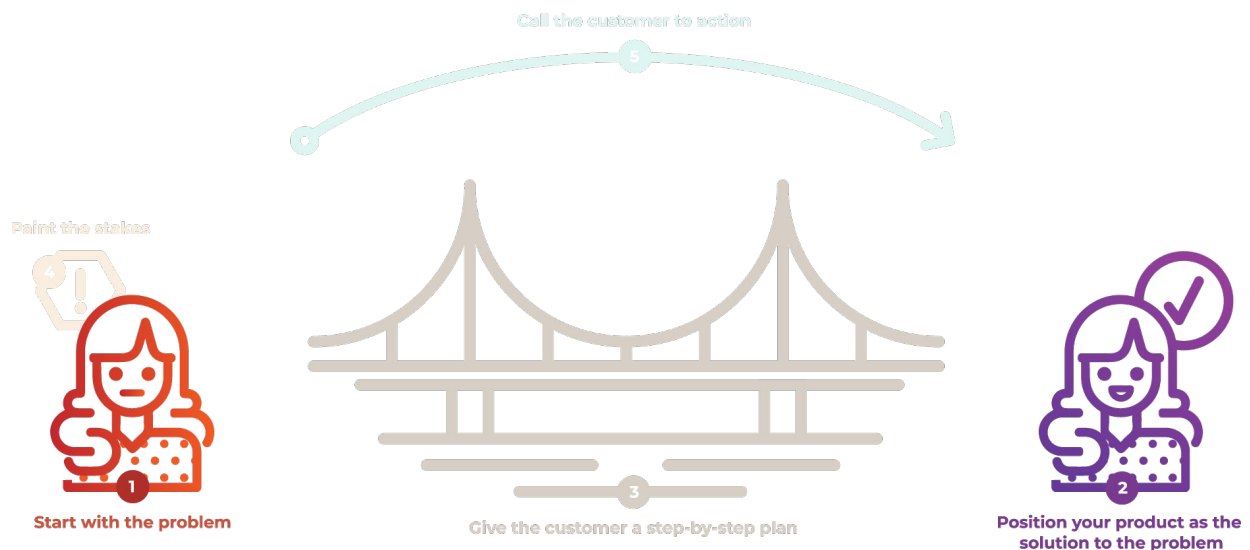
Now it's time to create your talking point for the Problem section of your SalesScript.

Write down the problems your customers are experiencing in the brainstorming section on the next page. Take a few minutes and try to come up with as many as you can.

Position Your Product as the Solution to the Problem

If you start with the problem, you have already invited the customers into a story. But if you really want to sell more products, position your product as the solution to the problem.

When you position your product as a solution to the customer's problem, the perceived value of the product itself greatly increases.



Key Takeaways:

- Products are perceived as valuable based on whether or not they can solve a problem
- Almost every action a human being takes is an attempt to solve a problem
- As you talk with a customer, you are listening for a connection between their problem and the aspect of your product that solves their problem
- If you want to sell without feeling like a salesperson (or being perceived as a salesperson) only sell to people who:
 1. Have the problem your product solves
 2. Will appreciate having been sold the solution

Things to Consider:

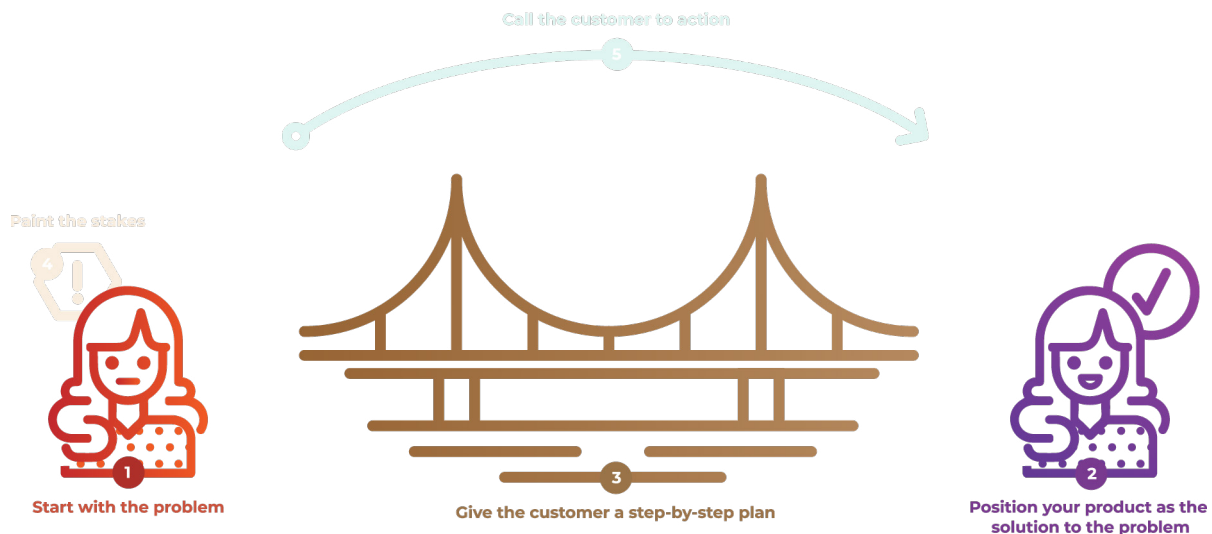
- Use plain language. It will be tempting to talk about features and benefits and the technology behind your solution. Your customer doesn't need to know how your product was created, only how it will solve their problem.
- Don't list solutions to problems that your customer isn't thinking about. Yes, your product solves many problems, but your customer may only be worried about one.
- Position your product as the solution to the problem your customer is actually worried about.
- If you position your product as the solution to a problem, people will be asking you if they can buy it and you won't have to "sell" anything.

Brainstorming Section

Now choose the best answer, circle it, and add it to your SalesScript at [OnlineSalesScript.com](https://www.OnlineSalesScript.com) or in this workbook. You want to put this in the **PURPLE** section of your SalesScript. After you have transferred the talking point to your SalesScript, start the next video.

Give the Customer a Step-By-Step Plan

When you build a mental bridge using a 3-step plan from your customer's problem to your solution, many, many more people cross the bridge and place orders.



Key Takeaways:

- The customer is ready to make a purchase but they aren't going to for two reasons:
 1. They are afraid
 2. They are confused
- Make it very easy for customers to take the journey from their problem to your solution with a 3-step plan
- You are likely already taking people through a few steps. The key is to lay out those steps so they're numbered and easy to understand. Think of the plan as a path with baby steps the customer can take.

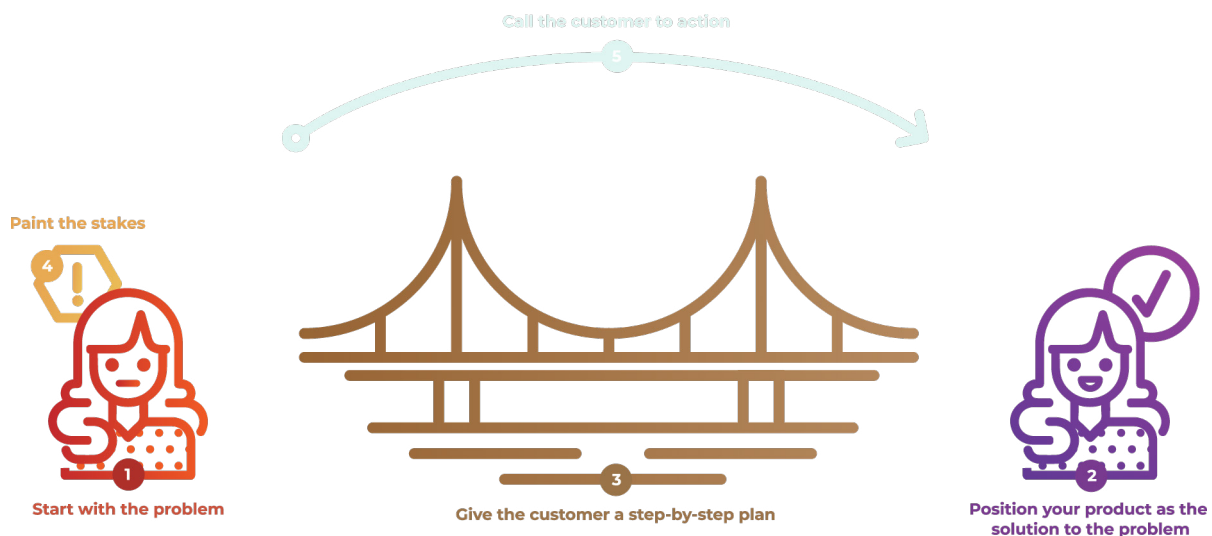
Create a Sense of Urgency by Painting the Stakes

Stories get interesting when there is something at stake. There are two kinds of stakes in stories and both will be important in your sales conversations:

1. Positive stakes
2. Negative stakes

You create a sense of urgency that will help people understand why it's so important to actually buy your product when you talk about what is at stake if a customer does or does not buy your product.

Unless something can be won or lost in the story, customers will not be motivated to take action.



Key Takeaways:

- Stories only get interesting when there is something at stake
- If you remove the stakes, the story is over

Reflection Questions for You or Your Team:

1. What will be won if your customer places an order? What does their life look like if their problem is resolved?

2. What will be lost if your customer does not place an order? What does their life look like if their problem is not resolved?

 **Module 4**  **Video 2**

Now it's time to create your talking points for the next section of your SalesScript.

Use the brainstorming section on the next page to write down both the positive and negative stakes your customer will experience if they do or do not buy your product. Take a few minutes and try to come up with as many answers as you can.

Things to Consider:

- What will your customer's life look like if their problem isn't resolved? You want to list the negative consequences your customers might experience or continue to experience if they don't do business with you. You might also list how all these problems might become worse if they don't buy your product.
- What will your customer's life look like after their problem is resolved? You want to list the positive results your customers might experience if they do business with you and how their life will be better once their problem is resolved.
- Don't promise something you can't deliver.

Brainstorming Section

Negative stakes:

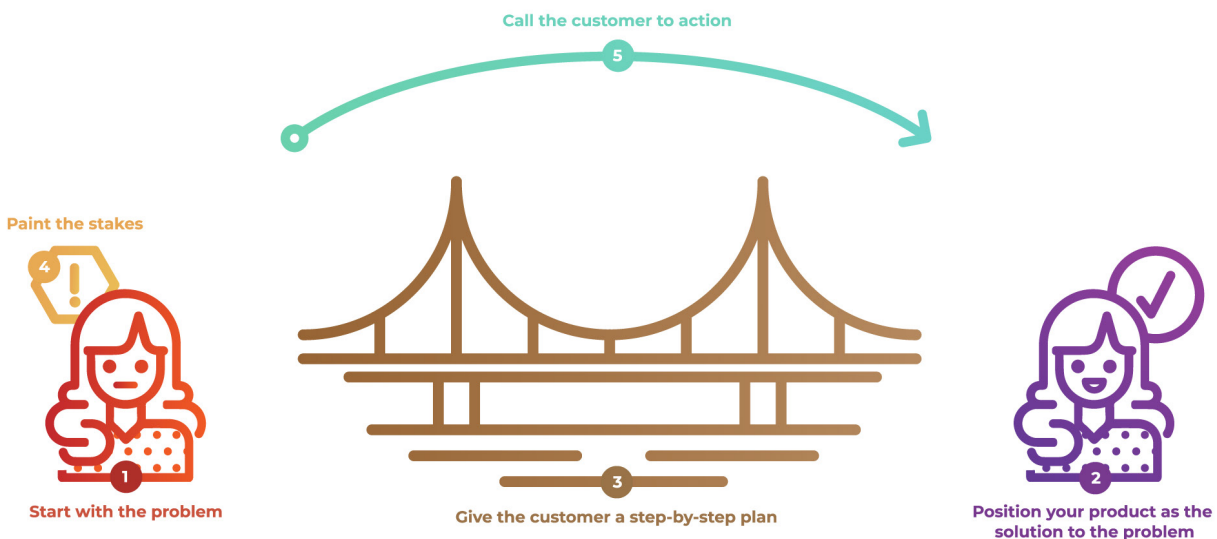
Positive stakes:

Circle one negative stake that really shows what kind of pain your customer will avoid and put it in the **YELLOW** section of your SalesScript. Then, circle one positive stake that shows what life will look like after the customer buys your product and put it in the **BLUE** section of your SalesScript. After you have transferred the talking points to your SalesScript in this workbook or at [OnlineSalesScript.com](https://www.OnlineSalesScript.com), start the next video.

Ask the Customer to Place an Order

If your customer is struggling with the problem you solve and if they can afford the solution, they will respect you when you ask for the sale.

People respect products more when they pay for them and respect people more when there is a mutual exchange of value.



Key Takeaways:

- When you don't ask for the sale, the customer feels like you don't believe in your product
- Asking for the sale is a natural part of a healthy relationship with a guide
- Memorize your call to action and practice it until it feels natural. For instance: "I can get you a starter pack for X dollars" or "I think this is the house for you. Do you want to make an offer?"
- If you memorize the line, you will not have to fumble for words which can create an awkward moment

Reflection Questions for You or Your Team:

1. Are you ever afraid to ask for the sale? If so, why?

2. Do you believe your product will actually solve people's problems?

3. What is a call to action you can repeat in order to close more sales?

 **Module 5**  **Video 2**

Now it's time to create your talking points for the next section of your SalesScript.

Use the brainstorming section on the next page to write down several calls to action you can communicate to customers. Take a few minutes and try to come up with as many as you can.

Things to Consider:

- Don't be vague or passive. Statements like "learn more" or "get started" or "are you interested?" are passive. Statements like "I believe this is the right product for you" or "would you like me to write this up?" or "would you like to schedule an intake session? I have time next week" are more direct and give the customer an opportunity to accept or reject your call to action.
- Make it simple enough to memorize so it is easy to repeat.
- Practice using your memorized call to action until it feels natural.

Affirm the Customer's Decision With a Follow-up Note

Sending a simple follow-up thank-you note will do two things: It will affirm the customer made the right decision and it will let them know the relational exchange between the two of you was genuine and based on mutual respect.

Your customer has placed an order. You've successfully invited them into a story in which they bought your product to solve a problem. But there are two questions your customer is asking:

1. _____
2. _____

By sending a follow-up, you not only affirm that the customer has made a good decision but also that they are a good person for having done so. Part of a guide's job is to affirm the identity transformation of the hero.

To be effective, your follow-up note should convey three ideas:

1. _____
2. _____
3. _____

EXAMPLE

Nancy, thanks for hiring me as your at-home chef. Bringing in an at-home chef is one of the most simple yet effective ways to ease stress and enjoy more quality time with your family. It's obvious to me how much you love your family and I'm honored to have served you. Please do let me know if I can be of any assistance in any other way. Your friend, CHEF.

Use the The Customer Is the Hero SalesScript to Grow Your Sales

Here are three things to remember when using the The Customer is The Hero Sales Framework to increase your sales:

1. Never sell to anybody who doesn't have the problem you solve
2. Establish the discipline of filling out a SalesScript until the process becomes natural and intuitive
3. The more you use the framework, the better you will get at sales (without selling!)

Making the customer the hero is not about tricking people or coercing them. It's all about giving people the clarity they need to take their own journey to solve their problem. All you have to do to sell more of whatever you sell is make the story points clear.

A Summary of the Main Ideas From the the Customer Is the Hero Sales Framework:

1. If you **start with the problem**, you are effectively inviting customers into a story.
2. If you **position your product as the solution to the problem**, the story is even more interesting.
3. If you **give your customer a 3-step plan**, the story gets even more clear and starts to feel safe and accessible.
4. If you **paint the stakes**, your customer is going to be satisfied with the story you've invited them into. They are going to be thankful you invited them into a journey that made their life better.
5. And if you **ask your customer to place an order**, they probably will.

When you use the The Customer is the Hero Sales Framework, you aren't coercing people or tricking them into buying something they do not need. Instead, you're inviting them into a story that will help them solve a problem.

Example SalesScript

Real Estate Agent

① Start with the problem

- Nancy wants two sinks in the master bathroom
- Jim wants a fenced-in backyard

② Position your product as the solution

- I've found 10 houses that have plenty of sinks and terrific, fenced-in backyards. And they are all in your price range.

③ Give the customer a step-by-step plan

1. We'll create a custom inventory list and go see each house
2. Then we'll create a smaller list of your absolute favorites
3. Finally, we'll make an offer and get you into the home you love

④ Paint the stakes (negative)

- Prices are only going up, so let's find that house before it costs even more to buy it

Paint the stakes (positive)

- I've got 10 houses that have roomy master baths and a fence for the dog. No more frustrating mornings and no more walking around the neighborhood trying to find your dog!

⑤ Call the customer to action

- I think this house is perfect for you. Would you like to make an offer?

Real Estate Agent — SalesScript

Jim and Nancy,

It's been terrific working with you and I believe I just found the perfect house. I know that you guys never want to roam the neighborhood in the middle of the night again looking for the dog and Nancy, I heard you when you said a roomy, luxurious master bath with two sinks was a priority. (Problem)

This house, at I-65 Ankeny looks very good to me and I hope it looks very good to you. It has a fenced-in backyard and an enormous, luxurious master bath, plus it's in a great school district and within walking distance of retail and restaurants! (Product as the Solution)

If you're interested, I suggest we go see the house this Saturday morning, make an offer if you're willing, and see if we can get you guys the keys to move in! (Plan)

I could see your family being super happy in this house, but if we don't move quickly, my fear is it will go to another buyer. (Paint the Stakes)

Would you like to see the house this Saturday? Does 9am work for the two of you? (Call to Action)

Talk soon,

Jake

Example SalesScript

Financial Advisor

① Start with the problem

- You aren't sure when you are going to be able to retire
- You're worried about what sort of legacy you'll leave to your children

② Position your product as the solution

- Our retirement and legacy planning process is going to ensure you have a strong sense of peace about your retirement and the legacy you'll be leaving your children.

③ Give the customer a step-by-step plan

1. First, we will have an intake meeting where we analyze your goals and your current financial situation.
2. Second, I'll create a custom plan, free of charge. I'll tell you what I'd do if I were in your exact situation.
3. Then, if you like the plan, you can hire me to be your financial advisor moving forward and we can execute our plan together.

④ Paint the stakes (negative)

- Not everybody can retire when they'd like to. Some people have to keep working because they didn't make a plan.

Paint the stakes (positive)

- After meeting with me, my clients have extreme clarity about their future and the future of their families. This clarity often leads to a sense of peace.

⑤ Call the customer to action

- Do you have time next week to meet for an intake session?

Financial Advisor — Letter

Nathan and Suzanne,

It was great meeting you at Jim's party. Thanks for asking me to follow up about how I help families like yours.

Many of my clients aren't sure about when or how they will be able to retire, and like you, they're worried about how they can leave a legacy to their children. (Problem)

Our retirement and legacy planning process is going to ensure you have a strong sense of peace about your retirement and the legacy you'll be leaving your children. (Product as the Solution)

Here's how the process works:

1. We meet for an intake session in which we review your goals and your current financial situation. This process is simple and takes about 90 minutes. You will have to do very little to prepare.
2. I create a custom plan showing what I'd do if I were in your shoes. The report will cover both your retirement and your legacy plan. I'll also add tax strategy to the report because I think you can be saving some money in that area.
3. If you like the plan and want to work with me, I can take on your portfolio and we can execute the plan and continue to review and improve it over the years. (Plan)

Not everybody can retire when they'd like to. Some people have to keep working because they don't have a plan. After meeting with me, my clients have extreme clarity about their future and the future of their families. This clarity often leads to a sense of peace. (Paint the Stakes)

If you have time to meet next week, I have an opening on Thursday at 2pm. If you aren't free then, we can meet another time. I'd be happy to get together. (Call to Action)

Sincerely,

Tim Godfrey



**Business
Made
Simple**

