



**Complete Transcript: HALO Talks with Jason Moore**  
**Posted January 13, 2023**

[Pete Moore]

I want to thank all of our listeners for several years of dedicated and loyal listening throughout the Halo Talks. 400 podcasts completed to date. We're going to 1000 by 2024. If you're so inclined, we'd love to have you go to iTunes for us, fill out a review so we can keep this podcast rolling below. Globally, we are now on charitable's top lists and moving up the charts. Also, if you want to educate yourself in a new year, please go to [thehaloacademy.com](http://thehaloacademy.com). Take a look at what will be done with 150 executives in the Halo sector to get them smarter, get them prepared for capital raises and also more winning. Thanks. Have a great season. Let's go. This is people on Halo Talk NYC. I have the pleasure of bringing a fellow chief. I'm the dream architect and I have the chief sales evangelist, Donald Kelly, coming from West Palm Beach. He is going to teach us how to infuse sales back into our culture. Talk about his top 29 rating on the sales force influencer of 2022. I think I made the top 29,000. And Donald, welcome to your first Halo talks.

[Donald Kelly]

Pete, I'm excited to be here, man. Thank you so much for having me and for deciding to bring me into the community. Yeah.

[Pete Moore]

You know, what's going on in our industry right now, as I'm sure you could appreciate, is everyone's got to kind of do a grand reopening of their business, given that COVID we lost a lot of members, we're trying to bring them back. Some of these companies that are out there have never really had to go through a presale because they opened it and they will come as a field of dreams, if you will. And when we had that quick halt, a lot of people changed their routines. And now these companies that have their employees coming back or part of their employees coming back to the business, not necessarily have the DNA of being a sales specialist or even like, asking the right questions or going through the right process to talk about your journey. You read a lot of books, you're trying to get better at this and then you realize, like, hey, there's not a really good playbook out there. I just got to create my own playbook and educate everybody else. So

talk about how that happened and kind of where you got to now and then how in demand you are, because sales is the lifeblood of most companies.

[Donald Kelly]

100%. I couldn't agree with you more. One of the things that I have come to realize is that the most effective organizations, they all have the pedigree that everyone in the organization is in sales. I mean, if it's somebody, even if it's like a brick and mortar with a cashier at the front all the way down to the executive, if you can have that sales mentality, it's going to have that permian organization. It's going to be a very well, successful company. And here's one of the reasons why passion is critical. Because if you have people on your team who don't believe in what you're doing, then why are they even on your team? Everyone that's in that organization should be so passionate about it. Even if they don't desire to go out and knock on doors or go call people and tell them about it, they should be willing to be those evangelists, so to speak, with anyone they meet about that company. So I think that's, first off, that is critical to help establish that, especially as we're coming back and open up back our doors. Now, my philosophy and the things that I've gained my experience go back from, I grew up in Jamaica as a kid, and one of the things that I did was everyone in Jamaica was selling. The economy is a third world country, right? So you got to figure out a way to survive. And education is great, but the problem is you don't have a lot of jobs, so people just start creating businesses. So entrepreneurship became a way of life for many of us. And I would see my dad and my mom and my relatives, and that kind of helped me as I continued down my path. I eventually got into B to C sales, business to consumer sales. In college, the first thing I sold was Dish Network over the phone. Then I got into timeshare. So getting people to go to Timeshare meetings and meet with the sharks, what we call them. From there I got into doing door to door security. I became a server in a restaurant, was one of the top servers there, and all of these customer service skills were helpful. But when I went into the technology world and started selling technology to individuals, into governments, and then finally to got into software, managed It services and I did started a software gig with the knowledge of how can. I took everything that I was learning from my college years and in my early start of my career. And when I started getting into the business to be the business to business sales, and I just found out I got kicking a face, Pete. I got kicking a face selling to one market versus going jumping into this bigger market, selling some of these bigger companies. I had a really hard time. And that's where you came from with this idea of like, what did I do? So I read books, I started to listen to podcasts, I started to read YouTube, watch YouTube videos, and it just came down to that you needed to act. And I started to act. And unfortunately, I did find a training program that was able to help put me on the right path. And then from there, I just started piecing stuff together that I saw worked from different individuals. And it led to me to be one of the top performers in a company I was working with.

[Pete Moore]

So I've been in sales roles my whole life. Maybe I don't have the sales title on it, but what I've learned incoming and out coming is if you're so passionate about the product or service

personally and you can evoke that kind of passion about what you have and how it could help someone else, there might be different ways of presenting that to different audiences. So as you go in and kind of diagnose here's a sales prospect and use whatever example you want, there might be somebody that says, hey, I've got these frustrations and here's how it's going to be solved. I'm spending this much money. You could spend half of that money. I'm going to save you time. So what have been some of the key takeaways? Or is there kind of like you get to like an inflection point and then you're like, all right, by the time I know everything that I need to know by qualifying this lead, I know I got to go frustration route, I got to go excel analysis, I got to go more qualitative versus quantitative. So how do you get to that decision point and how does your playbook kind of like roll out from there?

[Donald Kelly]

Yeah, great question. If I understand it correctly, I feel like the inflection point comes when you're in most processes. Many sales processes is going to start off with them doing the initial conversation, whether that's from cold outreach like you said, or inbound. Then you have that discovery call. You might bring other people a part of that process that's going to help make the decision and then obviously you're going to do to close. Maybe you present your solution on a separate call or maybe it's the same call and then obviously go for the close. I think if I understand correctly, the inflection point, like where does that magic really start happening? Where does the transition come from? I think the critical component is the discovery. And here's the reason why I feel so many people can talk to you about the features and benefits of their solutions. They can talk to you all day about how it was made and so forth. But the hardest thing that they have is helping to establish a bridge between the value that that solution has to what you need or to the problem that you're facing. So I find the discovery as the critical part. I tell people that the close begins in the discovery. Sometimes people want to wait till the very end and try to do discounts and try to do all these old fashioned things like Ben Franklin close and all this garbage. And I'm like, no, if you can't do a great discovery, you're not going to close. And the discovery just needs to be it needs to be a point. By the time you get down to the closing, it should be just more of a natural conversation to say, okay, what's the best option for us? How do we move forward? How do we pay for this thing or whatnot? But that critical component is a discovery.

[Pete Moore]

Yeah. When you look at the health club industry, that's basically like the core business that we're in, that we help advise. Some companies have a really good script set up that says, okay, I want you to walk them around the club. As you're walking around the club, I want you to ask them these key qualifying questions. When they get back around and you get to the desk, like, I want you to know a certain amount, and then I want you to figure out, like, here's the three membership options are going to try to shoehorn you into each one of these. I've seen people that are naturally doing discovery where it feels like I'm just getting to know you, and it's a conversation. And then I've seen people on a zoom, not name and names, who sound like they're

reading off of, like, a checklist, and it's like, dude, we're not creating a relationship here by you qualifying me. How many clients do you have, and how do you currently position your talk to me like I'm a human, right. And try to become friends with me. And once you become friends, then you can ask your qualifying questions in a conversation. So what have you seen as either a technique or a built skill set to create that human interaction that feels natural? But it seems to me like I'm on a discovery mission.

[Donald Kelly]

Yeah, I think the biggest component there is preparation before the call or before the visit. Right. So let's say somebody's coming into your health club. I can't believe people don't do this so much, but if you send an inbound lead, you sign up to come on my side, to come in. I'm going to go look at your Integrity Square, I'm going to look at your Facebook. Those are easily public information. And then you can take that because everybody reveals everything. I don't care if it's your grandma, everybody's on Facebook at least or they had been or Integrity Square. So I'm going to go up there and see what you're posting. I mean, you're talking about something about your dog, talking about your health, talking about post COVID, trying to get back in line, whatever that is. But then I can use that. I might say, hey, Pete, one of the things I know a lot of people are trying to get focused on right now is getting back in line, getting back in shape. How is that important to you right now? But again, it's me having a conversation. It's going to resonate with you. Or I might say, hey, Pete, one of the things that I did, I like to be prepared for the conversation and people that I meet with. So I did go on LinkedIn, and I see that Facebook, I saw that you have a golden retriever, I thought, pretty awesome. And we're thinking about getting a dog myself right now. My family, why did you guys select the golden retriever? Have a conversation about something that matters to you, but when I can have a conversation about something that matters to you, especially on a personal sale like this, what starts to happen is like, crap. Well, they care that much about me that they're willing to do the small thing, then what are they going to do when we have issues, big issues with my membership or whatnot? This shows that they're going to be willing to take care of me from that standpoint. And when people start revealing things about themselves and start going opening up their personal door towards you, like you said, that's where you feel you make that genuine connection. And here's the other part about that too, Pete. Once you do that, then you could ask them anything, right? Because now when we've made that personal connection, I like to tell people, I like to look at the ways that we can eliminate why people wouldn't do something. So I might say, Pete, there's so many other health clubs out there, but why in the world did you choose ours today? Why did you choose to come check us out? Donald, the real reason I came, man, because you guys had a great deal then. This is one of the key questions I love to ask. Is there anything else? Well, besides the deal, one of my friends work out here with you guys, and he mentioned that you guys do this and do that. Tell me a little bit more why that's so important to you, man. But it's me just having that little making them the highlight rather than me talking about my product and service, but by me doing that, essentially to telling me how to sell to them. His friends here, he likes how this thing works and so forth, because it.

[Pete Moore]

Got a coupon to discount. Like he's value driven, right? It's not bad. We marked it. We marketed everybody as well, get them in, right?

[Donald Kelly]

And when I do that tour now, I'm going to hit on all of those things that matter to you the most. Be like, hey, I know you're a pet friendly, so we actually so they have a spot here. If you bring your pet in, they can chill right here. And then also your friend. One of the other things too. I don't know if you're competitive as much as I am, but it seems like you have a friend here, but we have a leaderboard that goes blah, blah, blah, who's doing blah, blah, blah. But you're using things at that point in your tour that they care about, because I've been on those tours, and I've given those tours at different organizations where it was all about giving what I felt was important rather than what the individual needed. And sometimes you may have 30 things on your tour that you want to point out. But, bro, I probably just need five things. Focus on those five things and give me that, and then I'm good to go, you know what I mean? And then I'm more than willing to make that investment.

[Pete Moore]

I got to tell you this quick story here. It's one of my best friends and a guy who runs a company called Promotion volunteers to be the top sales guy in Venice Beach at the World Gym, and his name is Brian Mitchell. And I said, hey, man, what was like, your script or what was like, your stick? And he said, What I would do is I bring someone into the club, they come in, and I'm able to get to the dumbbell section, and 80% of people that join a health club want to lose weight, right? So they'd say Brian would say, hey, Donald, what are you trying to achieve here while we're at the dumbbell section? Like, yeah, hey, I want to lose £25. To be fair, man, pick up the 25 pound dumbbell. And it would basically walk around the club until Donald said, hey, Brian, do you mind if I put this 25 pound dumbbell down? It's just kind of heavy. It's like, you know, much better you're going to feel when you lose £25. And bam. That was like that was the close right there, because that's just heavy, dude. And you're walking around with an extra 25, right? So now how are you going to feel? And it was kind of becoming like that, AHA moment of like, all right, now I get it. Now I feel it. Now I know what you're talking about. And now I believe that you can get these £25 off for me if you're the authority on this, right? So let me ask you one question. I had to get that story out, because I know you probably like it when you talk about closing someone that feels like a 1980s, like, used car dealership, term and the future of strong recurring revenue businesses is building a community, bringing someone into a pseudo cult. I wanted a SoulCycle shirt. I go to SoulCycle five, six days a week. You go take a SoulCycle class ever. It's high intensity cycling, and it's got some Zen to it. It kind of represents, like, my nightclub behavior at a certain point in my life. That's been a long time ago. Like three weeks ago? No, like ten years ago,

when I used to go to a nightclub. So I get the dancing and the music. I get the entertainment. So instead of drinking alcohol, you're drinking water, and you're in this live concert, effectively. And it's also kind of like my Zen, my synagogue, if you will, right? So it covers those three things. So if I'm going to bring someone in to this experience, do I want to use the word like someone closing Donald? They're like, we close Pete on a ten pack. We closed them on a membership. Or should the narrative be like, hey, we just convinced this person who's got the same type of DNA of being, like, a type A and being an athlete and a weekend warrior. He's now part of our community, or we now have, like, a real relationship. How do words matter to you? And how do you kind of craft your sales narrative to make sure that my sales people are speaking my language. They're not speaking a cutthroat language that isn't I'm not treating people like they're a credit card. I'm treating people like they're a human.

[Donald Kelly]

Yeah, 100%. No, I use the word close because it's a very common language in which people understand what I mean by that. But each company may have their different terminology. In our system, we use conversion, so we help somebody to convert into one of our programs, and it's not so much we help them, but the goal is I define selling as helping people to convince themselves for something that's in their best interest. If you convince me to do something, there's an issue on that, because Jeffrey Gittomer says people love to buy, but they hate to be sold, and I think he borrowed that from someone. But the concept, though, is like, it's so true. I love to buy, but if you tell me that if I tell you that I was sold this shirt or sold this membership, there's a high probability that I might return or cancel because I wasn't engaged or a part of that. But if you meet somebody that says, I became a member, I joined. I'm a part of whatever the term is for soul cycle. I'm a sole cyclist. Now, that person, they feel that they made that decision. So either way, in my usage of that, it was just to explain. But the point, though, in working with a client, would never use that term of your closed. I would use the term of, like, welcome to the community. We're excited to have you in a part of TSC. We say, we're excited to have you a part of the TSC team or TSC family, so they feel like they're coming into our community where they get a chance to learn from us.

[Pete Moore]

It's so interesting you say that. Yeah. I got to tell you one other thing that goes on the industry.

[Donald Kelly]

I love your stories, by the way.

[Pete Moore]

Thanks. No problem. I got a lot of them. I tell people experiences what you get when you don't get what you want. So I got stories pretty much for everything right now. I'm not afraid to share any of them. But one of the things that when you get on board, it into one of our clients or franchise or you do like a sales training or a motivational speech or what have you, one of the things that I've seen in a lot of companies, which is crazy to me, is they'll have a sales number for the month, and then they'll have a net sales number. Because in every state, if I go and sign a contract for consumer protection laws that I have the right to cancel my membership, like, within the first seven days. Or if I buy a franchise from a company, I have the right to not. There's a cooling down period, basically to make sure that the purchaser is comfortable and has had time to think through whether they really want to make that decision. And there's a number of health clubs that I've seen that would have I sold 1000 memberships this month and like 250 out of that 1000 netted to only 750 something. And they must have the most hardcore sales process that 25% of the people are coming back and saying, like, I didn't want to buy this, I got forced to buy it. And that's a big problem, because that not only affects your return on time and your sales commissions, but there's obviously something inherently wrong with your culture that might go back to the timeshare days, way back when I'm sure you're the most ethical timeshare guy, but they put you in a room and then the sales manager comes out. It's like an office sitcom episode, right? So when you kind of go in and diagnose what's wrong with the sales team or what's wrong with the culture, what are some of the things that you uncover that you're like, I get what they're doing, or they're trying to Jerry rig, like, the software for commissions, or they're trying to generate more cash. What are some of the tells that you find? Like, I've seen this movie before, I know what they're doing.

[Donald Kelly]

Yeah, I think one of the easy ones to go back to what you're saying, the whole manager stuff, whenever somebody told me that crap, I'm like, Bro, I see the writing on the walls. I want to see if we can do this, or I need to talk to I need to go do this. No, you're trying to trick everyone knows there's a buffer that people have with their packages, right? So you can either do maybe a delta of 10% in there, it's going to obviously tie back to that individual commission, but they try to use that. The other one that I see is when I did door to door security sales to consumer, I found out you never have to pay an activation fee. An activation fee. Or those administrative fees were always type of little swindle. So they might say, yeah, we waive our activation fee, bro, that is a bogus number in the first place. Or things of that nature that was.

[Pete Moore]

Meant to be given away, you say.

[Donald Kelly]

Yeah, it's like, come on, you're trying to hustle me with that one? Most people can sniff them out. I mean, there's so many of them that you can sniff them out that you know, it's not there. But I think it goes back to the top of the conversation. What we have when people are genuine with you, you recognize that they're truly trying to help you. And then this idea, though, when I did door to door security, the way that We Commission worked on this, Pete, was that you would get money, say it's like \$450, or let's just keep around number \$400 for a security system, right, as a commission. So you get about \$200 upfront, and then on the back end, you'll get about another two, or you get 300 and whatever, 250. And then you get the balance to 150 on the back end. And that's like six months later. And it was always fascinating to me to see that a lot of people who got those clients who didn't get a big back end check because of the fact is, like you said, they were just doing some kind of hustle or some kind of trickery to get someone to sign. They forced them based on fear rather than based on a desire to change or the value that a person was going to get. And I just can't operate like that. For me, it's, one, it's unethical, and then two, my words and my commitment matters. So if I give somebody that commitment that I'm going to help you, that I want to help you, that you're going to sign up, I don't want to lose that on the back end. I want you to change. I want your life to be better. If you're trying to improve your health, come on, man. That's a personal thing because that gives the industry a bad name. It's not only giving me a bad name, it's now that person may not want to go into another health club because they're going to feel that they're going to get that even if there's no relation to me. But now we're impacting that person's health and a personally livelihood. So it's personally commitment. I'm personally committed in all my actions to be able to make sure that I'm being a representation not only of myself, but of my industry and of my legacy that I'm trying to establish. And that comes from me just really wanting to help people. And Pete, one of the best ways to help somebody is may not even be helping them right now. Because if you're not a good fit for our club, why would I try to force you into doing it? Maybe I say, you know what? Do it. Sounds like you got a lot going on right now. I think it's best for you to look at doing ease off on doing this, and then let's plan to come back when you get through this family crisis or get through this health problem, or maybe they're trying to do something else. Our health club is probably not going to be the best fit for you. I have a friend who has a Pilates studio, maybe that's going to be the best thing for you to focus on right now, based on what you're trying to do.

[Pete Moore]

Yeah, people that do that, I mean, the amount of credibility that you earn by actually being able to say no, it's like Paramount that when they do want to come back, you don't have to sell them or you don't have to educate them because they already trust you, that you help them make the right decision. So, look, man, welcome to the industry and closing here. We keep these podcasts so people can run or walk around the block in 25 minutes. So we're hitting our time and we got a lot of knowledge here. You got any quotes that you live by or quotes that you've developed over time or any takeaway, and then we'll have the show notes, how we get Donald to your club or to your convention once we post.

[Donald Kelly]

I appreciate it. There's two. One of them that I kind of came up with the idea is that in order to be successful, do the opposite of what everyone else is doing. And I feel that sometimes people this part comes from I think it was Zig. Ziglar and said, you were born in original. Don't die a copy. I always give credit back to Zig if I can't figure it out. But I feel like sometimes too often, we try to do something and be exactly like other people. We share some insights. Today, I may give you some things that help you get inspired to get motivated or whatnot. But the point, though, you need to take it and make it. You can't copy Donald, you can't copy Pete, you can't copy Lisa. Don't be exactly like us, but take the idea and be you. You have so much. You're an original. And the other parts of this, too, is that I find that many people, especially right now, when people are coming back, and you find that people are coming back to health clubs and they're reopening, and numbers may not be as high as when they were pre COVID, but listen to this. You created this organization. You have this franchise. You are helping build the change people's life. And you didn't come this far to only come this far. And it's something that I tell myself all the time when I find myself in a difficult moment, I'm like, did I come this far? After all these years of building this company? Is this where I'm dying? And it's like, nobody more to give. I got more to go do. There's so much more to accomplish. So we didn't come this far to only come this far. This could go into your health, too. You're working out. You're running those 3 miles. Did you come this far to only come 3 miles? You've probably got another mile in you. Let's do it. Let's go put another rep in there. So anyways, that's. What gets me fired up, man. I love it.

[Pete Moore]

Well, that's awesome. So I have to get your cell phone number, and then when I have a bad day, I'm going to be like, texting. You are going to be like, what do you need? And you could have, like, a copy and paste me. Like, have you come this far to come this forward? Like cats and exclamation points? Throw a couple of emojis in there and then go, Halo. That's go, let's like it a lot. We'll get this podcast up. We'll meet in person. We'll get you into our community. And when people need sales training, which they clearly need because it's the life blood of this business, we'll get the DK and get you on point. So good to have you on board, man. And thanks for taking the time.

[Donald Kelly]

I appreciate it. Thank you, Pete.