

All right, let's go and get started here. Just making sure everybody welcome to week three in the sevenfigure sales training 8week academy. Week three is probably one of the most significant and important weeks because this is really when we start diving into the heart of the training. This is where we get into the really specifics. the first week, the first week, the second week, we really have to go through the psychology of how selling has changed, the old model, uh how we have the new model of selling today for our era and how we actually have to think that way about becoming a problem finder and a problem solver rather than a product seller or product pusher. Now, I just want to make sure that everybody can actually hear me. Uh I've got my uh personal assistant on here, Beth Jolly. And uh first of all, Beth, uh just want to thank you for all that you do. You work, I think, more than I do. You're crazy. Uh so Beth, can you hear me properly? >> I can, Jimmy. You're all set. Your

screen looks great. >> Okay. Well, it's not that great. You know, somebody put this cheesy picture of me back here in in some bricks, so everybody everybody can make fun of me, but thanks for the thanks for the compliment here. So, let's go and real quick go over what we're going to cover this week. First of all, we're going to discuss specifically the first stage of the engagement process. Okay? And that is connect the connecting stage. The first thing we're going to go through is what's called connecting questions. I'm going to explain that to you why we have those and actually how to use those. And we're going to get very specific for several different industries. We might even pull some of you out on this one as well for your industry. We're going to go over the wrong way to initiate a cold call compared to the right way to initiate the cold call so you actually have results if you cold call. We're going to go over some different examples, like I said, of cold calling.

We're going to show you really how to connect with your leads and really how to follow up with someone who's been sent information. There's, you know, there's a lot of training out there, but there's really not really anything I've ever seen that really teaches you how to follow up with somebody who requests information. So, we're going to go over that. And then finally, we're going to dive into what's called background questions, which is the second part of the engagement process, the power of dialogue. Why why do we have those? And what do they do for you and your specific prospect that you're talking to? So, let's go ahead and dive in real quick. Now first of first of all the first you know we're going to talk about these connecting questions. So the first words that you say first words that's out of your mouth uh or more importantly the first questions you ask so not just telling but asking will either compel your prospects to be drawn to you and what I

mean by that is actually feeling comfortable enough to be open to what you're offering them or what you're selling. Now, on the flip side, if you don't do this right, they will throw out objections. They'll get defensive and actually reject what you're selling or what you're offering. So, what I call connecting questions are the key to this first impression and putting the focus on your potential customer. Now, here's what connecting questions do. I'm going to give you probably about six or seven different things that these questions actually allow you to do before we get into the specifics. First of all, they allow you

to talk with your potential customer without having anxiety or fear, which is normally associated with selling, right? Because these questions allow the focus to be on your prospect rather than on you. So, they allow you to automatically establish really that trust part of the process. So you'll no longer wonder what to say and you won't have to find

something of common interest to discuss like how's the weather or you know how's the you know did you like football just total BS stuff that your prospects really know when you're first talking to them about has nothing to do with you actually calling them or talking to them. It's also going to show you really a common bond that you have and that is the one that they're most interested in and that's what it's themselves. It's they're interested in whose world, their world, right? And what their situation is and how it's actually affecting them. Now, these also allow you to feel comfortable and confident in what you're actually selling. Now, when you feel confident, this manifests itself to your potential prospect. It helps them feel comfortable back to you. Remember, we talked about this last week. When you focus on your prospect in their world, you take the pressure off of you. You decrease your anxiety. You also decrease their anxiety. Now, connecting questions also

set the stage for you to continue asking them skilled questions throughout your sales conversation, which we're going to go through some of those today. They also immediately build trust in their eyes and they start to look at you as really someone that they can trust rather than uh just another salesperson trying to sell them something. So they view you completely different than they view you know the other 99% of sales people that are talking to them. They also help you establish the value in you and your company that you're actually representing. They also allow you to control the conversation. This is really key. So they allow you to control the conversation from the very beginning, meaning that you're in control of yourself and the conversation. So when you do this, it really allows you to be open to them, not shut down, not just focusing on your agenda. And it lets you guide the sales conversation to really a logical conclusion for them, and that is to go ahead and purchase. So whether you

call leads or you go to business to business or you cold call or or you network or go through a froze, it doesn't really matter. It's imperative that you start putting the focus on them and off of you and finding out what they're looking for and really why they want it from the very beginning. Now, first of all, and actually before I get into specific connecting questions, I'm going to give you a very powerful tool, very flexible tool that you will actually be able to use in a variety of situations, no matter what you sell to connect with your prospects from hello really. And it's called, you know, some people call it your 30-second commercial. You know, I call it more of your like personalized introduction. But let's let's first take a look at what the average salesperson does when using traditional selling techniques. Okay? So this what does the average salesperson does? So when the gatekeeper or a potential client asks you what do you do? I want you to think about yourself.

So if you have a prospect that says what do you do? Uh Kathy, whoever you are, so whoever's on here,

what do you do? What do you typically say? How do you respond to that? Now, do you answer them with, you know, I'm with XYZ company and we do or I'm with this company and what we are is that's typically probably how you do that, right? So, what does this mean to the person who just asked you? It actually means really hardly anything. So, if anything, it means you just told them what you sell and what your solution is without first finding out if they even have any problems. And then typically what happens when you just offer your solution? What usually happens? What do they say to you? Usually something like this. Well, we already have that or I'm not interested or can you call me back next week or next month? Right? And and you lose the sale. So here's what the seven figure salesperson who uses the new model of selling actually does. Now, the seven figure salesperson who's in

the top, you know, 1% of all sales people knows that the the way to attract your prospects to you is is not to tell people what you do. And I want you to write this down. So, not to tell them what you do, but to tell them how what you do helps other people. So, let me go over that again. Not to tell people, not to tell what your, you know, not to tell your prospects what you do, but to tell them how what you do helps other people. Now, I'm going to give you some examples in different industries for that. I train salespeople in about 10,000 [clears throat] different industries. It doesn't really matter. You're just going to plug this in and I'm going to show you the formula here in a minute. But let's just say that you're in direct sales or network marketing for a moment and you're out. You recruit people, right? So, you make money by selling your products or your service and recruiting new distributors. I'm just giving you this example. I've got several people in direct sales and

network marketing that I train as well. Here's an example of what to say when one of your prospects ask you, "Well, what do you do?" And here's exactly how you say it. Now, you're going to say this in a very calm, very uh, you know, very soft demeanor. You're not going to say this excited. If you say this excited, it comes off as a sales pitch, right? So, slow down. And when they ask you what you do, you're basically going to speak to them like a normal conversation, like you're talking with your friend. And you would say something like this. Uh, yeah. Yeah, Kathy. I mean, you know how a lot of people, and like I said, this is an example. if you sell network marketing or direct sales. I'll give a few other examples for other industries in a minute, but for this example, yeah, Kathy, I mean, you you know how a lot of people uh nowadays are, you know, find it harder to get by with all the corporate downsizing, the you know, the higher cost of living and the lack of

job security. Well, what I do is I help people like that uh set up their own full or part-time businesses from their home so they can start taking care of themselves and their families again. Tell me what what do you do, Kathy? And you're immediately going to ask a background question. See how that works? Now, let me give you another example in a different industry. Let's say that you sell financial services. Let's say that you sell investments, okay, to let's say high netw worth investors or institution. I've got some people that I'm training right now that that actually sell their investment services to institutions that invest 10 million, 100 million, 300 million, a billion dollars. Okay, so I'm just going to give you an

example here. So let's say John says, well, you know, Jeremy, what do you what do you do? Well, what I do, John, is you know how a lot of high-net-worth investors are, you know, sometimes concerned with their investments because of all the, you

know, the volatility in the market, the, you know, the stagnant economic growth right now and really, you know, central banking policy. Well, what we do at XYZ company is we have a proprietary investment blend that has a, you know, five uh year plus track record of paying our investors of, you know, a pretty substantial return. And at the same time, because of our unique financial structure, we're able to do that with minimal minimal risk. So, do you see how this paints a picture of how what you do helps other people? So, your reply focuses on some general challenges that most people can identify with and are aware of. So, it demonstrates your purpose, which is to help your prospects, help other people solve those problems. Now, if a prospect identifies with this and let's say that you're in the network marketing industry because we gave that example first and let's say that they're finding it harder to get by or maybe they're facing downsizing or they know who some somebody who is or

has. Do you think they're going to want to know more about your opportunity? Probably, of course. Or do you think investors who are concerned with the volatility of the market, which pretty much every investor right now or investors who are concerned about protecting their money, do you think they would want to know what you do at this point? Of course they would. So let me give you the mechanics for creating your own introduction. Now this is comprised of three parts. Problem, write this down. Problem, solution, question. Problem, solution, question. Here's exactly how it works. So, you're going to start off your reply with you know how. So, write this down. And guys, I want to make sure everybody understands this because we have I would say, you know, 80 or 90% of you usually listen to this recorded because you're out having fun with your family tonight or or whatever. So, there's very few of you usually that usually actually listen to the live version and go through it. Most

of you go through the recordings, which is completely fine. this whole training, all the trainings that we do in the 8week program are recorded. They're archived and all the transcripts as well. So, you'll be able to read everything we're talking about right now. So, you you're welcome to write this down, but it will be in the transcripts. So, you're going to start off with you know how. So, you always start off with that phrase, you know how, and you do it in a very calm, relaxed, professional manner. Okay? Very key not to sound like a typical excited salespeople. Okay. Then you're going to add two to three generic problems. And you always want to put the biggest problems. Don't don't focus on tiny problems that they might not even really have or know of other people in their industry that has. You want to focus on two to three generic problems that are big problems that everyone in that industry that you're selling to knows exactly what those problems are. Okay?

So, write down on a on a piece of paper right now. Write down two or three generic problems that are your biggest problems in your industry that your solution solves. Write that down on a piece of paper. Everybody that's on here, your product that you sell, your service that you sell, whatever it is, what are

the two to three biggest problems that it solves? I want you to write that down and write it very short. Don't write out long sentences. We have to keep these very specific problems that your prospect that you're talking to would know exactly what you mean. Now remember the seven-figure salesperson looks at themselves as a what? As a problem finder and a problem solver, not a product pusher. You see the difference in that mindset. Your job is to discover, right? Discover the problems, find out what's causing those problems and how it's actually affecting them emotionally. Now here is the solution. This demonstrates how what you do helps people solve those challenges or those

problems. So the key here is use very simple language. You're not going to go overboard. You got to be generic here. So here's how it flows. And I'm just going to give this to you. Well, what I do is So what I do is I help people dot dot dot dot. Then you're going to continue with how your solution solves those problems. You're going to keep it short but specific. Remember the example that we gave? I'm going to run back through that again. I just want to make sure you guys understand this. Let's say that you sell financial services to very high net worth investors. Do you remember that? And let's actually go back to that. I want to make sure you guys understand this. And like I said, plug in anything you sell. It doesn't matter if you sell insurance, cars, houses, jumbo jets, you know, nuclear power plants. It doesn't really matter. I'm trying to a salesperson that sells nuclear power plants right now. And here's how you plug it in. And this is

like I said, this is example for people who sell financial investments or services to high net worth investors or institutions, okay? Like uh pension funds or state pension funds, those type of things. You could say something like this. Well, you know how a lot of high net worth investors are, you know, there's sometimes concerns with their investments because of all the volatility in the market, you know, the stagnant economic growth and and central banking policy. Well, what we do at XYZ company is we have a proprietary investment blend that has a five plus year track record of paying our investors a substantial return and at the same time because of our unique financial structure, we're able to do that with minimal risk. Now, tell me, what do you invest in right now? You see how you do that? Now, let's go back through the formula here. Just making sure you guys understand this completely. This is very powerful once you start doing this. And actually, once you start doing this, I want you to

notice how people seem really, really interested in what you do. Okay, so let's go back through this here real quick. Okay, so the solution here, well, what I do is help people and then you continue with how your solution solve those problems. Like I said, you're going to keep it short and specific. Notice how I got very specific on high net worth investors. You think they would they would for sure would identify that. They're like, "Oh, yeah, yeah. How do you do that?" Okay, now let's talk about the question here. Okay, so you will then ask a question to turn the focus back on your prospect to start exploring and uncovering what their problems are to see if you can really help them. Those are background questions which we're going to train on later towards the end of the training. So this is the example how it looks and like I said, this will all be transcribed out. You can write this down right now if you want to. Well,

you know how. Then you're going to list two or three generic

problems from their industry that they know about. What I do is help people. And then you're going to talk how what you do helps them solve those problems. You're going to keep this short, one to two sentences max. And then you're going to ask, I'm curious, what do you invest in yourself? Now, that's if you sell financial services. Now, obviously, if you sell cars, you're not going to ask that question. You're going to ask a background question. Well, what type of car do you drive? Now, see how that works? Or if you sell insurance, what type of insurance policy do you have now? If you're going to find out what their present situation is. So, if you sell financial services, the question would be, well, I'm curious. What do you invest in now? Or what does your portfolio look like right now? It's very simple. Ask a background question to start that dialogue after your statement. And like I said, we're going to go over background questions probably

the last 15 minutes of the training today. Now, for the next part of the training, let's cover how to ask connecting questions when you're cold calling and calling leads. We're going to do both today. Cold calling and calling leads. I know a lot of you do that on here. These questions will immediately put the focus on your prospect in their world and off of you. Takes away all your anxiety. Now, you can notice here the guy with the uh the phone. I I I you know when I start training sales people that cold call or call leads, they come to me uh usually with these type of faces. Okay, it's kind of that's why I put this slide on here. Now, this is important. So during your sales career, and I I know most of you have heard this, most of you have learned this uh based on your experience that contrary to what you've probably been told by your upper management or your boss or maybe traditional sales programs that you've bought into before, you've been told that, you know, you have to be

tough, you got to be thick skin, you got to overcome rejection, you got to get over it if you want to be a top producer. But you've probably found that even though people have told you that you still are not able to get rid of those fears and anxiety of cold calling by simply getting thick skin or being more positive or popping in, you know, a motivational CD. It's like I love Tony Robbins. You know, popping in Tony Robbins even though it's going to motivate you is not going to get rid of those fears and and anxiety if you're not having results. It's just not. and you've learned that you you know you're trying to accept rejection as normal part of selling but it probably feels awkward to you. So why do sales people avoid cold calling more than anything else in selling? Why is that? Why? Think about it for a second. It's because we all fear getting rejected, right? Nobody wants to get Does anybody really want to get rejected? If you say that you really want to get rejected, like really be

honest with yourself, okay? Nobody wants to get rejected. Let's be real. So according to traditional the traditional selling mindset when we place that call what's your expectation or your agenda. What is it? It's to make an appointment right or to make the sale. That is your agenda when you make that call. That's all you're thinking in your mind is make an appointment or make the sale. What else? What else could you be thinking? That's what you've been told. But what is the problem with that approach?

What's the problem with that? It's simply it's all about you and it's all about your agenda of wanting to make the sale, right? And I understand that your intentions are good and you probably believe your product or service can help them. I'm assuming it does and you your intentions are good. But what I would suggest to you is if you're directing all of your energy on the call to focus on making that appointment or making that sale, do you think the

prospect on the other line that you're talking to can feel that pressure from you? Ask yourself, do you feel that pressure when a salesperson calls you to try to book an appointment or tries to sell you over the phone? Do you feel that sales pressure? You probably do, right? So if you're feeling that now you know why your potential customers are probably feeling that. So how many other calls from salespeople do you think your potential customers get on a weekly even a daily basis? How many sales calls? I would suggest you that sales people call them daily pitching their products or services as the best in the market, the best this, the best that. So they hear this every day. We have to realize this, right? So, your potential customers have become really oversensitive uh when the phone rings and it's someone they don't know. So, they it's almost like their guard almost automatically comes up if they answer a call and they don't know who you are, right? I mean, it's the same thing with

you. If you answer the call and you know who the other person is on the other line and they start to talk to you about the product or service, you immediately get defensive, right? So your your potential customers, you have to realize they're automatically skeptical about why you're calling and what your agenda is. So your prospects have all gotten very very good at reading the the subst, you know, the the subtle and and not so subtle signals that come from your words and your tone of voice that tell them that the person on the other line is trying to sell them something. You probably pick up on that when sales people call you, right? So when you sound like that, when you're excited, when you when you sound like that, you sound just like every other salesperson that calls them on a daily basis. There's no difference with you. So what usually happens, I mean, literally within a matter of seconds. We're not talking minutes. We're talking what happens in a couple of seconds before

you've said anything past your usual opener of this. And I want you to think about this. What's your usual opener when somebody answers the phone that you're cold calling and they say, "Hi, this is Rick. Who's this?" Hi, my name is I'm with we do. That's your standard opener, right? Hi, my name is I'm with we do. Hi, my name is I'm with we are a Right? And then what usually happens? Well, they get defensive, ask you what you're selling, say we don't need it, and they hang up. Right? So, pretty much the sales lost at hello, right? Because your prospects hear this every day and get suspicious based simply on your tone of voice and how you begin talking to them. They're automatically used to every salesperson saying, "Hi, my name is I'm with and we do and we are right. They hear that all the time." So, you don't stand out in their mind and then what happens? They turn you down, right? So, this is what you're going up against

every day when you're cold calling. So, realize this. Just kind of get the mindset. This is what you're going up. So the question is, is there a alternative way that can actually get the gatekeeper on your side

and get them to basically get you to that decision maker in a nice easy smooth transition? And there is. So let's focus on how we trigger sales pressure, okay, or sales resistance from our prospects when we cold call or when we call leads. question has to be asked. Why do so many uh how do I want to write this? So why do why do why do why do cold calls break down in a matter of seconds? Okay, it's it's the simple reason that 99% of sales people start out with a predictable sales pitch, right? And then they do what? They close their eyes and keep talking about their features and benefits and all the great things about what they sell. and they hope that their prospect on the other line is just going to stay on the phone and something they say is just going to click to them and

they're going to want to listen, right? I call that, you know, some people call it hopeium, right? I heard that from a mentor of mine. So, what do you think is going on in this person's mind when you're calling them and you're doing your sales pitch? What do you think's going on in their mind? What goes on in your mind for that matter when a salesperson cold calls you and does a sales pitch? You get defensive, right? and you look for ways to get rid of that salesperson calling you very quickly. So, cold calls break down most of the time for the simple fact that your prospect feels you're trying to move them forward to buy what you're selling. And why is that? It's because the momentum we're trying to impose triggers sales resistance and self-defense mechanisms that your prospects use to protect themselves from what they feel is an intruder. Right? So project prospects reject you when they feel sales pressure from someone because they don't know

anything about their world and they just want to, you know, the salesperson just looking to stuff the what they're selling down the person's throat. So they pick up on that. So when your prospects tell us no or even hang up on the phone, they're realize it's just a def a self-defense mechanism. Okay? So they're just trying to protect themselves from outsiders, right? you're an outsider in their mind. So the flip side is when you let go of your attachment of making that sale and you and we talked about this last week, you instead focus on whether there's a sale to be made in the first place, meaning that you're only focused on their needs. Your potential customer at that point begins to feel that they can open up to you and trust you. And this this diffuses any of that sales pressure from the conversation. It basically takes it out. So now that you know from the first two weeks now that you have a much better understanding uh and even now on why cold calling can

can be difficult when you're using you know the old model or traditional selling techniques and you've now begun to shift to discover the new model of selling and learn the skill sets to really thrive in the era that we're in right now. So, let's take a look at how you can move from the mindset, right, to the actual language and wording that you use that will helping your cold calls without triggering any sales pressure that leads your potential customer to rejecting what you're offering. So, let's take a look at this. Now, let's first take a look again at what traditional selling teaches you on how to do a cold call. And I want you to just think about in your mind if this is the way you've been taught because 99% of the sales people that come to me and want training on this always typically start off with this can response.



Okay. Average salesperson makes a cold call and says, "Hi, hi. Uh my name is uh Lauren. I'm with XYZ company and we are a Hi, my name is I'm with XYZ company

and we do right." So this is approach is what 99% of sales people I would say 99.9% of sales people are trained to do the old introduce yourself tell them what company you're from right you got to put in that company for credibility and then you got to tell them a few benefits and features to build value right here's the problem with this problem in in the postrust era that we live in today which you learned about that in week one with trust being its lowest point In the history of the world, this no longer works hardly at all. And you've experienced it if you're doing it. Ask yourself what usually happens when you do this. You lose them very quickly. Okay? They say something like, "Well, we already have that or we don't need need that." Or, "Oh, well, Mr. Johnson's not in here today or you know, tell me what this is all about. I'm not going to transfer to, you know, Mr. Jones before I know who you are, right? Can you call back next week or next month or we can't afford?"

So, like I said, the sale is really lost at hello now. So, let's take a look at how the seven figure salesperson does a cold call. And I want you to write this down. Now, when you place the call and hear the prospect say hello or the gatekeeper, it doesn't matter. You're going to do this to the gatekeeper or the prospect. You're going to reply in a very relaxed, low-key conversational tone of voice with this. Uh, yeah, this is Jeremy. I was just um I was wondering if you could uh possibly help me out for a moment. See how you do that? Yeah, this is Jeremy Miner. I was just I was wondering if you could possibly help me out for a moment. Let me repeat that. Yeah, this is uh Jeremy Miner. I was uh wondering if you could possibly help me out for a moment. Now, remember, there's absolutely zero trust between the two of you yet. This is a cold call. You have no idea who this person is. So, it's very important for you to sound and in your mind be low-key and relaxed. Otherwise, you're

going to trigger sales pressure. If you're excited when you say that, if you say it, "Hi, this is Jeremy. I was I was wondering if you could possibly help me out for a moment." If you sound excited, you're going to sound like a salesperson. So, just relax. Hi, yeah, this is Jeremy. I was I was wondering if you could um possibly help me out for a moment. Now, after you say, "Maybe you could help me out for a moment." the person, the gatekeeper, the prospect that you call will always almost always like 99 out of a hundred times if you do this right will say this. Uh, sure. How how can I help you? Sure. How can I help you? It it you're going to be shocked when you do this. Now, when someone asks us for help, what do we almost always do? We almost always offer it as this is a normal human reaction to that question. If somebody asks help, sure, how can I help you? It's very normal. It's just a conversation. So, this simple exchange has helped you create

the start of a two-way dialogue with your prospect or the gatekeeper. You're not like the other salespeople who call with their canned phrases like, "Hi, my name is I'm with and we do." You see, you're starting out different. Now once they ask you how they can help you, then you're going to go into what I call your problem statement. My mentor always called this your problem statement. So I always

want to use that. This leads into how what you do helps them, helps other people, right? example uh let's say for a salesperson who sells advertising or leads. I train a lot of people that sell lead generation programs or different forms of marketing or advertising. So here you would list one or two problems that your clients have that your solution solves. You're not even going to talk about your solution all way too early in the conversation. You get rejected because you bring up your solution. You're always going to focus on your their problems. Now after they say, "How can I help you

you're going to say something like this. And like I said, let's this example, let's say you sold advertising solutions or marketing or lead generation. You're going to say exactly like this. Well, [sighs] you know, I'm I'm not sure you could you could uh you know, well, I'm not sure you you could yet, but I was calling to see if you would be open to looking at any possible uh hidden gaps in your advertising that might be causing you to lose sales. So, let let me repeat how we do that. Well, I'm not quite sure you could yet, but I was calling to see if you'd be open to looking at any possible hidden gaps in your advertising that might be causing you to lose sales. See how we do that? You see the problems there? Possible hidden gaps in their advertising that might be losing them sales. Now, you probably would get more p specific about what your client's problems are than this if you're in that industry, but this is just off the top of my head. it. Do you think they might

be interested in not losing sales? Do you think so? Probably. So, they're going to be like, "Huh? What?" It's automatically going to peique their interest. You didn't talk about their solution. You just talked about their problems that they could identify with, right? So, most people in advertising know that they probably lose sales or lose money with bad leads. So, they automatically are going to identify with that. Now, here are some other examples depending on what you sell. Let's say that you uh that you're a consultant talking to a business owner. Something like this. Here's your problem statement. Yeah. You know, I'm just calling to see if you'd be open to looking at any possible hidden gaps in your business that might be causing you to lose sales. Or let's say that you are talking with a high netw worth investor. Yeah. I'm just calling to see if you'd be open to looking at any possible gaps in your portfolio that might be putting

some of your capital at risk. Now, do you think they might be interested in not putting their capital at risk? Probably. Let's say that you're talking to a business owner or an accounting manager. This is really simple. Yeah. I'm just calling to see if if you're open to possibly looking at whether any department within your company might be losing revenue due to vendors overcharging you. Now, notice who these problem statements were focused on. Who are they focused on? They're focused on your customer's world and their problems rather than focusing on your world, your solution, and your agenda of making a sale. Remember, it's nothing about you. It's all about them and what they're looking for. Now, do you see how that works? So, if I said, "Yeah, I'm just calling to see if you're open to looking at whether any department within your company might be losing revenue due to vendors overcharging you. Do you think that's going to peique their interest?"

Even if they don't even think that they're losing money to vendors, do you think they're going to think in their mind, are we losing money to vendors overcharging us? So, they're automatically going to be pee to know how what you do helps them. Okay. Now, notice the keyword here that we used. Would you be open to? This is very key in the new model of selling. Would you be open to? Okay. Now, this languaging is extremely credible. uh is extremely credible but critical in the post trust era because you're simply asking them whether they're open-minded about considering something new that could help them possibly solve their problems. Now at this point most of the time uh they will reach with something like now who is this or or what does your company do exactly or or some type of question from them about what you do. They're going to ask you that usually at that time and that's very normal. Now here's what you have to do here. Do not go into a mini sales pitch at

this point. You cannot. You've got to resist doing this because if you go into your sales pitch, you're going to probably 95% of the time lose the sale right here. Why? Because when you bring up your solutions too early in your conversation, it always leads to what? Uh it leads to objections and sales resistance from your prospect. So, do not do it. Remember, when you're calling, focus on them. Okay. Now, you would then respond with how what you do helps other people. So, right, we're back to our personalized introduction. We talked about this in the beginning. Now, let's say that you sold uh advertising or lead generations, you would say something like this. Uh yeah, certainly. I mean, you know, uh John, how a lot of businesses nowadays are, you know, finding it harder to advertise with the increasing cost of ads and all the competitors that they have to compete with now. and and really all the changes in the advertising market going on all the time. Well, what we do is we help businesses like that

lower their cost of advertising by targeting higher quality leads so they can start keeping more of their profits rather than just keep losing them in advertising cost. See how that works? You see how that works? Now, before I go into and then you're going to say something like this. So, this is your problem statement, your opener, problem statement, and then your personalized introduction, and then you're going to say something like this. And, you know, let's do this before I go through who we are and, you know, what we do and all that kind of boring stuff. It, you know, it might be appropriate if we knew a little bit more about your company and what you do for advertising now to see if we could even help you. Uh, for example, what forms of advertising do you do now to generate leads? You ask a background question. Now, we're going to cover these later in the training. You see how that flows? Very simple, very conversational, and focused on who? Focused on your prospect in

their world and off of you. Now, in most instances, if you have languaged your problem statement correctly and your personalized introduction the right way, you have a very smooth dialogue with your potential customer. Be very natural, no resistance, no sales pressure. Now, if for some reason, which will very rarely happen, let's say they throw up, well, what are you what are you selling or or what's this all about? Okay, after your personalized introduction, you're going to respond to in this way. And you're just going to say it apologetically and and very conversationally. Oh. Oh, I I I apologize if I offended you.

I'm not even convinced yet that we could even help you. And and what I was suggesting is it might be appropriate if we ask each other a few questions uh to see if what we do will help you. Uh would you be open to that as a possibility? Then you're going to start asking your background questions. Now when you ask that question, would you be open to that

as a possibility? Most of your prospect will say, "Yeah, sure. Yeah, that that's fine." It's very conversational. You're asking for their permission. You're not forcing on them. You're not assuming. You're asking for permission. When you ask for permission, most people give you that permission. Now, okay. Now, what ways does your company generate leads now? If you're selling advertising or leads, you see that background question. Okay. Now, tell me what what what does your company how do they generate leads now? Now, when you apologize, you're taking the first step to taking away any tension that they might be feeling. And why is that? Because most of your prospects receive calls every day from salespeople who use traditional selling techniques, right? And in those selling techniques, they're taught to respond in a defensive posturing way, almost an argumentative way. Right? Now, occasionally you I will tell you occasionally, not very rare, you might

have a prospect that is still disrespectful towards you. And at this point, it would be entirely appropriate for you to, you know, walk away from that conversation. Very rare. So, you've been authentic, you've been warm, more importantly, human in the conversation, not a salesperson. And if your prospect cannot connect with that, which is very rare, then there's nothing you can do to help them. You can say, well, you know, I'm sorry I couldn't help you, and then hang up and you move on to someone else who you can help. You just, you're not attached to making the appointment or sale. You're there to help other people. Now, notice the difference in those two approaches. The traditional selling approach focuses on who? Focuses on the salesperson and you making the appointment or sale. The seven figure salesperson approach focuses on who? The new model. It focuses on the person you're talking to, your prospect, and their problems. What's causing this approach? How it's affecting them? Which

approach do you think makes your potential customers more relaxed and more comfortable? Do you think it's the one that focuses on you, the salesperson, making the sale, or the one that's focused on them, their world, and solving their problems? Now, I think from the first two weeks of training, you probably know the correct answer from that. It's of course the one focused on your prospect in their world. Now, let's go into We don't really I'm not going to role play necessarily today. We'll probably do that in another training. might actually do that when we ask questions here. Let's go over actually how to call your leads. Okay. Now, the average salesperson believes that because someone has responded to an ad that surely they have to be interested in your company or your products or your solutions, right? Like if they fill out their information, they've got to be about ready to buy. Otherwise, they wouldn't have filled it out. That's that's what you've been taught to think.

So when you call back your leads, most sales people they go into full gear presentation mode when the other person asks them what's all about and they start trying to convince their potential customers by

presenting how wonderful they are and their company and how great their products and services are. And it might look something like this. Okay. Uh and I'm just going to give this is the wrong way to call your leads. So do not call your leads like this. This is what the average salesperson does. Uh yeah. Is Julie there? Hey Julie, my name is uh John Gray. I'm with XYZ company. I noticed you're on our website interested in our services, so I'm calling you back. Now, the potential customer usually says something like, "Yeah, can you tell me what this is all about?" And let's say that you sell staffing services in this example. Let's say that you sell staffing services. Okay. Then the salesperson will start off by saying, "Well, yeah, with our product,

uh, you know, ZYM software, we've got a unique way to actually help get your ideal employee and look at the demographics of what you're looking for when you hire somebody." And these products, you know, they've been named the number one product of the year in our industry. And, you know, we're so excited to share it with you. It also does XYZ DFG. Notice the salesperson doesn't even ask the prospective client if they even need better employees or if they're looking to change their situation. They don't even find out if they have any problems. See, they just assume because they responded to the company's ad that they of course must be looking for their software, right? And then typically what happens at the end of the conversation? Well, they don't buy, right? The potential customer says something like, "Well, great. Yeah, this looks really good. can you send me some information about this and I'll get back to you in a few weeks. Do you notice that nine out

of 10 people who say this never actually get back to you? And then what do you do? You start chasing them, right? Emailing them, texting, calling, and it's just like a back and forth game that nine times out of the 10 leads to nothing. So, okay. So, let's let's say this or or they or they say, you know, sometimes they'll say like, well, how much is this software? And you tell them the price. And then they do what? Well, I'm not sure we have the budget for that right now. You know, call me back in 6 months. You know, maybe we'll have it then. So, you call back in 6 months and you just get the voicemail. They never call you back. Or you call them back, they don't remember who you are. Has that ever happened to anybody on the webinar right now? Okay. Uh I I I'm not going to ask anybody to raise your hands, but I'm assuming it's happened to most of you. Now, instead of attempting to convince and persuade your prospect by telling them how wonderful you are and how great

your company is, that you've got the best pricing or the best prospect, you you you want to interview them. So, find out why why they're looking, okay? What they're looking for to see if you can help them. Now, remember the seven figure mindset in the new model of selling is to do what? is to detach ourselves from the expectations of making the sale and instead focus on whether there's a sale to be made in the first place. Now, here is a 7 figure effective conversation connecting question to start the sales process for you. Okay. Now, let's say that you're calling uh let's say suppose you're you're call uh someone calls you from your company's advertising. So, you got an ad out there. Somebody responds it to it and let's say they just call you straight away. Let's say it goes right to your desk. I know some people

do that and they say, "Hey, you know, I'm calling about your ad I saw online. Could you tell me more about what this

is?" You would simply reply by saying, "Uh, yeah, sure. I, you know, I'd be happy to." And, and before I go into what we do, I should probably ask you, uh, what what was it about the ad that attracted your attention? See how that works? Now, why would you ask him this question? First, they will tell you, but more importantly, they tell who? They tell themselves why they're interested in the ad. And when your prospects tell themselves why they respond to the ad, it reminds them why they're interested. This is the first part of them persuading themselves that we talked about in week one or two right here with the first connecting question. Now, second, you now have some signs on that signpost as to why they're calling. you start to see a picture of why they're calling. After they tell you why they responded that, you say something like this, well, was there anything else that attracted your attention? And you'll be surprised that when you ask them that,

they'll tell you many other things that attracted your attention. Okay? So, you're now getting a picture to work with here. Okay? And then you're going to simply start asking background questions, which like I said, we will start uh in on those here in about uh probably 20 20 30 minutes. Like I said, this training today will be about an hour and 20 minutes, hour and a half. Now, let's give another example here. Let's say that you sell life insurance. I have a lot of people that I train that sell life insurance or any type of insurance. You would just ask, "Well, tell me what type of life insurance policy do you have now?" So, when they call in off the ad, can you tell me more was about Oh, yeah. I'd be happy to. And before I go into what we do, I should probably ask you, what was it about the ad that attracted your attention? Oh, you know, I'm looking for this. Okay. Anything else that attracted your attention? Well, I really like this and this and that. Okay. Now tell me

what type of life insurance policy do you have now? See how you start the conversation. It's very it's a very smooth conversation because you first have to know what their present situation is and if they have problems and what's causing those and how it's affecting them emotionally before you can offer your solution to see if you can help. Right? So let's discuss real quick how to call your leads from like a a lead list or a lead provider. More of a maybe a generic lead. Okay. [gasps] Now, first of all, let's understand that calling leads from a lead list, there's a difference between calling leads from a lead list or even any type of advertisements compared to cold calling, right? Because what's a cold call? It's it's calling someone that you've never met. You don't know anything about them. They've never requested any information from your website, your ads, or anything. Now, if you are nervous about calling back your leads, I want you to remind

yourself that you're calling back someone who's asked you to call them. Have they asked you? They put in their name, their phone number. They've asked you to call them. So, if you feel uncomfortable calling them, remember, you would not uh you would not really be serving anyone if you didn't call them back. It would make you look bad, right? Because remember, the the leads you're getting from a a lead

company or whatever or your ads are from people who are out there looking to make some type of change, right? Otherwise, they would never responded to the ad in the first place. So, just realize that real quick. Now, I'm going to do one thing here real quick. Going to make sure that we've got everybody on here that we need to be on here. Okay, hold on one second. All right. Now, I'm going to give you a couple of examples on calling leads. Okay. And in this example here, let's first look at how the average salesperson calls back a lead. And let's let's say

that you sell coaching services. I have a lot of sales people that are coaches, health coaches, you know, work, you know, physical training coaches, coaching services for personal development, anything. Coaches, consultants, anything. Let's say that you have some type of coaching service you sell. And let's look at what the average salesperson would do. And and this is kind of uh funny here. I actually copied this script word almost well I changed a little bit but almost word for word off one of the old sales guru go gurus websites a couple weeks ago just to show you really how I don't want to say bad but really how kind of crazy this stuff is out there that people are getting trained to do. So let's just go off let's go up the um let's go up here. So, you would say something like this. And I'm going to give you a few things here. Um, hi. Is Annie there? Hi Annie, this is uh John Smith with XYZ company. How are you doing today? I'm doing okay. Uh, great. Hey, do you have two minutes

right now to talk? Prospect says, "No, not not really." Then you jump in. Okay. Well, I I saw you responded to an ad yesterday about getting a coach to help you close more deals in business, and I've been asked to personally call you to show you how we can help you get more deals in your business. When works best to call you back, later today or tomorrow? Now, I want you to think about this for just a second. Okay? What are you doing right here? You're starting to chase him, right? Because they you asked him, "Do you have two minutes to talk right now?" And now, realistically, do you think any of your prospects think you're only going to take 2 minutes of their time when you call them? Probably not. So, when you lie to them, they're going to treat you like that because, as you know, you're going to take more than 2 minutes of their time. They know that. Every salesperson tells them that. So, they automatically pick up on it and you look just like another

pushy salesperson trying to sell them something. Then the prospect says something like this. Yeah, you you know you can give me a call tomorrow. And usually that's just a self-defense mechanism because they're not going to answer your call when you call. That's they're just saying that to get rid of you. Just so you know that. Okay. So the prospect says, "Yeah, you just give me a call tomorrow." Salesperson then says, "Okay, great. Uh now, let me ask you a real quick question. Uh what's two problems that you're having right now that's costing you deals and costing you money?" And the prospect says something like, "Well, you know, I'm actually doing really good in my business right now. What what's this all about anyways?" and the salesperson says something like this. Well, I'm just calling you because our coaching with our coaching services like you you you read on the site, we can help you close more deals and helping your business

needs. In fact, we've been rated the number one coaching service in the country three years in a row by our clients. And you know the best part about it and then the, you know, the customer cuts the salesperson off, right? Because you're annoyed and well, you know, I'm really busy right now. Just call back tomorrow. And then the salesperson keeps pushing. Well, okay. Well, let me ask you again. What what are two problems that you're having right now that's cost you deals of money that if I could fix for you right now that you would take me more serious and spend a few minutes with me? Now, here's the issue with this. You keep pushing the prospect to tell you two problems that they're have. And and this is how the script was teaching sales people how to sell. I find it astonishing because all it's doing right now is building sales pressure with the prospect because the salesperson keeps pushing them. And so the prospect is typically going to respond with

something like this. Look buddy, I don't I don't really have that many problems. I don't have a lot of time to talk to you right now. Can you call back tomorrow? The salesperson we're taught how to get defensive and and kind of posture, right? Well, then why did you respond to the ad? You know, I've got a solution that's going to help you with your prospects. It's going to get your company so many deals. You can make so much more money even in the next few weeks. When could you really give me 10 minutes where I could show you how this is going to work for your company? The prospect usually says just to get rid of them. Well, you know, maybe next week sometime, I guess. Salesperson gets excited. Okay, well, I could do Thursday at 2 or or Friday at 1. You know, gives them an option close. Not a trial close, but an option close. Do you think they're used to every single salesperson giving them an option close to book that appointment? Oh, I can meet you later this afternoon or

tomorrow at two. Which is better for you? So, they automatically hear that language. They automatically view you as just another salesperson whose only agenda is make a sale, not really there to help them. And let's say the prospect agrees and say, "Yeah, you know, I could do Friday at 1, right?" And the salesperson says, "Okay, great. You know, I'm so excited. you know, you're going to really like what I'm going to show you Friday. I'll talk to you then." And then next Friday, the salesperson calls. The phone rings, you know, five, six, seven times. The prospect, of course, does not answer. They leave them a voicemail. They leave that message. And guess what? The prospect never calls them back. Now, does that ever happen to you when you're calling your prospects back after you thought you booked a great appointment and then they never call you back and you keep calling them? Does that ever happen to anybody on here? Okay. Now, let's compare. I'm

assuming it's happened to most of you. Let's compare what the seven figure salesperson ask when they're calling back their leads. I want you to notice the difference in the way this feels. Something like this. And I'm going to put it up here a couple times here. Uh yeah, hi Jane. This is uh John Smith. I'm with uh XYZ Coaching Company. It looks like you responded to an ad yesterday about possibly having a coaching system that could help you in your business. And I, you know, I should probably start off by asking you, have you have you found what you're you're you're wanting or are you still looking for one?



Now, you always ask because if they've already found what you're selling, you probably want to know that upfront. Now, let's be serious. 99.9% of the time, they're going to tell you, "No, I'm still looking for one." Because they just responded to the ad. You know, if you're calling your leads back that day or the next day or two days later, they

probably have not found it yet, right? So, most people are going to say, "Yeah, no, we're still looking for one." And then you're going to use this connecting question. Now, the first connecting question was, let's go back. I want you to write this down. Let me make sure I got this. Okay. Went back too far. Hold on. Dang. Technology. So, this was your first connecting question right here. And I should probably start off by asking you, have you found what you're looking for? Or are you still looking for a coaching system to help you in your business? That is the first connecting question. Here is the second connecting question. Make sure you're writing some of this down. Like I said, it'll be all transcribed so you'll have it, but you know, write it down. Prospect usually is going to say, "Yeah, we're still looking for one." Then you're going to say, "Okay, I was just I was just curious. What was it about the ad that attracted your attention?" Now,

that's the second connecting question. Now, remember, why do we ask in this? We already talked about this. It reminds them of why they responded to the ad, especially if you're in an industry where they might respond to four or five other ads that same day. They might not know remember who you are unless you ask them, "What was it about the ad that attracted your attention?" Then they're going to tell you, "Well, you know, I like this. I like that. I like this." And then you're going to ask them this third connecting question. Okay, let's pull that up. Well, we like this. Well, we like that. Can you tell me more about what you do? That's typically sometimes what you'll get. Then you're going to say, "Uh, yeah, for sure." And and before I go into who we are and and what we do and all that kind of boring stuff, it might be appropriate if I knew a little bit more about you and what you're possibly looking for to see if we could even help

you. See how that works? Very simple, very conversational. Okay? Now, you always want to downplay yourself. I'm going to teach you this. You always want to downplay yourself. Okay? Because when you're excited and talk how great you are, what do people typically do? Well, they push back, right? They almost argue with you. But when you downplay yourself, it's almost like they argue in reverse, right? You know, when I say all that kind of boring stuff, it's completely opposite of what a typical salesperson would say. Oh, I'm so excited. We've got so much great stuff to talk to you about. Right? So, when you downplay yourself, you know, you know what we do and all that kind of, you know, boring stuff, it might be appropriate, right? So, you you remain neutral in your language. Now, you always want to use the word possibly here. So, what you're possibly looking for, you're not going to assume they're looking, even if they responded to the ad. You're never going to assume. You're

always going to stay neutral. Okay. Now, let's move on here. For example, then you would ask a question. What type of business do you own? Now, see, that's if you're selling coaching services. Now, if

you're selling cars or real estate or, you know, jumbo jets, it's going to be a different background question. But for coaching services, it would be something like that. For example, what type of business do you own? Now, background questions help you find out what their present situation actually is. Now, let's move on here. Now, [clears throat] here are the steps of the seven figure call to your leads. You're going to state who you are, where you're from, reference the ad they responded to, remember, and remind them that they asked you to call them back. Four, remember you're going to ask that connection question, discover if they're still looking. And five, find out their present situation and ask them how you can actually help. Now, let's talk about

how to call someone who was sent information. Okay, I'm going to give you some examples here. We're going to fly through this real quick. Now, let's say that you sell digital services. Now, typically, like I said, and we talked a little bit about this before, just briefly, if somebody called you straight off the ad. Now, I'm going to give you an example and let's say somebody requests information and you're calling them back because I'm just giving you various circumstances and situations you might be I'm going to cover everything here in this section, you know, before we move on to the next weeks. So, let's say that you sell digital marketing services. I've got several sales people I'm training right now that sell that. You could now this is the traditional approach right here. This is the wrong way to do this. Okay? You would typically start out with, you know, hi is this Mary my, you know, this is John Smith. you requested, you know, my

company to send you a packet of information on our marketing strategies to, you know, we offer to businesses like yours. Do you have a few minutes to talk? Typically, the prospect says, "Yeah, yeah, I guess so." Um, and then then you move on into your pitch, right? So, you you go in, well, okay, well, like I said, my name is John and you know, I'm with uh digital strategy XYZ company and we help a lot of companies like yours save a ton of money by, you know, putting in strategies to increase your bottom line. Then the prospect's going to say, "Well, how do you do that?" Because we actually already have a company who does that for us. Then the salesperson typically does something like this. Yeah, you know, I know your business is very complicated and I know there are a lot of choices out there and you know, marketing dollars are all over the place today and it's extremely costly to you. Let's analyze this. All you're doing right here is you're

assuming that it is. You haven't even asked them if their business is complicated. You have not involved them in the process. So, you're already triggering sales resistance when you say, "I know that you have a lot of choices out there and marketing dollars are all over the place today and it's extremely costly to you." How do you know it's costly to them? You're just assuming. It's like you're throwing mud on the wall hoping something you say is going to stick for them. It's triggering sales pressure because what if they say this? Because typically sometimes if you say that they might come back, well actually no, ours is not costly at all at all. I mean, we've really developed a plan last year where we saved 32% from the same marketing budget we did the year before. So, it puts you in a bad situation. Then the salesperson

gets defensive. Well, if I, you know, if I could show you a way to get that cost down even more, when could you get with

me for 15 minutes this week as I know we can save you even more money than your company you're with is now. See how that works? When you say, this is important. I want you to pay attention here. and you say, "If I could show you," it immediately puts a focus on you. Puts a focus on you trying to prove them that you can, which puts pressure on you as a salesperson. So instead, you would say, "If there was a way," not if I could show you, but if there was a way, and we'll train on that in another week, actually. Instead of going into your sales pitch with logical facts to try to support you in your solution, we're going to do it a different way, and I'm going to go over that in a second. Now, prospect will usually say, "Well, you know, I don't really have time this week, but I'll give you my email address. Maybe you can send me some information. I'll get back to you." Okay, you've heard that before, right? And then what happens? The

salesperson emails them the info, calls them the next week to follow up with them to see if they've gone through it. They don't answer the call. He then starts chasing them by emailing them. They don't respond. Another sale is lost because of the way the salesperson communicated with that prospect. That's really why it's lost. No really other reason. Now, let's compare what a seven figure salesperson does who uses the new model of selling. Here's their opener. This is the right way to call your leads. And let's say once again that you're selling digital marketing services for this example. Whatever you sell, you're going to plug in the formula. Hi Mary, this is uh John Smith from XYZ company. Um you recently asked us to send you some information regarding our digital marketing strategies for small business owners. and I was calling you back to see if we could possibly help you. Is this an appropriate time? Uh, yeah, sure. This I've got a few minutes.

Okay. I was just curious um when you went through the ad, what was it about the ad that attracted your attention? Well, you know, I I guess I was just curious about what you guys do. I mean, we got a company now that helps us with all this kind of stuff. So, I I was just really more curious about, you know, what kind of really what you did. Okay. Yeah, that's not a problem. Uh, and I can go through a few details if you'd like. And it might be appropriate if I knew a little bit more about your company and what you guys do now to see if we could even help you in the first place. Now, let's let's end that real quick. Now, when they if a prospect ever says, "Well, I'm kind of just curious about what you do. We've got a company that already does what you do. I was just curious about what you do." Here's a very simple line to diffuse that objection of already having another company. You just say simply, "Yeah, that's not a problem." "Yeah,

that's not a problem. See, I did it just very softly. That's not a problem. And and I can go through a few details if you'd like. It actually might be reported if I knew a little bit more about your company and and what you do to see if we can even help you in the first place. So, right now, you don't know if you can help them, right? And you're being real with them. And because you're real with them, like you might

not be able to help them. They're like, "Uh, okay. Yeah." I mean, they start to pay attention because there's no sales pressure there. You're not pushing anything onto them at all. Okay. Now you would ask them maybe a background question. Now for example, what type of marketing do you actually use to drive leads? Now see how this works. It's very simple. You start to use a few background questions which we're going to learn to get a picture of what they do and whether or not they have problems and whether or not you can help them.

You're now in a two-way conversation dialogue instead of a sales pitch. Okay? And let's say the prospect comes back. Well, we actually do some PPC, some banner ads, some CPC. And how long have you been doing that type of marketing? You see how you're asking those background questions? Okay, now let's go over how to effectively leave voicemails. This is really important here. And you know, I've been through every sales training course there is in the entire world. Probably. I've spent probably, I don't know, 125, 150,000 in sales training materials over the years. And very, very rarely do I ever see any program that even teaches people how to leave voicemails, let alone do it the right way. So, let's go over how to effectively leave voicemails when you're cold calling or calling leads. Okay. Now, I will tell you most sales people who use traditional selling techniques, the old model, look at leaving a voicemail as a completely dead end. So, they just never leave a voicemail. They

just keep calling, calling, calling. Now, I would suggest you that if you do it properly, leaving effective voicemails can set you apart from any other salesperson in your company, in your office, in your complete industry. Because once you understand how to leave voicemails, they really are the beginning point that let you begin the process of really locating your potential customer. So, why do sales people, 99% of sales people view voicemail as the last stop? Well, it's very simple. Because of the high rate of rejection they experience when talking to the receptionist when they ask them to locate their prospect, right? Because the gatekeeper is like, "Well, what's this all about?" Or, "What are you selling?" Or, you know, they try to screen the calls, right? They they have they've been programmed. They've been told to do that, right? The gatekeeper. So, we all know that the gatekeeper is there to do what? Protect their employer and bosses from you, the

salesperson, right? So, they're going to challenge you. What do you sell? What's this all about? Does he know you're calling? Does he or you know, does she know you're calling? Now, because of traditional selling techniques that's used by most salespeople, most salespeople dread, completely dread being challenged by the receptionist, right? As much as they dread actually reaching the prospect on the phone. So, it's not a win-win for most sales people because they don't know how to do it. So, they leave a voicemail and then they go on to the really the next prospect, right? And so, they they waste opportunity. So, we leave voicemails because we want to avoid the feeling of being rejected. Let's be real, right? So, when you don't have to go back to the receptionist, we avoid being challenged and rejected by them. So, most sales people play the numbers game. They make a lot of calls, which makes us feel we worked hard, but then we don't get very many sales. So, we end up

frustrated and not a lot of money in our pocket, and we haven't helped anybody. So remember, you're only focused on who when you're calling, whether there's a sale to be made in the first place. Okay? We are completely detached from the expectations of making that sale. So with that being your mindset, it makes it easy to go back to the receptionist if you're not there to make a sale. You're just focused on if you can help them, right? It's easy to go back and ask the receptionist for what? Ask them for help. Let's go over a few examples on how to do this. You can say something like this. This is going back to the receptionist. Um, yeah, you know, I was wondering if you could um help me out for a second. Uh, I'm just trying to get a hold of Alex and I got uh his voicemail. Uh, would you happen to know if he's in a meeting or possibly at lunch or even on vacation by chance? Notice how I did that. You're not asking them to find Alex. You're offering

possible solutions to find Alex. You're asking him, "Would you happen to know if he's in a meeting, possibly at lunch, or even on vacation by chance?" Now, notice when you're asking this question, there's zero sales pressure put on the receptionist. It's just a normal conversation. Now, the receptionist is typically going to give you one or two answers. Um, the first one is that maybe he's in a meeting or he's at lunch right now or he's out of town on vacation or on a business trip and that could be the truth. and the answer that they give you uh just gave you kind of a significant more amount of information than you would have had if you just left a voicemail. If you find out they're on vacation for 3 weeks, uh you're going to know a lot more than just leaving a voicemail and thinking that they never wanted to call you back, right? So now you know where the prospect is and then you can call back at a more appropriate time, right? So you know when they're

actually going to be at their desk. Now, they could also say, "No, I don't know where Alex is at today." They could say that. I mean, that does happen sometimes. So, in this case, you just reply with a very low-key statement such as, "Yeah, that's not a problem." See how we do that? Very easy way to diffuse an objection. That's not a problem. Now, this type of relaxed statement will diffuse that sales pressure that the receptionist might be feeling. Now, usually they won't feel a lot, but if they do, you say, "That's not a problem." You then can say, "Well, by chance, would you happen to know anyone close to his desk or office who works in his area that would know where he is or when he could be available?" See how we gave her more options? Again, you're just offering them other options. And a lot of times they're going to say, "Yeah, you know, um, uh, Billy actually works, uh, in his department. I'll transfer you

over to Billy right now." And they'll just transfer you right over, not even think to think about it. Right? Now, sometimes they're going to say, they could also say this. Well, no, you know, I don't know where he even is. Um, you know, does he, you know, I I don't I don't know where they're at. You know, and and sometimes they'll say that just to protect their boss or, you know, whoever they're working for from a sales call. And then you would say once again, that that's not a problem. Uh, would you by chance have a cell phone handy? Would you by chance have a cell phone handy? Now, if the reception says, "No, we don't have cell phone numbers." In a plight, wait. Okay. will tell them thanks, you know, I apologize. Um,

appreciate your time and and you hang back and you call back later. It's really that simple. Or you can just hang back and just, you know, leave leave another voicemail later. Now, I've trained a few sales people who think

that it's rude to call prospect on their cell phone. I want you to think about it. Why do why do you feel it's rude to call them back on a cell phone? Well, I will tell you, you feel it's rude if you still have the traditional mindset that you're there to close the sale, chase the sale. You're always closing and you're only focused on you. Okay? You're always going to feel that way. You won't feel comfortable calling them on a cell phone. But if you're only focused on them and their world and what they're looking for, you really have no anxiety about calling them on their cell phone if they're on vacation or anything. And I did this all the time when I had my sales career. And they don't either because they don't have any anxiety because they feel that you're only there to help them, not stuff your solution down their throat and they feel that intent. They they start to trust you. So, do you see how you can very easily navigate through an entire company's

organization with dialogue. Why? Because you're just asking in a very calm conversation, relaxed manner, and you're not putting them on the spot. they're not getting defensive, which will always cause them resist you if they're defensive. So, let's say you cannot locate your potential customer even after you navigate through the entire organization. Sometimes that happen, not very often. At this point, leave a voicemail and and we're going to go over how to actually leave a voicemail. Okay? Now, don't go back to the traditional voicemail where you give them a mini sales pitch. Okay? Do not do that. X, don't offer your solution because it only triggers your prospect to view you as a salesperson trying to sell them. Let's look at how the seven figure salesperson leaves a voicemail. Going to give you an example here. Uh, actually, let's see here. Okay. Uh, hi Alex. I was wondering if you could help me out for a moment. I'm not sure if you're the right

person or not, but I'm trying to reach the person who's responsible for then you're going to mention your compelling problem statement and let's give an example. Hi, Alex. I was wondering if you could help me out for a moment. I'm I'm not actually sure if you're the right person or not, but I'm trying to reach the person who's looking who's responsible for looking at whether any department in your company might be losing revenue due to vendors overcharging you. Now, if that resonates with you or something your company could be experiencing, uh you're welcome to call me back. My number is 57388 blah blah blah. And I should be available here for a little bit today if you'd like to reach me. Now, holy cow, that's completely different than you probably ever left a voicemail, right? Very different. Now, in that example, let's say that you're selling services that help them, you know, do accounting where they they don't lose money with

vendors overcharging them. You know, that's that's a service. I've trained some salespeople on there. Okay? And just like I said, you're going to plug in the problem statement for your industry, your product there. Now, when you do this, it creates urgency and it shows them that you have options. When you say

that, you know, you're welcome to call me back. I should be available here for a little while today if you'd like to reach me. It shows that you're not just sitting there waiting for them to call. You're busy. You've got other options right now. Do you think your prospect might be interested in not losing money to vendors overcharging them? Even if they're not losing money, vendors overcharging them now, they're still going to be so curious that they might be that they are going to call you back. I would say good gosh sometimes 85% of the time you you'll be you'll be amazed at actually how this works. Now let's give you a couple more examples

here. Um make sure I'm on the I wrote down some notes here. I want to make sure I'm on here with you. Right. Okay. Now let's say let's pretend for a second, okay, that you're calling leads. Now same principle. you're detached from the expectations of making a sale. Here's how it's will look. This is the the right way. In a very relaxed tone, you would say, "U, yeah, hi Mary. Um, you recently responded to uh one of our websites about possibly starting your own franchise and you would have saw our logo XYZ company on the website. I'm calling you back to see if we could possibly help you. Uh, you can reach me at this number and I should be available here for a little bit today if you'd like to get a hold of me, talk to you then." Now, in this example, let's say that you sell franchises. I've trained sales people who sell franchises as well. Now, let's examine this voicemail. You want to be as specific as possible about reminding them that they responded

your ad looking for whatever your offer is, whatever you're selling. Okay? Now, why do you want to be as specific as possible? Well, because they might have also responded to five, six, seven other ads the same day, and they just don't remember who you are, right? They they simply have become busy, distracted. They might have just completely forgotten your ad. Uh especially if they responded more than a day ago. Let's say they responded four days ago. Let's say they respond on a Friday and you're just now calling them on Monday. They've had so much stuff happened to them over the weekend. They don't even know who you are when you call them. You have to remind them. Now remember, they're also getting calls from other sales people trying to sell them. So that's all mixed up in their mind. So they will automatically have their guard up when they answer your call, even if they're really interested in what you're selling. So you you want to reference

that they responded about depending on what you sell. In this case, it's franchises. So you're going to reference they responded about possibly. Remember possibly not assuming they are but possibly starting their own franchise. Now we always want to stay neutral, right? That's why we always use the word possibly. So, if you call back and say it this way, if you call back and say, "You were looking for a franchise, that is far more assumptive and you will put your prospect on the defensive." They might even say, "Well, we're not really sure if we are actually. We're just kind of looking around." So, you avoid this by using the word possibly. Possibly. It's a very neutral term. Okay? You also use the languaging of what um I was just calling you back to see if I could help you. They're just calling back to see if I could help you. Okay, very neutral. You're here to do what? Help. Okay, your focus is on them and what they're

looking for. Okay, you're not focused on

your agenda trying to make the sale. Now, when you do this, I want you to pay attention. Watch how warmer your leads become to you. Watch how warmer they are when you switch to the new model of selling. You're going to be shocked at this, even though you won't even be probably doing it halfway right the first time. It'll take practice. You'll have to go through this over and over again. But watch how warmer they are even just barely starting out. Okay. You will then leave your phone number. Create urgency for them to call you back. I should be available here for a little bit today if you'd like to reach me. Remember, saying that shows that you're busy. We have other options. It creates urgency for them to get back to you now and not actually later. Now, let's dive into background questions. We've been talking about them for a second. We still got about 10 or 15 minutes of the training left. These are very very key to your success in selling. Now this is within the engagement process.

Okay. Now in the beginning of this you know this week's training like I said we started talking about the connecting stage. Okay. We learn we already learned how to instantly connect with our prospects either by phone or by person asking them two or three connecting questions that would lead us into the next stage of dialogue. Okay. So stage two is called the engagement stage. Now remember, we've talked about this briefly. In romance, the term engagement refers to a period of getting to know each other before you get married. Right? In communication sales is a very similar meaning. Trust revolves around relationships. So in the post-rust era, this has become the dominating factor to your success as a salesperson if you want to get up to high income levels. Okay? more than ever before. You have to engage your prospects as human beings, as people before you can move forward with your solution. Okay? And this is true in our sales conversations with our prospects and now equally true at a

macro level in our advertising and even marketing efforts. We have to engage in them before we offer a solution. So the engagement stage is really the core of the power of the new model of dialogue. This is by far where the sales made in the in the in this is where the sale is made. 85% of the new model is selling. We went over that in the I believe the first week's training. So, you'll notice that your potential customers will buy you first based on your skills of listening to them, being open to them, being understanding to them, and asking them the right questions at the right time in your conversations to help them find out what their problems are, what's causing those, and how it's affecting them. Now, here are the five stages in the engagement stage. I want to run through these with you again real quick. The first one is background questions. We're going to go over that today. Next week, week four, we're going to specifically train on specific problem awareness questions, which are very

powerful. And we'll keep going here. Now, you will know if you are connecting with them and having an effective conversation is how much of your prospect's history they open up to you from your questions you're asking. So, the more they tell you, the more you know you're connecting them. Because if they cut you off, you know you're not connected to them. Because because of your listening skills and these questions I'm teaching you to ask, your prospect will tell you things that they have never told other



salespeople ever before. Ever before. You see, facts and feelings about their situations and problems they're having and what it's doing to them or their company. Let's say if you're selling to a company. So when you use dialogue and you let go of making the sale, right? And instead you're focusing on them and their world, the customer will [sighs and gasps] will travel through the engagement stage until you get to one of the three destination points of your prospect. And

here it is. Here's the three destination points you're going to find out. They either have no need, so they really have no problems. Very few people that you talk to, your prospects will have no problems. Let's say less than a percent maybe, but some people don't. Number two, they have a need, but they don't really have a real desire to change that situation. Number three, they have a need and they have a real desire to change your situation. Now, getting to one of these points will give you the answers you receive from your questions you're asking your prospect. That's how you get there. Remember, the answers you're receiving from your potential customers, remember, like we talked about, there's signs on the signs. Mentor always tell me that it's easy for you just to follow the signs because the answers they give you by you asking more clarifying and under the service questions which I'm going to train you on give them back to what they're

relating to. So when you build a complete understanding of your customer in the engagement stage that alone will help you make 10 times more appointments and the appointments will actually be there when you call them or if you leave a voicemail they call you right back. You're going to make way more commitments and way more sales faster and easier than you've ever thought possible. So whether it's on the phone or in person, the engagement stage is where you're going to do the following. Number one, you're going to start building trust, which strengthens your relationship. Number two, know exactly what your customer is looking for. Exactly. Number three, help your potential customer think about their problems and what they want to help them persuade themselves they want to make that change or that means purchase what you're selling, right? And who will they want to make that change with? Who? You, of course, because you will completely eliminate your competition by the way

you communicate to them. It doesn't matter if your prices are three times as high. They don't go looking anywhere else because they look at you as the trusted authority in your entire industry. Why would they go anywhere else when they have the trusted authority at their door? They trust you so much they would never go anywhere else. They just they couldn't go down to that level. Number four, finding out what their emotional reasons are, what their feeling reasons are, the why, the why behind why they're looking. Okay? by asking emotional-based questions and then putting some urgency in moving forward to make that change. And finally, number five, finding out if you can help them by qualifying them to make sure they're wanting to do something to start changing their situation from what they've told you. Now, this dialogue process, if you do this correctly, and it's going to take practice, guys, you're not going to be a master of this a week from now. It took me months to

learn this process. Okay. For to me to get up to two and a half million a year in my sales career, which is

at the peak of my sales career. It took me, you know, a few years of learning the new model. So, I would say a couple years before I got that. I think the first year that I went from the traditional selling techniques, I was making about 250,000 a year. Uh that first year I went to about I think it was 760,000. So, I more than tripled my income. But before I got up to like one and a half, two million, two and a half, it took more learning. This is going to take practice. You have to understand that. Okay. I will tell you, and this is important, that if you find that you're still getting objections or if you're getting rejected, it's likely because you keep going back to the old model of selling. You keep kind of you'll do some of the questions I ask you to do, but then you'll throw in a bunch of your presentation. You kind of mix and match. And sales people will tell me they like,

"Well, I, you know, I have to make this to myself." Well, you're not going to get the same results if you do it that way. So, it's like those bad habits, right, that you fall back into. So, be very careful about falling into bad habits. Follow exactly what I'm teaching how to do. You're going to get the same results eventually. Okay? So, just resist doing that. Uh, you know, what I teach sales people how to do is actually put a rubber band on your hand, okay? on your wrist and every time you feel like you're going back into presentation mode or you're using traditional sales techniques, you actually just snap that, right? Just snap it on your wrist and it kind of reminds you like, "Oh crap, you know, I've got to focus on them in their world. Stop focusing on me." Okay? And write this down and have it in front of you at your office so you stare at it daily. Write this down. Selling is the art of finding and solving problems. So selling is the art of

finding and solving problems through asking skilled questions and listening to the answers and listening to the answers. Now your sales conversations will be similar to just a very relaxed friendly conversation like you're having with your friend except it's a very skilled conversation. So your background questions you're going to ask the prospect are the foundation on which you're going to build your entire sales conversation. The foundation which you're going to structure the rest of the dialogue with them. Now, we already went over how to begin your conversation with connecting questions that puts the focus on them. Let's dive into background questions. Okay? Now, [clears throat] here's what they do. Background questions are where you get the facts on your prospects. You're asking, "What is their present situation? What's their present situation? Who are they? How did they get to this point?" You have to find this out before you can offer any

solutions. All right. Now, as a general rule of thumb, I will tell you, you don't want to ask more than three, maybe four background questions in a row at the most. Okay? I typically would only ask two, sometimes three. Okay? If you ask more than that, they're going to feel like you're interrogating them, and you don't want them to feel that way. Okay? And I'm telling you, they also sometimes appear to be somewhat boring questions. So there's not a lot of emotional value in them, but they're still necessary because you have to know the facts behind them. Okay? So these answers are going to give you the facts. I'm going to train you though in week four, five, six, seven, and eight how to expand those answers

you're getting from the background questions, which is going to transition you into asking problem awareness questions, which like I said, we cover that next week in week four. So let's talk about background questions. I'm going to give you some background

questions that I use specifically when I called leads in my sales care and other examples. Okay, background questions. You're going to use them no matter what product or service or what industry you're coming from. It does not matter. It works for anything that you sell. Now, let's say once again, I'm going to give you an example because I'm training a lot of people in network marketing right now as well. Let's say that you're in network marketing and you recruit people to join your sales organization. They buy your products and services. That's how you make a living. Here's a background question for network marketers. So, John, what do you do for a living? That would probably be a background question, right? You want to find out their present situation, right? So, like I said, guys, you're going to plug in whatever you sell here. And I'm going to give you several examples of this. This is just for, let's say, if you're network marketing or if you sell

business opportunities online or homebased businesses. You want to ask him, "So, John, what do you do for a living?" Or, "What do you do for work?" And then you might ask, "Well, how long have you been doing that type of work?" or how long have you been doing that for a living? Or let's say if they're a business owner, how long have you owned that type of business? Or let's say if they just retired, you want to change it up a little bit. How long have you been retired? Or what did you do before you retired? Then you would probably ask another background question. So, what got you involved in your career? What got you involved in that type of work? See how that works? It's just very simple background questions. Now, if you're network marketing, those are probably some important things to find out. You want to find out their present situation. Now, I'm going to give you a few more examples. Let's say that let's say that you sell financial services.

It's still the same concept. You're finding out their present situation. What are they doing right now and what have they done in the past? You can ask, let's say that you're talking to a very high net worth investor. You would ask them something like this. Well, uh, Mary, can I ask uh, what does your investment portfolio look like now? Or how long have you been allocating your principle into those type of investments? or and I'm and I'm curious what you what got you involved in that type of investing. It's the exact same concept. You're just it's just their background. It's just their present situation. Okay? And in that that example, let's say you're talking to a, you know, high net worth investor. Now, let's say that you sell cars, for example. Guys, I'm just going to give you several examples here. This is really easy stuff. So, if you're selling cars, so tell me, Julie, what type of car do you drive now? Okay. And how long have you had that that car?

Now, I'm curious. What caused you to purchase your car a few years ago? Do you see how this works? You're getting a background on where they're coming from before you move on to finding out why they could possibly be wanting to make a change. Now, let's say that you sell life insurance. It's the same

thing, guys. So, can I ask you, who do you use for your life insurance now? Okay. And what type of policy do you have with that company? Now, I'm curious, what caused you to choose that company? See how that works? Very very simple. Okay, we're at an hour and a half. What we're going to do, we're going to do we might do a little bit of role playing. Just depends on if we have some time. You know, we'll ask some questions here. See what we've got here for time. Might pull some of you out here. Now, next week's training. Let's talk about next week's training. Like I said, typically most of our trainings, I think there's one maybe that's only an

hour. Most of the trainings, you know, I always tell you eight hours, but it's really about 14 hours of training. It's eight weeks, so it's about 14 hours, about an hour and a half each time. So, in next week's training, or maybe 12 hours, I can't count. So, next week's training, we're going to get into the heart of the engagement stage. And this is called problem awareness questions. Okay? Now, these have a lot of emotional pull for you as a salesperson. Okay? A lot of pull. So, you're going to learn specific questions that open your prospect's emotional door to find out what their problems are and if you can help them so they start to view you as the trusted authority in their mind. You're also going to learn very specific skilled questions to ask at the right time, problem awareness questions that will get your prospects to persuade themselves. This will alone set you apart from any salesperson in your office, in your territory, or in your entire industry. I can tell you that

100% for sure. And we did, we even started talking a little bit today as well uh on this on connecting questions and how they start to persuade your prospects that they're ready to make a change and actually buy what you're actually offering. Now, real quick, I'm going to uh bring this back out here. Hold on one second. Okay. So, I want to go through some questions that you guys possibly have here. Uh, let's see. By the raise of hands, if you've got a question on here, I want you to raise your hand real quick. I might actually bring you out here. So, if you've got a question, raise your hand. If you got a question, raise your hand. Okay, looks like uh let's see. Okay, looks like Mary has a question here. Okay, let me make sure I've got what you're asking here. Okay, so you're asking about uh connecting questions. What are the three connecting questions? So, just go back to the transcript uh to look at those three connecting questions. You'll have

them on the transcript. Like I said, all these trainings are recorded, so you're always going to go back. Like when I first started learning the new model of selling from my mentors, they recorded everything for me. So I literally went back through the trainings I don't even know 20 times a piece seriously just almost all the time until I just it was like burned in my soul. It was like who I was you know my kids would just they would notice that's who I was that's how I communicated. It helps you in every aspect of your life. So just uh Mary to answer your question just go back to those transcripts and those uh trans those transcripts will have connecting question one two and three. Uh connecting question one is you ask them you know have you have you found what you're looking for? Are you still looking for you know whatever you sell? That's the connect first connecting question. Second connecting question is uh you

know before we go into to what we do what was it about the

the website or what was it about the ad that attracted your attention you know if you're calling leads. And third is was there anything else that attracted your attention? So those are the three connecting questions. Hopefully that answered your question. All right. Who else on here has a question? I know a lot of you listen to the recorded versions of that. So sometimes we don't necessarily have a lot of questions on here at the end because most of you are listening to it the recorded version. Who else has a question on here? I want you to raise your hand. Don't be shy. If I don't get any questions, I'm going to start pulling you guys out. Don't be shy. What's your question? I'm going to pull some of you out real quick. Todd, are you on here? Todd, hold. Todd, hold, are you on here? Okay, I see Todd's on here. I'm just trying to unmute Todd. I want to see if he has any questions. Todd, if you're on here, just want to see if you have any questions.

All right, Todd, are you on? Hey, there you are, big guy. >> Hello. >> All right. How are you? I'm pulling you guys out now. I'm gonna pull you out. [clears throat] So, you have to ask me a question. What's your question, dude? >> Oh, the pressure. >> Hey, first of all, before you ask me a question, what were your thoughts about today's training? Oh, it's um I loved it because if there's any any challenge I had [clears throat] >> it was um once just just what you talked about today once once I call back a lead. >> Okay. elegantly getting that conversation in such a way to where again exactly as you put it not sounding like a traditional salesperson >> right >> and the challenge I was having is people the leads I get in my business it's people that >> that are wanting for instance to sell their businesses >> okay >> and I'd start a brief conversation it wouldn't go anywhere and and just kind

of again what you said it's like well I'm thinking why did they why why did they respond to our our our our call center then if they weren't really wanting to lead to sell. >> Tell me tell me exactly what you sell, Todd. What do you actually sell? What's your industry? >> Okay. Our um our company, we help business owners that are looking to sell. >> Okay. >> Um sell their companies. We give them a professional representation. >> Okay. >> And enable them to sell for the maximum amount that the market will bear. >> So, do you have a website that they respond to or how do they know about you? >> Well, yeah, there's that. But the way main way that we get our leads is is consultants, >> okay? >> Is we have a call center where we have call center people calling business owners to find out if they want to sell. >> Okay. >> Then they ask them a few preliminary questions and then the lead is is provided to me.

>> So they book the appointment. And does the does the prospect know that you're the one calling them back? Like do they know Todd Holt's calling me or just somebody's calling me? >> They know somebody's calling. So yeah, once I get a hold of them, I introduce myself and and go from there and try to get into a conversation. >> Okay. So before you met me, Jeremy Miner, and started taking the course, which you know, I realize we just trained on this today, so you probably haven't really used it. >> Just briefly, tell me, you know, exactly like when you called back a prospect, what were the first words out of your mouth? Typically, what would you say? And don't don't be shy. I'm just I'm going to give you some

constructive criticism. >> Yeah, no problem. So, um, I call Yeah. Hi, Jeremy. My name's, uh, Todd. I'm calling from XYZ company, and I understand you may have a possible interest in selling your company. Do you

do you have a moment or is this a bad time? And >> what do they typically say right now? Uh, usually at this point, because I don't think what I've said is building any resistance, they either say yes, they do now or or if not, they do give me a legitimate time to call back later because maybe they have a bunch of employees in front of them right now or something like that. >> Okay? And that's not a bad approach, but I will tell you how to make it more appealing. Okay? And it's the same thing that we train today because basically Todd, all you're doing is calling back someone who's requested information, right? I mean, that's really what you're doing. and we just trained on it today. >> So you and and bear with me, I'm not in your industry, so I don't know the ins and outs, but this is just off the top of my head. So you'd want to call back and say, uh, you know, hey, um, you know, is Kathy there? Say if that's your prospect, Kathy, this is Todd, uh, Todd

Holt. Uh, you recently responded to one of her ads, uh, about, uh, possibly looking for a company uh, that could that could maybe help you sell your business. Uh, is this an appropriate time to talk? She says, "Yeah, I've got a few minutes." Okay. I was just curious before I go into to what we do and all that kind of stuff. Uh what what was it about the website you were on a few days ago that attracted your attention and they're probably going to do what? They're going to tell you what what are they going to tell you at that point? They're going to tell you why they're looking at possibly selling their business. Right now, sometimes they might be, "Well, I was just kind of curious. We've talked about it." Blah. They might haul, right? And you'll say, "Okay, is there anything else that attracted you?" And you'll be surprised when you ask that that connecting question right there. People like you just asked them, you know, what was it

about the website or whatever that attracted their attention and they say a little bit and then you say, "Oh, okay." Uh, you know, why why is that important to you? Now, you could even add a follow-up question, which I'm going to teach you actually next week. I teach you how to follow up with some more under the surface questions. Okay? But then when you ask them, is there you know, is there anything else that attracted your attention? So Todd, the the important thing is when they tell you what attracted their attention, more importantly, who are they actually telling? >> Yeah. They're telling themselves. >> They're telling themselves, right? And what's more persuasive? You telling them all the great things about what you do or them telling themselves why they want to sell their business? >> Absolutely. Themselves. >> You see the difference? Okay. >> Yeah. And like I said, I'm just starting to train you the specifics, guys. Uh,

you know, the first two weeks mindset because we have to understand the mindset, right? If we if we're only calling and our only agenda is to make that sale and just, you know, push through and try to be pushy, well, we're going to keep getting the results that we're getting now, right? But if we have the

mindset that we're there to see if we can help them and we understand that, hey, you know, what I do might not possibly be for them. I'm okay with that. If we detach ourselves, they become far more open to what we're doing. I will tell you that. So Todd, start, like I said, you don't have all the answers here. You know, I've just so far the first three weeks, you've learned like 12%. Okay? >> But I want you to start running with it. You know, write those connecting questions down. Use your trans, you know, the transcripts of this and start asking those connecting questions. And like I said, Todd, do it in a very calm, relaxed, and even slow down your pace.

Because when you slow down your pace, like if somebody calls you and they have a slower pace, what do you typically do? You you like strain to listen to them. Right? Now, don't sound slow like you can't, you know, like that slow, but just slow down your pace real quick, like a normal conversation, not like a pitchy voice, and you'll be surprised about how people will open up to you. Does that help you? >> Uh, very much so. Thank you. >> All right, perfect. Let me bring out a couple more people. I I love bringing people out here. Just to me, it's just fun. Okay. [laughter] All right. I'm going to open it up for Nat Natal Natalia. I think that's you. Natalia, are you on? Natalia. >> All right. Natalia. >> All right, Natalie. So, you're on the third week of training. What were your thoughts today? What did you get out of the training? >> Uh, it's pretty easy going of selling it. I feel it's will be helpful for sure. >> Are people more open to easygoing

salespeople or pushy salespeople? >> Easy. >> Right. Exactly. Um, now Natalie, what industry are you in? What do you sell? >> I sell real estate. >> You sell real estate. Okay. >> Yeah. And I actually cold call and door knock for uh listings. >> Okay. >> And so >> So tell me this. Let's talk about cold calling real quick because we trained a little bit on that today. We trained just the opening part, right? Uh like I said, as we go through the weeks, we put everything together. So, we just trained you the introduction today. Okay. So, typically when you're cold calling, can you give me an example of the openers that we would use? Just randomly cold calling a person about homes, you know, for sale. What would you typically say right when you call somebody? >> Okay, sure. I would go, "Okay, hi Jeremy." or I is this Jeremy? And then you know they go yes and then I say well this is Natalia and I am from so and so company and I and I was wondering have

you realisted your house yet? >> Okay. >> And then they answer yes or no or >> what would they typically answer if you ask them that question? What do they normally answer? They normally it goes into Okay. Well, um sometimes I get um like [clears throat] some resistance like >> Why do you think you get resistance at that point? >> Well, because they get a lot of phone calls. >> Exactly. >> And that's what complain about. They get a lot of phone calls. So >> I think maybe because I say that because my company is says >> um >> okay >> it says a real estate in it. So they automatically assume >> that you're what? That you're >> a saleserson. Right. >> Right. Okay. Now why do you think they do that? Here's what I'm going to suggest to you. You're using the same opener that 99.9% of sales people use when they call them who sell anything because you just said it to me. Hi, my name is >> I'm with I'm with we

do.

>> That's pretty much what you're saying, right? >> Right. >> Because you're saying that because you're communicating with them about your company [clears throat] you're with and the solution that you offer right off the beginning before you're finding out if they even have any problems. That's why you're getting the sales resistance. You see that? >> So, how should I start? >> Exactly like the way we train today. Okay. So, like I said, this is just off the top of my head, but you're going to use the same formula. You would say something like, uh, you know, hey, uh, hey, hey, Jane. This is, uh, Natalia. Um, I I was I was wondering if you could help me out for a moment. Okay. So, I was wondering So, hi. Uh, you know, Jane, this is this is uh Natalia. I was wondering if you could help me out for a moment. Now, were you Natalya, were you on the training where we went over cold calling? >> Uh, this was last training. >> No, this was the first like 20 minutes

of the training today. Were you on that where we went over cold calling? >> Yes. >> Okay. So, let me I'm going to pull up some notes on that because I want to make sure that you're doing this 100% the right way because this is a big deal because if you do this wrong, how many cold calls do you do where they actually end up in a sale? What do you think your percentages are right now? I think it's not I don't my intention is basically find out if um if they're realisted and and I basically try to build a relationship with them if I can help and and actually meet with them first because I'm better in person. >> How many appointments do you typically get off a cold call though? >> Uh not a lot. >> Okay. So my question is do you want to change that? >> Yes. >> Okay. It's very easy. We just have to change the way we communicate. Okay. So when we call them we have to have first in our mindset what can I help this person? Right? Do they have problems?

And if they do have problems, can I actually help them? instead of calling them with a mindset of I need to book an appointment to meet with this person to make a a real estate sale. You see that? First of all, we have to have that right mindset. Okay. >> Well, I try well, I try to make an appointment with them to drop off a package where it shows a little bit and kind of build a relationship and find out a little bit more uh questions while I meet with them in person. >> But how is that working for you? Um, well, it's hard to, like I said, it's hard to schedule those appointments to meet with them in person. >> So, let's change that. >> I go door knocking. >> Okay. All right. So, let's change that where you don't have to go doornocking. Let's you just want to go doornocking. Okay. So, you would just call back and say, "Uh, yeah. Hi, this is uh Natalya. I was I was wondering if you could uh possibly help me out for a moment." And

they're going to say, "What?" Well, how can I help you? Okay. Then what we need to do for you, Natalia, is come up with two to three problems because we have to come up with a problem statement right now. Right? Because every time you say, "Hi, this is Natalia. I was wondering if you could possibly help me out for a moment." 95% of the time they're going to say, "Sure, how can I help you?" >> That's what they're going to say. You'll notice this. Now, if you you say it in a pitchy salesy voice, you'll sound like a



salesperson. You'll get some resistance. But if you're just calm and relaxed when you ask that question, just notice the difference when people return the the call. They're going to say, "Yeah, how can I help you?" So now, Natalie, we need to come up with a problem statement for you. So, I want to practice that with you. Okay? Can you tell me two or three problems that your prospects have that your

solution solves? What are two or three problems, just two problems that they would identify with that your solution will solve for them? What are those two two problems? Give me an example. >> The f their home didn't sell the first time. >> Okay. >> And um I mean >> Okay. So that's a that's a problem, right? Their home didn't sell the first time, right? >> Right. >> Okay. That can is that a big problem? Is that a big problem that you can solve? Well, yeah. >> Okay. So, people have problems, right? >> Or they hired or they hired a realtor that didn't do as much marketing or didn't communicate with them properly, you know? >> So, are those are those two things common problems in your industry, >> right? >> Okay. So, realtor they might have hired in the past did a did a bad job. Now, that would kind of really be part of the first problem though. They didn't their helm didn't sell the first time though.

That's kind of one in the same problem, right? >> Well, sometimes the pricing it could be several different things. >> Okay. So, we're we're going to have to work on you're going to have to let me think about that problem statement. But I want you to sit down tonight or tomorrow and come up with those two very specific problems. Okay? Because then you're going to uh you remember the problem statement that we did here? I think let me go back to my notes here. Um I think we did What was the problem statement? What I think we we practice on like if you sold advertising solutions and we said something well and I've got it here in my notes. Well, I'm not I'm not sure if you could, but I was calling to see if you'd be open to looking at any possible hidden gaps in your advertising that might be causing you to lose sales. So, that's a problem for that industry. Now, we need to come up with the problems for your industry, real estate. >> So, you know, bear with me. I'm just

going off the top of my head here, but because I don't know your industry like you do, but you would say something uh like this. Well, you know, I'm not quite sure yet. Uh but I was calling to see if you'd be open to looking at and then we need to list how how those how you solve those problems. See that formula there? >> So, what I'd like for you to do, uh this recording will actually be back in uh your back office probably by tomorrow morning. And I want you to really go through the cold calling part a couple of times. And I want you to write down your opener the way I show you how to do it. Come up with two problems that they can identify with. Okay? And you're going to plug that into that uh formula that I gave you tonight. And then you're going to come up with your personalized introduction. Well, what I do is I help people like that. Blah blah blah blah blah. Right? So, a personalized introduction for you might be, well, you know how a lot of homeowners in your area are finding it

harder to sell their home uh because of some of the realators not marketing it properly, not having the right price. Well, what I do is I help homeowners like that do see how that works. That's just off the top of my head. I probably get it a lot more specific for you, but just off the top of my head, it's very simple.

Now, when you tell them, you know, how a lot of homeowners in your area are finding it harder for this, this, and that, you list two to three generic problems that they can identify with. Now, maybe it's not happened to them, Natalia, but they know of somebody it's happened to, right? What I do is I help homeowners like that, blah blah blah blah. See how that works? It's a very easy formula. Does that help you? >> Yes. >> Okay. Now, we got to get it. We got to get it very specific, but keep going through uh the opener, problem statement, and then your personalized introduction, and then you roll into background questions. Okay? Now, you're

not going to know what to do after that because I haven't trained you what the next step is, which we'll do next week, which is problem awareness questions, but that's going to give you at least a start. Okay. >> All right, Natalie. Awesome. That was good. I'm going to bring out somebody else here. I love bringing people out here. Who am I going to pick on today? Okay. No, I'm just kidding. Uh, let's see. I'm going to ask uh I'm going to ask Greg. I think you actually raised your hand. Greg, are you on here? Oh, Greg disappeared. Uh, let's see. >> I'm here. I'm here. >> Ah, Greg, can you hear me? >> Yeah, I can hear you fine. Can you hear me? >> Awesome, dude. All right, great. What did you What did you get out of the training today? Spill the beans. Well, first off, the mindset that is uh get I'm getting is uh is priceless. And then just basically now it's you're putting it into a structure that I can

understand. And you've been doing this step by step and I've been appreciating every every step of the way. >> Have to do step have to do step by step because if I go in and out of order, you're just not going to pick it up as fast. 100%. Now, when you say the mindset's priceless, what do you mean by that? Well, I've been taught the old school methods that you always give examples and compare to. So, uh, this is, uh, priceless information that I'm finding out now that when I'm applying this mindset to just having a basic human conversation with somebody, I'm getting a lot more out of it. Now, you said something valuable, too, that I'm recognizing is when I go over what I say, I jump back into my old ways. And you said, take a rubber band and snap it. And I just find myself doing that's a good idea. >> Here's the reason why you're doing that, Greg. Because you don't know A to Z yet. I've just basically trained you the mindset and A and B right now.

>> Right? >> I'm training you A to Z. And that's what you're going to pick up in week four, [snorts] week five, week six, week seven, week eight. You're going to get better and better every time. Now, after you get through the eight weeks, you're still going to go back through the training. You're going to go over it, rehearse it, write it down on flashcards. I'm going to show you how to learn it really really well. Okay. Where it's basically part of who you are as a person. Are you are you married or on your own, Greg? >> Um I have live with my girlfriend and my dog. >> So your girlfriend by the time you learn this like this is going to be part of who you are. Like you you will be a different communicator in all aspects of your life. Your relationships, your business, your sales career, the way you communicate with friends, family, it will open people up to you. I mean they they'll run after you. Okay. Now, fantastic. >> What industry are you actually in, Greg?

What do you sell? >> Uh mainly I sell digital marketing services. >> We talked about that today. >> Yes, we did. So, I was happy about that. [laughter] >> That is awesome. >> I work with too. So, he's happy about that, too, I'm sure. Yeah. Now, do you uh that script that I had on there, I think that's from one of you guys, actually. Somebody that sells digital services gave me that script a while ago and I'm like, "Oh my gosh, I've got to use this." Is that kind of how do you call back leads? Like what would you say when you call back your leads in the old school way you've been taught? >> The old school way. I don't know. It would just be it would be it would basically just me providing my solution like, "Oh, hi Jeremy. This is Gregory from Marketees. I was just calling in regards to uh taking on new customers." Now, are you're the decision maker? Correct. That was kind of the old way. And they'd be like, "No.

and be like, "Okay, well, you know, maybe you can help me out and uh you know, when is he going to be in?" Or actually, excuse me, is he in? Or we've actually there's a bunch of different ways we've done it, so I'm kind of confused, but we had one where is is uh Jeremy in? Thank you. >> Okay, >> that's it. That's what we said. Thank you. >> Are you cold calling or these leads you're calling? >> They're basically cold calls, all of them. Uh let's just say this because >> uh let's just say this. I do a lot of cold calls, which is just calling leads. But then we have a broadcaster. I don't know if you've ever heard of that. It broadcasts out and it leaves a ringless voicemail drop and your message is, "Hi, this is Gregory from Marketees. Uh, you know, we were just uh leaving you information about taking on more customers. If that's an interest you, please give us a call back." Then we get

a call back and now we're talking to a warmer lead, but it's a little different than somebody doing an inquiry, if you understand what I'm saying. >> Yeah. I I I know broadcasting like the back of my hand actually. Um, okay. So, you you call warm leads. Broadcasting leads are not bad. And then you're cold calling. So, typically when you cold call, you do exactly what Natalia does. Hi, I'm with >> Right. >> Hi, my name Greg. I'm with XYZ company. We do. Right. And typically, >> what do they automatically say or do when you say that? >> Exactly what you said. Oh, you know, he's not here right now. and uh or you know right now it's really busy season you know we don't have time to talk about any of those and we're fine with that so u maybe you can call back in six months or something something like that like all the time you see how that works >> yeah I'm seeing it I'm seeing >> do you get frustrated when that happens

>> yeah so I've been doing this for such a long time Jeremy it's >> all right so let's pretend that you actually did magically get to the decision maker what do you typically say when you get to the decision maker. >> Well, you're talking about now verse before or before verse now. >> Before old model. Old model. >> Okay. Old model was uh just not listening being like, "Okay, hi Jeremy. How are you today?" >> You say, "I'm good." >> Yeah. >> Great. Great. Great. So, um I just want to touch base with you regarding uh your digital marketing services. So, uh what we can do for you and just go right into the solution, >> right? not even ask them anything and then be like, "How does that sound?" Right? >> What do they typically say at that point? >> You know, I don't we don't need any of this. We we're gonna we're

going to hold off. Uh thanks so much. And then they

just basically would hang up or or they give me a line. Give me a call back in four months or later in the year. >> Now, I want to ask I want to ask you, Greg, do these people you're cold calling or that call you back from broadcast, do they have problems? I'm sure they I'm sure they do. >> What problem what problems does your solution solve? I want you to list two problems that your solution solves. Like if they don't have what you sell, what are they missing out on? >> They're missing out in getting in touch with the correct person faster. >> Okay, so hold on. What does that mean? Getting in touch. I'm writing this down. With the correct person faster. What does that actually mean? Who's the correct person? What does that mean? >> That that means you'll have a sales guy calling a list of leads up and down and they'll be wasting their whole day trying to get in touch with the the right person only to find out all those

hours that they spent calling that one person doesn't even want to talk to them. So >> some type of software that eliminates that or what is it? >> Correct. It's a tool that we use to get in touch with the correct person that responds and then when they respond, we call them back so we don't have to go out of our way all day be beating our head against the wall trying to get them on the phone. >> So, I want you to think deeper than that, Greg. Think deeper. >> If your prospect is calling the wrong leads all day long trying to get to the right person, how is that affecting their business? It's affecting their business. They're they're not getting anywhere. >> So, are they losing money because of that? What how does it how is it painful for them? Where's the where's the emotion? The emotion is put yourself in a sales guy's position and have him call a list of leads getting the same results every day because he's not using multi-channel

solutions like email, >> okay? >> Ringless voicemail drop and a text message all three at once only doing one. >> I want you to think deeper than that because you're not talking to the salesperson trying to sell them. You're talking to who? >> You're talking to myself. >> No, you're talking the owner. Okay. >> Yeah. Owner. Yeah. >> You're not calling the salesperson trying to sell him on it, the employee. You're talking to the decision maker who's the owner of the company. >> So, if his sales people, if his salespeople are out all day calling all these leads, not getting a hold of the right people, how is that affecting the owner? >> Gotcha. Affecting the owner because he's not he's not getting new business that he he could be getting. He's not converting the the potential amount he could be converting. He's only doing the bare minimum. >> Okay. But go deep. >> Go deeper than that. If he's converting

the bare minimum, how is that affecting him personally? >> He's losing dollars by spending money on salespeople. >> Okay. >> And that money return on investment for the sales guys he hires is not being met. >> So he's losing money. That's how it's affecting them, him personally, right? >> And if a business owner is losing money, how is it affecting him, his partners, their families? >> They're they're basically not exceeding what they're potentially capable of of exceeding. >> Go deeper than that. They go out of business. They can't make their mortgage payment. They can't go travel. Go deeper than that. Have to

go deeper. You see where we're going with this? >> Gotcha. They could They're losing out on growing their company and they're they're basically having to sacrifice things and actually budget around that. And then >> they're basically >> do you see I don't want you to focus on

logic things that it's preventing them. I want you to focus on the emotional things because >> people buy based on logic or emotion. >> Emotion. >> Emotion. and they justify logic, right? So, stop focusing on the logical aspects and focus on how the problems affecting them in that sense. Does that make sense? I want you to have that way of thinking, that mindset. Okay? >> How do you say that tactfully? [laughter] >> Okay, it's very easy. So, if you're cold calling, it's the same thing that we just talked about. Or let's just give an example. I mean, I gave you the example of uh calling back someone who requested information. So, let's say you have a broadcast call and they call you back and they typically say, "What? Can you tell me what this is all about?" Right. >> Right. >> And you would say just like what we said here. I gave you the perfect example. Yeah, for sure. I can go through some of those details and u you know, John, it

might be appropriate if we knew a little bit more about you and and what your, you know, company's using for marketing now uh to see if I could even help you because I'm not quite sure yet. For example, how do you do, you know, XYZ? and then you're going into the dialogue. Okay, that's how you do a broadcast. It's a really simple conversation, guys. That's a great lead, by the way, just so you know, if you know how to communicate with the lead. >> Now, if you're cold calling, it's the same thing I told Natalia. Same training we have. >> Uh instead of saying, "Hi, my name is I'm with you." Right. >> We say, "Um, >> right. >> Hi, um uh you know, Julie, I was wondering if you could uh possibly help me out for a moment." >> Okay. So, practice that opener. Let me let me pull that opener up here for actually >> not going to pull it up for you. I mean, you you guys have it on there, but >> uh it's very simple. Hi, uh you know,

this is uh this is Greg. I was wondering if you could possibly help me out for a moment. And they're going to be like, yeah, how can I help you? >> Right? >> Because that's just what they're going to say. Just >> and do it in a slow Greg. Now, it's important you don't sound like a canned salesperson. >> You sound conversational. It's like you're talking to your best friend. Okay, you wouldn't talk to your best friend in a robotic sales voice, right? Okay, so just relax. It's going to take some practice. Okay, so hi, this is uh this is Greg. I was wondering if you could possibly help me out for a moment. Yeah, sure. How can I help you? And then you have your problem statement, which you need to come up with two problems that your solution that they would they would recognize in their industry. So, you need to come up with two problems, Greg. That's your problem statement. Okay. >> So, with advertising, um I I gave you the example. Well, I'm

not uh sure if if you could yet, but I was calling to see if you'd be open to looking at any possible hidden gaps in your advertising that might be causing you to lose sales. >> See how I did that? That's if somebody sells advertising solutions. It's a really simple pro. Now, most companies that have to use

advertising or lead generation services are probably going to wonder, are there any hidden gaps in their advertising that's costing them money? >> You see what I mean? Right? >> They're going to be like, >> "Oh, geez." Yeah. Okay. >> You're not you're focused on their problems, Greg, not their solution, not your solution. >> Right. Right. >> Probleming. >> Yeah. two or three problems that they can identify with without talking about your solution. There's no sales resistance. Why? >> Because who are you focused on when you do that? >> Them. >> You're focused on them. When you when

you tell them your solution, who are you focused on? >> Me. >> You see the difference? >> Myself. >> Now you're starting to understand. Okay. So, when you're only focused on their problems, they don't really feel any sales pressure because it's them talking about them. When you're focused on your solution, you just look like another salesperson trying to push something. So, they treat you completely different. Okay? And then they might say, "Well, yeah, sure. I mean, can you you know, what do you actually do? What's what's this all about?" And that's where you come up with your personalized introduction. Well, you know how, right? >> Right. Right. You know, you know how a lot of people >> Yeah. >> Right. >> See how it works. You know how a lot of business owners >> are finding it, you know, whatever harder to do XYZ and because of that they're losing, you know, you know,

money or revenue. Well, what we do is we help business owners like that XYZ. Now, tell me what do you guys do for and then you go into their background question to find out what they're presently using for that. You see how that works? >> Right. Right. >> It's that simple. And when And like I said, Greg, it's going to take you a while. There's going to be some hang-ups. You're going to do it a couple times and it's you be like, "I don't understand what to do next." It's because right now I've only taught you A, B, maybe half a C, >> but you're going to learn A and Z over the next eight weeks >> and it will all come together. Okay? You're just barely, like I said, when you learn the new model of sound that I'm going to teach all of you guys, you guys, your lives are going to be completely different. I'm just going to tell you. Do you remember you guys are probably on one of my training webinars where I brought out other salespeople

I've trained that were making, you know, five grand a month and then three months later they're making 25 and 30,000 a month selling the exact same product. >> They changed the way they communicated. So they were calling the same amount of leads, but they were converting more of their leads. So when you're calling 10 leads and you learn how to convert seven out of 10, it's a lot more profitable than calling a 100 leads and converting one or two, >> right? >> See the difference? >> Yes. >> Plus, you work a lot less hours because you just have quality conversations. You're only focused on quality conversations, not how many people you can call. All right, Greg, that was awesome. >> Thank you. Thank you so much. >> Okay, I'm going to bring out one other person here. Um, I'm going to bring out Brian. Brian, are you on? Brian, uh, Sabiano, I think. Brian, are you on? Gonna bring you out here if you have time. Brian, I know you raised your hand

a few times. Brian Sabiano, if you're on, I can't hear you. Right. Looks like I can't hear Brian. Okay, that

concludes uh week three's training connecting and background questions in the new world of selling. Uh next week's training, write this down. You'll also get an email about it. You'll get a go to link webinar. We're going to do next week training. We're going to move it up a day to next Tuesday evening at 8:00 p.m. Eastern. So, let me get the date out here. That's next Tuesday evening at 8:00 p.m. Eastern. That is March 15th. So, March 15th, like I said, try to make it on the live versions because you get really good feedback here at the end like we did with Natalyia and and Greg and and Todd. Those were really good uh good feedback there. But if you can't uh make sure you go through the recorded versions and like I said, this will be uh back in your back office uh with Seven Figure Sales Training by tomorrow. Rehearse it, go over, write down

questions. When I first started learning the new model of selling, I got flashcards and I wrote down three connecting questions. And then on the next flash flash card, I'd write down three background questions. And then the next flash card, I write down three problem awareness questions. And I just basically memorized those questions in that order. It's going to take some work, guys. If you want to get up to the 250,000 yearly range in your industry or half a million a year range in your industry or over a seven figures a year industry, it's going to take learning these skills and doing the work that it takes to get to that level. It's not something you're just going to hear me say one time and then you're magically going to go out and 10 times your results. It requires learning and being focused on that learning. So, this call is a wrap. Everybody have a great uh day wherever you're at in the world. I know we have people here from all parts of the world on these trainings. I look forward to

seeing you guys next week. Thank you guys.