

The Sales Process

In the last module we:



- Started brainstorming who we can help the most
- Understood offer creation and Minimum Viable Offers that we can begin to sell and iterate on from the get-go
- Outlined a project in the Command Center that we can add to throughout the Bachelors curriculum
- Fleshed out a marketing strategy as a first iteration that we will refine long term (just like we refine ourselves over time ;))
- Learned about the Godfather Offer as our end goal. Something we can inch closer to with experience and practice.

Before we dive into product creation, automated funnels, and all of those other fancy things, you must understand what makes them work.

I see it all the time.

Someone finds a funnel strategy, promotion strategy, or some other system that promises X result, but the person using that strategy doesn't understand the inner workings. They don't understand what actually makes that system work. Meaning that when they use the system, they may or may not get the promised results (then they will get upset and call it a scam — because they fail to see past the surface of the shiny object).

Sales is not about sales.

Like marketing, it is dependent on human psychology and understanding. Psychology and understanding are the depth behind sales! Philosophy, metaphysics, and spirituality are the depth behind psychology and understanding. Nature is the depth behind philosophy, metaphysics, spirituality, etc. _____ is the depth behind nature. (This is why I urge you to self-develop and dive deep into the inner workings of your self and mind.)



Understanding yourself = understanding others = understanding the universe = understanding marketing, sales, business, and anything else that is a human-made construction on top of nature.

One other thing, understanding is not “knowing.” You can absorb all of the information of this course but it will mean nothing if you do not directly experience the teachings. That means if you don’t see results, it’s probably because you are executing on these tasks unconsciously and don’t see the ripple effect they cause.



Everything we discuss in this module should increase the impact of everything else we’ve already discussed. Marketing, content, branding, and when we get to it... product. They all overlap and have very similar principles.

Homework for you: try to notice these connections. What about sales makes your content better? What about content makes your sales better? What about your marketing can be improved with your sales knowledge? How are all of the above related to your everyday experience?

This may sound a bit woo-woo, but business (or any goal that you choose to pursue for that matter) is just a vessel for raising your consciousness and evolving as a human being.

The Sales Process

Think of sales as being a helpful — and conscious — doctor.

People become aware of a potential problem through self-observation, internet content, media, or other external forms of information that could hint at a higher quality of life.

They are then perceptive of something that can solve that problem.

Do you go to a therapist? Pediatrician? Ophthalmologist? General physician? Physical therapist? Is there one in your area? How do you know if they can help you?

From there, you look for more information, gauge how many reviews they have, and go through a self-qualification process to see if they would be the right fit for you.

You give them a call, get more information, schedule an appointment, and then see the doctor.



What does the doctor do at this point when you are already aware and interested enough to solve the problem?

They start asking questions.



- Where does it hurt?
- What have you tried to fix it?
- Is this something you want to fix?

The doctor will then diagnose the issue based on his understanding and the information given.

If warranted, he will prescribe a solution. Otherwise he will give some advice, refer them to someone else, or provide other guidance since they are not a good fit for their expertise.

Sales is no different.

Here's the process I want you to keep in mind and experience as you put later sections into practice. Keep in mind that this isn't always linear. There are cold, warm, and hot leads. You have to be perceptive of where people are at. Some are ready to be closed immediately, some have no idea what they want.

Low Friction

As always, it all starts with awareness level. You have to practice understanding where your audience is at and craft your message to be as impactful as it can be with your current understanding (this gets refined as you interact with more people, of course).

Capturing their attention in a way that leads to low-friction a response (in the form of a follow, DM reply, call schedule, or sale is the key to all of this.

You can frame this as gamification or a funnel within itself. You are trying to ease people into things rather than immediately go for the "sale."

Qualification



This is where you bridge worldviews. What are their goals? What problems do they think they are experiencing? Can you help them? Do you want to help them?

Qualification is about clarification and questioning.



“What do you do for work?” is an example of a question that would gauge how much money they have to qualify whether they can afford your services or not.

Framing

Similar to qualification, but this mainly comes into play when you are directly interacting with someone in the DMs or on a sales call. You are setting the scene and letting people know what they can expect so you can maintain control and guide them through the rest of the sales process without interruption or early questions from them.

Diagnosis

Once you are on the same page and operating from the same perspective, it's time to uncover what the problem actually is. You do this through active listening and smart questioning.

Prescription

If you cannot help them after understanding their full situation, you can either offer free advice or refer them to a person or resource that will be able to help them further.

Even if you can help them, this is where you would introduce what you do and HOW it applies to their unique situation. This is where sales calls beat sales pages. Sales pages are static, sales calls are dynamic and can be like sales pages that are created on the fly to match that persons situation. By getting better at sales, you indirectly get better at copywriting.

Closing

If you can help them, it's time to state your price and collect payment.

We will be diving into strategies for this later, of course.

Objection Handling



On a sales call, objections usually come after the price and are usually solved through further questioning. When in doubt, question question question throughout the sales process (and in your own life, questioning is powerful all around and signals open-mindedness).

On a sales page, this can happen as an FAQ after you ask for the sale.



Can you start to see how this crosses over with long-form newsletter writing, your marketing strategy, and what will eventually be your product landing page?

In terms of the APAG persuasive writing framework, you capture attention based on their level of awareness or consciousness, understand the problem with their current “perspective” or situation, prescribe them an advantageous way of doing things, and gamify the process to make it seamless to execute and get results.

Once you become aware of how this sales process comes into play in almost anything, you can begin to take the training wheels off and lean into your intuition when it comes to sales, marketing, and content creation.

If you feel compelled to do so, see how this sales process relates with other persuasive writing frameworks like PASTOR, PAS, and AIDA.

Also, become conscious of how this plays a role in content.

You will learn much faster by consuming with the intention of seeing this process play out in everything you come across online.

Where Does The Sales Process Come Into Play?

Online business is just a cycle of sales processes within sales processes. Try to see this in everything you do.

In your content, people are qualifying themselves by being able to relate to your writing.

On your sales page, you are telling people specifically who it is for, what problems it solves, how soon it will be solved, and how much it will cost after going through the full cycle.

In your branding and profile, you are selling them on the idea of following you after a more broad and easily relatable qualification process.



A sales call follows the sales process after you DM them (another sales process) and send them to your questionnaire (another sales process).

Each time you run someone through a pseudo-sales process, you are raising their level of awareness. Their awareness level goes up as they understand their problems, are open to solutions, and reveal deeper problems that could be preventing them from achieving their goals.



You are diagnosing their current problem which will reveal an answer to a surface-level problem or reveal a deeper problem. The more aware they become of the true problem, the more likely they are going to be in having the confidence that you can solve that problem.

From there, the mind comes into play. Depending on their life situation, objections will start to pop up. A lot of them should be baked into your offer, eliminating them off the bat. If not, you will have to account for those on the fly or somewhere else in the process.



Previous Lesson:

Action Steps

Next Lesson:



Ideating & Outlining A Project

Getting Started With Marketing

More Marketing Firepower

The Godfather Offer

Action Steps



Module 7

Making A Living Without Followers

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