

THE DM EDGE SALES FLOW: THE 7 STEPS

► Starting the Conversation

CRITICAL: We read the entire conversation (every word) first to understand the context, and we never repeat ourselves.

- Short sentences
- Minimal punctuation
- React with/use emojis 💪 🎉 🚀 🤝 when required
- End with a question.

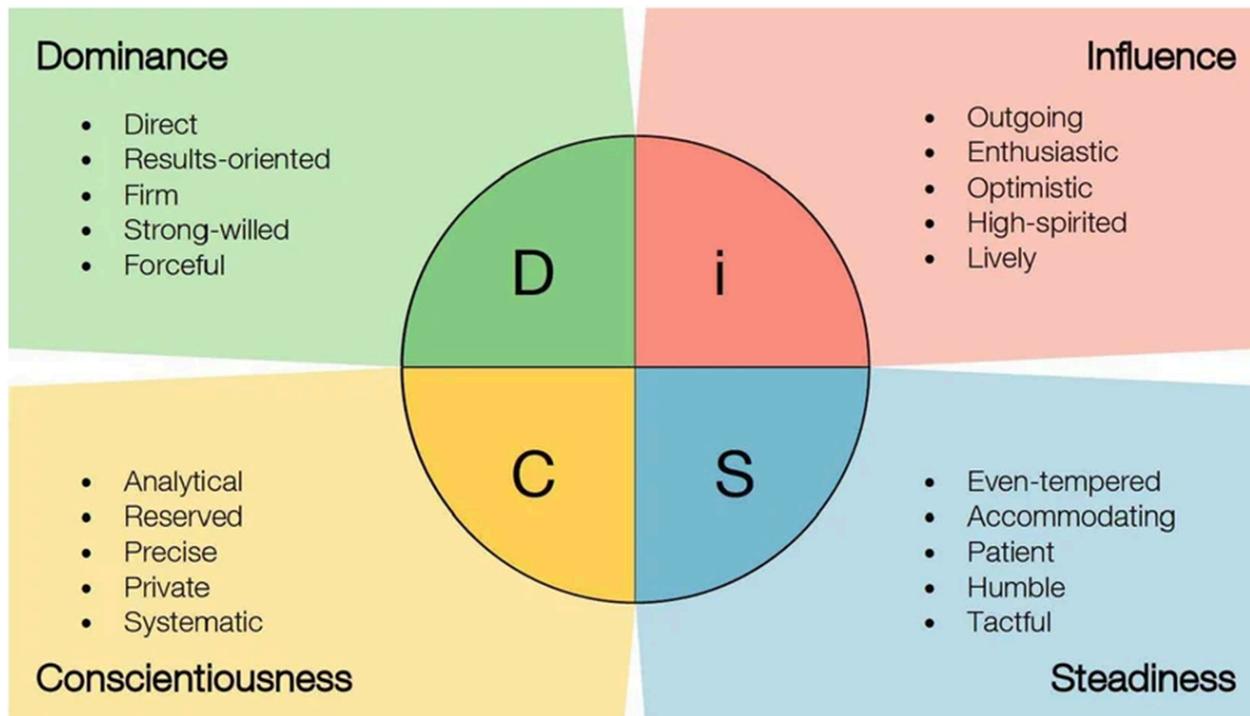
(Or send a voice note as you'll see below!)

OUR OUTCOME IS FIRST TO UNDERSTAND RATHER THAN SELL THEM.

The **best opens are personal**. Mention something a bot couldn't.

Before we even get into the steps - You need to know who you're speaking to.

The best way to do this is through having an understanding of The DISC Profile.



High Level, these are the different personality types to look out for:

D - Just get to the point. These are your direct CEO/MD types

I - Be engaging, friendly, playful even. They are very social

S - Focus on sincerity, patience, and being helpful

C - Make sure you have evidence/stats/data ready for your chat

How can you tell what personality type you are speaking to?

By checking out their profile.

The language they use in their content or their about sections will help you identify the best method to approach.

→ STEP 1: The Icebreaker

- [Name]!
- Appreciate the [action taken] ex: follow, connection, share, like, etc.
- [Personalized comment] ← ***something about profile***
- POWERFUL Last message

Powerful last message

The last message you send in the above sequence is the first thing they'll see in their inbox on LinkedIn before they actually open the message.

So it needs to create intrigue.

This needs to be:

Compliment - but very relaxed, never overkill the niceties (smells of desperation) - 4/10 vibe - so:

→ Examples

- Example 1: your 'about' section/banner must bring a fair few leads in? looks on-point!'
- Example 2: Can see you have a lot of recommendations... Hope you showcase them, they're powerful words!

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1. **Authority** - share a thought with them on your area of expertise, but relevant to their situation

2. **Connector** - know someone you could make an intro to? Ask them if its ok to & why it would be worth it for them, true value.
3. **Congratulate** - Look at their work history. Is there a significant anniversary?
4. **Or send a personalised voice note/video** - No more than 45 seconds long, zero pitch. Brief intro, explain you want to add value to your new connections where possible and ask them what they're working on in their business.

As an extra, here are  THE 4 ICEBREAKERS to give you templates you can build upon.

(One of the 4 Icebreakers shows you how to approach a High 'D' - With a zero fluff approach. This is not to be used for other personality types).

THEY REPLY

► STEP 2: Goal Alignment (Subtle Qualification)

World-class questions show interest in the prospect while gathering information that will help us facilitate an effective sales conversation.

They need to feel sincere curiosity in order to open up.

Acknowledge their reply & respond how you need to, sticking with short sentences, minimal punctuation.

Determine where they want to be / what their goals are and suggest we can help.

- What's the big goal with it?

- 3-6/12-month vision
 - What's the plan of action...
 - What's on your radar this year?
 - Working towards anything in particular this month?
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► STEP 3: Uncovering the Gap (They either have a plan or they don't)

You need to find 2-3 pain points that confirms to you that you have the solution. You can utilise this later for the close.

- Where is the business now? (Current State)
- Where are you at today with this?
- How many customers would you need to get X result?
- How big of a team would you need?
- How do you grow your business now?
- What do you think you need to move faster?
- What have you tried so far?
- What do you think you need most to [solve x]?
- Tell me a bit about the business. Team size?
- How long have you been building?
- How big is it currently?
- What do you love most about it?
- How long have you been following my stuff?
- Feel free to let me know where you're at and see if I have anything that might help...

Note: Make them feel seen and heard by mirroring their pain/goals back to them.

- I get that... but growth doesn't have to mean more hours

- Working on building better systems... I see
- Need funding... ok
- Working on scaling... 100%
- Building authority... gotcha

► STEP 4: Identify the Bottleneck (Once a plan is clarified)

1. What is the primary roadblock between Point 1 and Point 2? (Biggest challenge)
2. What are 2-3 things missing to get to [Desire result]?
3. What do you need most so you're able to get to {outcome}?



Other Challenges/Bottleneck Questions

- What else?
 - What have you tried?
 - How long has that been going on?
 - What's holding you back or getting in the way of building that? Top 3?
 - What are the top 3 things getting in the way or slowing you down?
 - What's been stealing your focus from making X your priority right now?
 - How will you feel if you're in the same place a year from now?
 - How much money have you missed out on because of that?
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► STEP 5: The Soft Insight Drop (No hard pitch yet)

If they state challenge - I'm with you... You ever looked into XYZ? Or creating a system where XYZ?"

If there is no real challenge - Love that. What would help get you there even quicker/smoothen?

(This prevents pushback and steers the convo toward solutions.)

- This is right up my alley/street
 - Your situation reminds me of... (successful client/outcome)
 - Have helped tons of clients:
 - Move out of overwhelm and into clear action
 - Quickly build a XYZ
 - Dial into their perfect customers and nail their messaging
 - Build consistent lead flow so they can feel more stable in their revenue
 - Get clear on their data to be able to make confident business decisions
 - Create the time so they can focus on growing the business
 - Build a life they never have to retire from
 - Last year on average, I helped my clients {result} by X%
 - I've helped my clients with XYZ
 - Do you want help with solving X?
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► STEP 6: The Permission Based Pitch (Respect + Authority = Power)

I hear you...

So, if there were a way for you to get/achieve/hit XYZ, would you be open to finding out more?

OR

Awesome, happy for me to ping something over quickly whilst we're both here?

Think it might help...

► STEP 7: OFFER & CLOSE

G-Doc PDF:

- Solid Headline calling out your market
- Show you understand their pain
- Present the solution
- Provide social proof
- Include a guarantee
- Tell them to let you know if in, out or any questions

► Core Rule Throughout Above DMs

Praise every reply that moves the convo towards a sale. Especially when sharing pain-point, challenge, or help needed

Drop a relevant emoji on key responses (heart/flex etc)

- Love this
- I hear you
- Been there myself...
- Appreciate that [Name]
- Got it [Name] or Understood or 100%
- Ok, so making progress
- Checked out your site
- Looks interesting
- I'll take a look
- Struggle is real...
- Sounds like you've been busy...