



SOP: Creating Trust Building and Sales Assets for WSI Pre-Call Sequences

Purpose

Create trust assets that integrate seamlessly with existing Thank You Page, Email, and SMS sequences to handle objections and increase show rates.

Understanding Trust vs Sales Assets

Trust Assets = Third-party validation

- Industry reports
- Reddit threads
- LinkedIn screenshots
- Anti-MLM documents

Sales Assets = Direct value from WSI

- Gamma Docs
- Student testimonials
- Portal previews
- Sales call recordings

Asset Format Options & Production Guidelines

1. Gamma Docs (Fastest to Deploy)

Interactive presentations that feel premium

- **How to create:** Gamma.app → Choose template → Add interactivity
- **Best for:** Reports, guides, comparisons
- **Features:** Password protection, analytics, mobile-responsive
- **Examples:**
 - Industry opportunity report
 - Skills assessment tool
 - Program comparison guide
- **Guidelines**
 - Designed like corporate reports
 - WSI branding subtle but present
 - Data visualization heavy
 - Mobile-responsive format
 - Password-protected access

2. Loom Videos (Personal Touch)

Quick, authentic video messages

- **Best for:** Testimonials, walkthroughs, personal messages
- **Examples:**
 - "Day in my life" student stories
 - Portal preview walkthrough
 - Mock sales call breakdown
- **Guidelines**
 - Professional but warm
 - WSI branded intro/outro
 - Captions always included
 - 3-7 minutes maximum

3. YouTube Videos (Long-term Asset)

Polished, evergreen content

- **Timeline:** 1-2 weeks production
- **Best for:** High-value education pieces
- **Examples:**
 - Industry documentary style
 - Complete sales call breakdown
 - Transformation case studies

4. Interactive Tools (High Engagement)

Personalized calculators and assessments

- **Platforms:** Outgrow, Typeform, custom HTML
- **Examples:**
 - ROI timeline calculator
 - Skills transferability quiz
 - Readiness assessment
- **Guidelines**
 - Simple, intuitive interface
 - Mobile-first design
 - Results shareable
 - Data capture integrated
 - Personalized outcomes

WHAT NOT TO CREATE (Waste of Time)

- ✗ Long industry reports (they already believe opportunity exists)
- ✗ Generic success stories (need segment-specific ones)
- ✗ Feature lists of WSI (they don't care about features yet)
- ✗ Anything over 5 minutes or 5 pages

Email Integration

 Don't force assets into every email. Only drop when natural:

Email about being stuck → "Corporate Exodus" report: "Speaking of women leaving corporate, I compiled some recent LinkedIn posts that might inspire you: [link]"

Email about income → Sales call recording: "P.S if you're wondering what a day in this life actually looks like, I recorded a real call: [link]"

For 90-Day Timeline: "PS - Curious about your potential timeline? Created this based on our recent graduates: [link]"

Email about skepticism → Anti-MLM document

SMS Integration Templates

"Saw you worked at [company]... just found this report on where women from corporate are going. thought you'd find it interesting: [link]"

"Btw recorded a real sales call yesterday. shows exactly how X made Y in Z min. wild to watch: [link]"

"sending your portal preview in a bit. check it out before we chat tomorrow: [link]"

THE ONE ASSET TO CREATE THIS WEEK

Create: "Where Corporate Women Are Going" (Gamma Doc / Manus AI Doc)

- Hits ALL segments (everyone relates to corporate exodus)
- Handles biggest objection: "Is this real?"
- Creates FOMO without selling
- Takes 2 hours to make
- Works for Problem AND Solution aware

HOW TO CREATE IT:

Step 1: Collect LinkedIn Screenshots (30 min)

1. Search LinkedIn for: "left corporate" + "remote sales"
2. Find 6-8 posts of women announcing their transition
3. Screenshot and highlight: Previous role + New income
4. Blur last names

Step 2: Prompt Gamma / Manus AI (90 min)

Create an 8-slide report titled "The \$150K+ Exodus: Where Corporate Women Are Quietly Disappearing To"

Slide 1: Hook
"While you're waiting for that promotion, other women are building something different..."

Slide 2: "The LinkedIn Posts HR Doesn't Want You to See"
- 5-6 screenshots of women announcing their corporate exit
- Highlight: Previous role + New remote sales role + Income mentions
- Include variety: "Ex-Deloitte Manager", "Former Goldman Analyst", "Left Google after 8 years"

Slide 3: "The Numbers Nobody's Talking About"
- Remote B2B sales grew 312% since 2020
- Average income: \$120-180K working remotely
- 73% of high-ticket closers are now women
- Source each stat (LinkedIn, Gartner, Salesforce reports)

Slide 4: "What They're Actually Doing"
- Day in life snapshot: 3 different women
- Monica: Closes SaaS deals from her Denver home, \$15K/month
- Sarah: Tech sales from Bali, replaced VP salary in 6 months
- Jennifer: Part-time started, now full-time \$200K/year

Slide 5: "The Companies Desperately Hiring"
- Show actual job postings (logos blurred)
- "Remote Closer - \$120K base + commission"
- "High-Ticket Sales - Women Preferred"
- "B2B Sales Professional - 100% Remote"

Slide 6: "Why Women Are Dominating This Space"
- Emotional intelligence = higher close rates
- Relationship building > aggressive tactics
- Companies specifically seeking female closers
- Brief data on why women outperform in consultative sales

Slide 7: "The Skill That Pays"
- Simple explanation: Help people who already want to buy
- Not cold calling, not pushing products
- One conversation = \$500-2K commission
- Your corporate skills directly transfer

Slide 8: "What's Your Next Move?"
- "The opportunity exists. The question is timing."
- "Let's explore if this fits your life tomorrow at [TIME]"

Design: Premium report feel. Like something from McKinsey but more accessible.

WHERE TO PUT IT:

- Thank You Page:** Embed video → "I put together something for women in your exact situation" → [BUTTON: See Where Women Like You Are Going]
- Email Integration:** Day 3, Email 2: "BTW, been tracking where corporate women are going instead... pretty eye-opening trend: [link]"
- SMS Drop (manually from closers after lead respond):** "Hey [name], saw you're in [corporate/tired of corporate]. just put together a breakdown where women like us are going, check it out before we chat - [link]"

TRACKING SUCCESS:

Set up tracking to see:

- Open rate
- Time spent on each slide
- Which slide they stop at
- Correlation with show rate

AFTER THIS WORKS:

Once you see positive results (usually within a week), THEN create asset #2 based on what objections still come up on calls.

But for now - just make this one. Make it great. Test it. Perfect it.

Complete Trust Asset Menu by Objection

Question: "What is remote sales exactly?"

Choose 1-2 of these options:

Sales Asset: "The \$30B Industry Report" ([Manus A](#)) PDF/[Gamma Doc](#))

- **Delivery:**
 - Pre-Booking Lead Magnet
 - Pre-Call Thank You Page CTA
- **Format:** Interactive slides with data vizualization
- **Contents**
 - Professional 3-page report with WSI branding
 - Industry growth statistics with sources
 - Remote sales market size data
 - Women's success rate in high-ticket sales

Trust Asset: "Watch Me Make \$1,500 in 38 Minutes" (Call Recording)

- **Delivery:**
 - Pre-Call Email
 - Pre-Call SMS
- **Format:** Actual call with annotations
- **Contents:**
 - 40-min call, \$1.5K Commission (10K-15K close)
 - Actual sales call recording (anonymized)
 - Pop-up explanations of techniques
 - Shows it's consultative, not pushy
- **CTA**
 - "Learn this exact process in WSI"

Edit down one of your best recorded calls:

0:00-0:30: "This is what high-ticket sales actually looks like..."
0:30-35:00: The actual call (speed up dead space)
Add captions when she's:
- Asking questions (not pitching)
- Listening (80% of the time)
- Helping them see their own problem
- Guiding to the solution they already want

35:00-38:00: The close and commission breakdown
"She just made \$1,500 helping someone solve a problem"

"Notice: No scripts, no pressure, just conversation"

Trust Asset: "Remote Sales Myths Debunked" (Gamma Doc)

Create three 3-minute myth-busting videos.

Video 1: "Myth: You Have to Be Pushy"
Script:
- Show actual sales call clip (30 seconds of listening)
- "Notice what she's NOT doing - no pushing, no convincing"
- Explain consultative vs traditional sales
- End: "Your empathy is your superpower here"

Video 2: "Myth: It's Just Cold Calling"
Script:
- "Let me show you the difference..."
- Screen share: Inbound leads vs cold calls
- Show warm transfer process
- "People who already want help, not random numbers"

Video 3: "Myth: It's Commission Only"
Script:
- Show actual job postings with base salaries
- Explain salary + commission structure
- Real income examples from students
- "Stability AND upside"

Each video ends: "Tomorrow, we'll map out your path to this reality"

Sales Asset: "Day in the Life" (Video Series)

- 3 different women, 3 different styles
- Show actual work: calls, income, lifestyle
- Emphasis on helping, not selling
- Time: 4 hours to create

Objection: "I've tried MLMs/other programs and failed"

Choose 1-2 of these options:

Sales Asset: "Remote Sales vs Everything Else" (Comparison Chart)

- Visual chart: MLM vs Courses vs Remote Sales
- Clear checkmarks/X marks
- Screenshots of real job postings
- Time: 1 hour to create

Create a clear comparison guide: "Remote Sales vs Everything Else You've Tried"

Page 1: The Problem with What You've Tried
Chart format showing:

MLM/Network Marketing:
- You buy inventory
- You recruit friends
- Income from downline
- 99% make <\$1000/year

Course Creation:
- You create from scratch
- You find customers
- You handle everything
- Months before revenue

Amazon FBA:
- You buy inventory
- You compete on price
- You handle logistics
- Shrinking margins

Page 2: Why Remote Sales is Different

High-Ticket Remote Sales:
- Companies pay YOU ✓
- Customers already exist ✓
- No inventory or recruiting ✓
- \$8-15K monthly typical ✓
- Real salary + commission ✓
- Legitimate companies hiring ✓

Page 3: Proof Points
- Screenshot of job boards
- Company logos hiring
- Income testimonials
- "This is a career, not a side hustle"

Design: Clean comparison charts. Make the difference crystal clear.

Sales Asset: "It's Not You"

3-minute video:
"If you've tried other things and failed, watch this..."
- List all the programs that set them up to fail
- Show what was missing (support, real opportunity, etc.)
- "It wasn't you. It was the business model."
- End with success story of similar background

Objection: "I'm not a sales type/not confident"

Choose 1-2 of these options:

Option A: "Is Remote Sales Right for You?" (Quiz)

Support Asset:

- **Delivery:**
 - Pre-Booking Lead Magnet
 - Pre-Call Email
 - Pre-Call SMS
- **Format**
 - 10 questions, always leads to yes
 - Builds confidence while educating
- Results page shows potential income
- **Results:** Personalized income potential
- **Exit CTA:** "Discuss your results on our call"

Create a 10-question quiz that validates their feelings while educating.

Title: "Quiz: Are You Ready for a Remote Sales Career?"

Questions (all lead to yes but feel authentic):

1. How do you feel Sunday nights?
 - a) Anxious about Monday
 - b) Planning my escape
 - c) Already checked out mentally
2. Your ideal work style is:
 - a) Collaborative but independent
 - b) Fully autonomous
 - c) Structured with flexibility
3. When you hear "sales" you think:
 - a) Not sure if it's for me
 - b) Depends on the type
 - c) Helping people make decisions
4. Your listening vs talking ratio:
 - a) 70% listening, 30% talking
 - b) 50/50 balanced
 - c) I adapt to the situation
5. Your corporate skills include:
 - a) Project management
 - b) Stakeholder relations
 - c) Strategic thinking
 - d) All of the above

[Continue with 5 more questions]

Results (3 variations, all positive):
- "The Natural Consultant" - Your listening skills and empathy are perfect for high-ticket sales
- "The Strategic Closer" - Your analytical mind will excel in complex B2B sales
- "The Relationship Builder" - Your people skills are worth \$150K+ in remote sales

Each result includes:
- Why their type succeeds
- Expected income range
- Similar success story
- CTA: "Let's explore your potential tomorrow"

Option B: "Corporate Skills → Sales Success Translator"

- Input their current role
- Shows how skills transfer
- Displays potential income range
- "Discover your full potential tomorrow"

Create an interactive tool: "Your Corporate Skills = Remote Sales Success"

Title: "Discover Your Hidden Sales Superpowers"

Input their current role, then show:

For Project Managers:
- Stakeholder management → Client relationship building ✓
- Timeline coordination → Deal pipeline management ✓
- Resource allocation → Time/energy optimization ✓
- Your income potential: \$150-200K

For Financial Analysts:
- Data analysis → Buyer need assessment ✓
- Report presentation → Solution presentation ✓
- Risk evaluation → Objection prevention ✓
- Your income potential: \$140-180K

For HR Professionals:
- Active listening → Consultation mastery ✓
- Conflict resolution → Objection handling ✓
- People reading → Buyer psychology ✓
- Your income potential: \$130-170K

[Continue for 10 common corporate roles]

End screen: "Your skills are worth more than you think. Let's explore how tomorrow."

Option C: "From Shy to \$200K" (Student Stories)

- 3 introverted women's transformations
- Before: "I hate selling"
- After: "I just help people decide"
- Time: 2 hours to compile

Objection: "How do I know I'll get hired?"

Choose 1-2 of these options:

Option A: "Your 90-Day Success Timeline" (Timeline)

- **Delivery**
 - Pre-Call Email CTA
- **Format**
 - Screen share/Loom with timeline
 - Week-by-week breakdown
 - Milestone markers
 - Income progression chart
 - Based on real student data
- **Contents**
 - Week by week expectations
- **Exit CTA:** "We'll map out a personalized roadmap of your first 90 days on our call"

Create a clickable timeline showing the transformation journey.

Title: "Your 90-Day Transformation: From Corporate Prisoner to Remote Sales Professional"

Week 1-2: Foundation Phase
- Day 1-3: Mindset shift from employee to entrepreneur
- Day 4-7: Understanding high-ticket buyer psychology
- Day 8-14: Learning the consultation framework
- What you're doing: 2-3 hours daily training
- Feeling: Excited but nervous
- Income: \$0 (investing in skills)

Week 3-4: Skill Development
- Mastering objection prevention (not handling)
- Role-playing with successful closers
- Finding your authentic sales voice
- What you're doing: Practice calls with peers
- Feeling: Confidence building
- Income: \$0 (almost ready)

Week 5-6: Interview Preparation
- Resume optimization for remote sales
- Interview skills specific to sales roles
- Matching with ideal companies
- What you're doing: 5-8 interviews scheduled
- Feeling: "This is really happening"
- Income: \$0 (offers coming)

Week 7-8: Landing Your Role
- Multiple offers typical
- Negotiating your package
- Onboarding with company
- What you're doing: Accepting best offer
- Feeling: "I did it!"
- Income: Starting salary + commission structure

Week 9-12: Ramping Up
- First week: Learning company's process
- Week 2: Shadowing top performers
- Week 3: Your first solo calls
- Week 4: First commission checks
- Typical month 3: \$8-12K
- Top performers: \$15-20K

Include toggle: "Part-time path" vs "Full-time path"
Show real student examples (anonymized)

Design: Interactive timeline they can click through. Mobile-responsive.

Option B: "Inside Our Job Board" (Video Tour)

- **Delivery:**
 - Pre-Call Email
 - On the Sales Call
- **Format:** Input fields → custom results
- **Contents**
 - Screen recording of actual curriculum
 - Show actual postings updating daily
 - Placement success rate (94%)
 - Display community discussions

Option C: "Why We Can Guarantee Jobs" (One-pager)

- Explain vetting process
- Display job guarantee terms
- Examples of it being honored
- "Learn about your guarantee on the call"
- Time: 30 minutes to create

Objection: "What if now isn't the right time?"

Choose 1-2 of these options:

Option A: "The Cost of Waiting" Email

- Shows opportunity cost each month
- Compound effect of starting now
- "Where will you be in 6 months?"
- Time: 2 hours to create

Option B: "Escape Velocity Timeline"

- Women who started while working
- Transitioned when ready
- "There's never a perfect time"
- Time: 1 hour to create

Visual showing:
Month 1-2: Keep your job, train evenings/weekends
Month 3: First commission checks (\$3-5K)
Month 4: Matching 50% of corporate salary
Month 5: Give notice with confidence
Month 6: Full-time remote, exceeding old salary

Include: "Sarah left Goldman Sachs using this exact timeline"

Objection: "I don't know if I can afford this"

Choose 1-2 of these options:

Option A: "Your Personal ROI Calculator" (Interactive)

- Input current income/expenses
- Shows breakeven timeline (usually month 2-3)
- Includes part-time transition option
- Time: 3 hours to create

Option B: "How Sarah Paid for WSI" (Case Study Video)

- Real student who was in debt
- Shows payment plan + quick ROI
- Month-by-month income progression
- Time: 2 hours to create

Option C: "Investment Reality Check" (PDF)

- Compares to MBA, bootcamps, certificates
- Shows average time to ROI (45-60 days)
- Includes job guarantee value
- Time: 1 hour to create

Objection: "I need to talk to my partner"

Option A: "The Partner Packet" (Professional PDF)

Professional PDF they can share:
- Industry legitimacy data
- Risk mitigation (job guarantee)
- Financial projections
- Success stories of married women
- "Questions your partner might have" FAQ

Make it look corporate/professional

Option B: "Couples Who Transformed Together" (Video)

- 2-3 couples sharing their journey
- Husband: "I was skeptical until..."
- Shows household income transformation
- Time: 3 hours to create

Option C: "Financial Security Plan" (Interactive)

- Shows how program protects family
- Calculates risk vs reward
- Emphasizes job guarantee
- Time: 2 hours to create

SEPARATE SOP: WSI Student Reddit Thread System

Why Reddit Matters:

- People search "[Your Company] + Reviews" more than any review site
- Reddit threads rank high in Google searches
- Third-party conversations build more trust than your own content
- Without proactive Reddit presence, competitors or unhappy non-buyers can control the narrative

The Proactive Reddit Strategy:

1. Create Your Official Thread

Start a thread: "WSI (Women's Sales Institute) - Real Student Experiences"

- Pin it in relevant subreddits (r/WorkFromHome, r/RemoteSales, r/CareerChange)
- Have founder/team post initial context
- Make it the go-to place for discussion

2. Flood with Real Experiences

Send to ALL graduates/current students: "Hey [name], we're creating a place for honest discussion about WSI on Reddit. Would you mind sharing your experience - good, bad, whatever you want to say? We won't push you either way, just want real perspectives out there. Here's the thread: [link]"

3. Template Options for Students

Template 1: The Skeptic's Journey "I was super skeptical about WSI because [specific doubt]. Here's what actually happened..."

- What made them skeptical
- What convinced them to try
- Actual results (good and bad)
- Would they recommend?

Template 2: Comparison Story "I looked at [other programs] before choosing WSI. Here's why..."

- Other options considered
- What made WSI different
- Results comparison
- Honest pros/cons

Template 3: Real Numbers "My WSI journey by the numbers..."

- Investment: \$X
- Time to first job: X weeks
- First month income: \$X
- Current income: \$X
- ROI timeline

4. Management System

- Google Sheet tracking all Reddit activity
- Screenshot positive threads
- Monitor for negative posts (address quickly)
- Weekly "Reddit roundup" to team

The Trust Impact:

When prospects search "WSI Reddit" they find:

- Real students sharing unfiltered experiences
- Balanced perspectives (not just "best case")
- Third-party validation they trust
- Protection from competitor attacks

Implementation:

Week 1: Create main thread, seed with 5-10 student posts
Week 2: Email blast to all students with templates
Week 3: Follow up with personal asks to top performers
Ongoing: Make it part of graduation process

Implementation Timeline

Week 1: Create "Where Corporate Women Are Going" ONLY

Week 2: Analyze data, identify next biggest objection

Week 3: Create asset #2 based on data

Week 4: Optimize and scale what works

Success Metrics

- Asset open/engagement rates
- Show rate improvement by segment
- Objections still arising on calls
- Time to close reduction

Remember: Start with ONE asset. Make it great. Test it. Perfect it. Then scale.