The PDOCS Blueprint
'Starters' - Your First $10k Month

By Adam Lucerne

Goal of the Program:

Your goal is to build, test, validate and optimize your offer to either **close a client** or **uncover objections** that you can use as stepping stones to higher conversion rates.

2 Things will happen:

1. You will go through the content, implement and even close a client.

2. You will go through, not close a client but uncover more about your prospect and offer then you have before (just as exciting as now we can help you optimise).

Focus on the system and detach yourself from the outcome as this is a system designed to teach you how to optimise mistakes, just as much as it's designed to reverse engineer results.

No matter what happens, we can't wait to work with you and map out the next steps to truly implement this.

Note: If you are in the 'offer validation stage' don't even think about hiring a VA yet. This part is crucial to dial in your messaging.

What's the big picture?

The idea is that you learn how to do this manually then automatically.

If you are starting out, your number 1 priority should be validating the offer and collecting clients or objections ASAP. This will then give you the confidence and clarity you need to start projecting your goals.

"But...I just want a turnkey system that can give to a VA and do no work..."

This system is designed to be outsourced and scaled...BUT in order to do so, you must validate your messaging and offer. You cannot outsource this crucial step to a VA until you take some time to valid the offer.

There is no amount of hacks, tricks, automations that we (or anyone) can give you that will be a one size fits all... the offer validation stage is crucial.

It does not take long. Sometimes only a couple of days is all it takes to valid your offer.

The PDOCS Method is...

1. Identify pains and desires or (PDOCS)
2. Transition the messaging
3. Validate the idea
4. Optimize
5. Scale

Where it's organic, paid ads, cold email...the same concept applies. You start MANUAL (organic) then you go AUTOMATIC (paid traffic and systems).

How You Will Use the PDOCS Method to Land Your First Few clients and/or Uncover Objections:

1. You will identify the deepest pains, desires, obstacles, common beliefs and steroids of your customer. These are NOT the things you THINK keeps your customer up at night, they are the things that actually do.

2. You will then create messaging that 'transitions' the customers' problems to then understanding '*the real problem*' - this is also referred to as the negative mechanism.

3. Next you will validate this with real sales calls, conversations and real engagement where you will *(shock)* actually speak with prospects. We will show you the systems and framework we use to book 3-4 prospects per day (organically) to do this.

4. You're going to get sales or objections - both are great. Objections are absolute gold when you know how to identify them and use them to either re-frame the prospect or even identify gaps in your offer or messaging - we will show you how to combat this.

5. Next we will optimize it all by refining the offer and messaging then teaching you how to 'extract' all the gold from your messages and calls with prospects into a proven, lethal offer. The secret to creating a great offer comes down to a few key questions which we will go over.

6. Finally, you will be ready to scale and jump into some inbound.

Sound good? Here is a 7 step plan of how this looks (This should take you about 7 days but if you go over that's okay).

Day 0 - Prep work:
Before you can go closing prospects, you need to know what your schedule looks like. In the prep stage we are going to look at some realistic revenue goals for your offer, then reverse engineer a schedule which will allow you to integrate this program into your routine.

Day 1 - Identifying the hidden pains of your prospects:
Here is where you learn PDOCS (Problems, Desires, Obstacles, Common Belief and Steroids). This is the gold within the dirt that you will uncover to identify large groups of prospects going through a very specific pain.

Day 2-4 Booking qualified appointments:
Once you have successfully identified your prospect, you will begin systematically booking appointments using a simple but lethal framework called EAACO scripts. For some this will be the first time you have truly booked a qualified appointment who has a high chance of closing.

Day 5 MVP Offer Creation and messaging Extraction:
Once you have learnt how to book appointments purely based on identifying pain points and making prospects 'problem aware' - we are going o to show you to take all the data (conversations, recorded calls etc) and extract a lethal high converting offer. We will then reverse engineer the messaging and presentation.

Day 6 - The Call (Understanding Micro Commitments)
If you have ever had back to back sales calls without a single close, then this could be your answer. We are going to help you map out your entire sales cycle and teach you about the power of 'micro commitments'. Then we will give you a proven framework for closing calls.

Day - Final Review and Next Steps
Now you have some traction going, let's see what needs to happen. Here we do a final assessment of what is needed. Here we begin to scale.

Day 0 - Prep Work

The **difference between absolutely crushing this program with endless deals like clock work** or endless frustration comes down to 2 key things.

1. Implementation of the training - if you do not implement then you will not see results...

2. Knowing what to implement and when. If you just jump right into this program (or any program) head first without any clear direction on what exact levers you need to pull to see the most growth, then you will most likely just get overwhelmed - Book a call with an advisor if you have not already!

So, how do we prepare for success?

Link here to download your preparation sheet:

PDOCS™ KPI Tracking [The 7 Day Challenge]
PDOCS™ KPI Tracking [The 7 Day Challenge]
The PDOCS™ Method [7DC]

Please make your own copy and not edit directly!

#1 Reverse Engineer Realistic KPIs.

Revenue Goal:
In the Google sheet go to the tab marked 'KPI's'. This is an accurate forecast we have created based on internal stats from previous students and overall averages. In the blue coloured cell marked 'revenue goal' you want to add your weekly goal. Make this realistic, if you're currently below $5k per month, don't go thinking you can do $50k weeks...

Note: DO NOT TOUCH THE OTHER STATS. ONLY EDIT THE BLUE.

Variables				
Weekly Revenue Goal	$3,000.00		How Hero > Reply Rate	25.00%
Low-Ticket CPA	$45.00	<< Don't Touch	Cold Outreach Reply to Conversation %	40.00%
Average Order Value	$2,300.00		Comments/Group Post	20.00
Commission %	100%	<< Don't Touch	Group Comment > MSG %	25.00%
% of Paid Traffic	0%	<< Don't Touch	Challenge Conversation %	80.00%
% of Outbound	50%	<< Don't Touch	Conversation > App Rate %	35%
% of Organic Inbound	50%	<< Don't Touch	Show Up %	90.00%
			Offer Presented %	80.00%
			Close Rate	40.00%

Average Order Value:

Once you add in your revenue goal, you then want to add in your 'Average Order Value' - this is the cost of your offer.

If your offer is below $3k then we need to fix that. Either you're not doing high ticket and ecommerce (reach out to your advisor in the group chat if this is you) or **you're simply under charging** which means we need to increase your price and fast.

For the sake of this forecast, make sure your offer is over $3k and if it's not currently, **just put in '$3,000' as we will work on this.**

If your offer is below $3k - book a session to see if we can fix this ASAP.

Understanding the stats:

You should see a few stats from your sheet, we will break down how each one works:

HH / Cold Message:

These are engagement messages you will be sending out to ideal prospects. The total number here, is why you will need to do per week to hit your target.

We are not just going to get you to message randoms and ask invasive questions softened by fake compliments - that is not the PDOCS way. Instead, we are going to give you a proven framework and 2 different methods of engaging with ice cold prospects. This will be explained on day 2.

Group Posts:

These are posts we teach you how to create (the right way)

Show Up Rate, Offer Presentation etc:
These are how many people on average will show up and how many people you will need to present an actual offer to.

Building the Schedule:

Now you know the exact KPI's you need to hit your goal, we want to see how achievable this is and reverse engineer your schedule. You will see this in the 'Schedule Tab' of your Google sheet.

1. First, mark off any personal time as YELLOW. We won't touch that. This is time you have with your wife, kids or any other commitments. If you run your own business or work, mark off this time, so we know it's to be untouched. Grab the Schede here and create a new tab with your name.

2. Now, looking at your schedule, any days you have the most free, mark them as 'Production' then the days you are busy mark as 'Planning'.

3. Now we need to identify your power hours and down time. To do this, complete the Power of When Test. Go to this link https://thepowerofwhenquiz.com/ and fill out the quiz. It should then tell you your best power hours vs your down times (if you already know this, then skip this step).

Scheduling Your Power Hours:

4. First we will schedule out the Power Hours. This Based on your chronotype, map out your ideal 'power hours' BLUE. This is when you're most switched on, this is when you will **write content, conduct sales calls and anything that requires your peak focus**.

5. Next, we will schedule in Down-time which we reserve for C&C (Collect and Connect). Depending on your chronotype, it will suggest what times are best for low functioning activity, mark these times as GREEN. This is when you will 'Collect and Connect', meaning you **identify pain points then send How Heros and add new friends**.

6. Finally, you will mark any additional time where you would like to learn and join in the training. There is training we have bi-weekly then weekly check-ins. This is already marked red for you. **However, any time you have free time where you want to learn more, mark this RED.**

7. You should now have your whole weekly schedule mapped out. Use this as a guide to 'batch' your time. Doing this, you will be able to hit your KPI's and make projections.

Note: Be realistic. If you have more time, increase your projections, less time then decrease them. These are not goals, they are projections. Look at the data you have and make a realistic assumption. This will set you up to win.

Your Time Blocks Color Code

BLUE BLOCKS - this is your power hours. Block off this time to write content. By leveraging your downtime to find PDOCS, you should now have a bank of pain points. Use the frameworks provided to generate content to post in groups. Remember that energy is available, so protect your 'Power Hours' to focus on content production, copywriting and sales calls.

GREEN BLOCKS: This is when you do tasks that don't require huge amounts of effort. Spend this time s**earching groups, finding PDOCS and adding new people using the 'How Hero' method.** The work you do in GREEN blocks makes the BLUE blocks more effective.

YELLOW BLOCKS: This is your time, do whatever you want. Whether it's your day job, time with family or reading a book. Protect and respect this time - we will do the same.

RED BLOCKS: These are training times we already have scheduled but any additional training blocks you have, schedule them in. More blocks, more training we can send you!

Here is the crazy thing...

You have now reverse engineered your schedule so that you can hit your goals. What's even cooler is that once you understand your schedule and your projections, there is nothing stopping you. If you fail or miss your KPI's, we will give you a framework. If you hit your KPI's, you will begin increasing your goals. You cannot lose. Fail forward, and feel free to use this for your own business :)

Day 1: Identify Your Prospects

Mapping Out the 'Unaware' Avatar

Ever been ghosted by a prospect?

Wasted hours on a strategy session to find it was not a good fit?

Spent hours mapping out the 'perfect client' but then don't know where to find them?

What groups to search? What content to write?

That's because you have not yet mastered the ability of **'client creation'** and are stuck in the mindset of **'client attraction'.**

There are 2 schools of thought in client acquisition.

A. **Client Attraction:** You can either map out your 'perfect avatar' then wait for these clients to come to you. Often you're dealing with a highly saturated market and need either a tonne of social proof (which is hard when starting out) or to really work some sales voodoo on your calls and rely on having money back guarantees or any tactic to convince the prospect who is overwhelmed with options.

B. **Client Creation:** You can master the craft of 'creating perfect clients'. Literally creating your ideal clients out of thin air. There is barely any competition, you are not selling, you are teaching. Sales calls feel like a simple formality.

<u>So how can you ‘create your perfect client’</u>

By mastering the craft of taking a prospect from ‘unaware’ to ‘problem aware’.

Let me paint an example…

<u>Example:</u>

You are a mindset coach who helps people get rid of negative beliefs and rebuild their mindset.

Where do you look?
Who are your clients?

<u>Conventional programs will tell you to go into spirituality groups, mindset groups</u> or groups full of prospects who are likely a) already aware about their problem and b) likely do not have the funds or (ironically) the mindset to see working with you as an investment.

So, **<u>what can you do instead?</u>**

First, rather than map out all the qualities you want your client to be ‘the perfect avatar’, you need to look at where **<u>they currently are</u>** and the specific problems they have RIGHT NOW.

Let’s say for an example, you discover that the biggest pain point people have is ‘confidence to charge more for their program’. This is a problem you see everywhere, *everyones* asking about it.

<u>Boom. You have a big pain point.</u> A symptom level problem that indicates someone is struggling with their mindset that no other coach is really focusing on.

Now it’s your job to transition those that are ‘unaware’ and just see the problem that they don’t have any confidence to charge more and then make them ‘problem aware’ that the real reason they cannot charge more is due to the mindset and beliefs they currently have about money.

The minute this prospect becomes problem aware, it's like a lightning bolt. They say "holy shit, that makes so much sense. I never thought about it that way".

"How can I solve this?"

You are 50% there to create your first ideal customer from thin air.

You tell them that you can break down a simple morning routine that they can do before they start their day which will help. You book a call.

On the call, you spend 20 minutes uncovering the 'real pain' then 20 minutes teaching a new solution. You say your price.

They hesitate for a moment, but the cost of not solving this, not charging more is far greater than leaving it. They are too problem aware at this point. They pay. The exchange of value is made.

You just created a client that would otherwise not exist...

How many times can you do this same process? It's infinite and this is also just ONE PAIN POINT.

So, now you see how powerful this process is?

Let's get to work in identifying your perfect client not what you want them to be but where they are RIGHT NOW, so we can make them problem aware, teach a solution and close the sale.

Mapping out the 'Unaware' Avatar By Identifying Symptom Level Pains

Using the systems given we are going to spend day 1, going into engaged Facebook groups, then extracting the most in-demand, hair on fire problems that potential prospects currently have, these are called 'symptom level pains'.

After that we are going to make a list of these 'symptom level pains' so that we can systematically identify these pools of prospects and begin booking appointments, this is called a 'trigger list'.

Like a fine tip comb, you will use your 'trigger list' to sift through groups and identify prospects that are dealing with these problems. You will then copy the URL of the posts, comment threads and even search strings. This is called a 'congregation point'. On day 2, we will go through all of these congregation points and begin generating conversations and booking appointments by making people problem aware.

Sound good? Let's go.

#1 Find 3-5 Seed Groups/Communities [Anything that relates to your offer]

First we want to map out a small list of groups that contain prospects that could benefit from your offer (even if they do not know it yet).

E.g. If you are a fitness coach, then don't just focus on fitness groups. Look at dieting, community groups around healthy living, even entrepreneurial groups as your offer could apply to them as well.

We will begin finding groups across Facebook and Linkedin (choose just one!). We want to make sure they are engaged and contain any potential clients.

If you are not sure, look for the criteria:

1. At least 250 members
2. At least 20 posts per month
3. At least 2-3 mutual friends

#2 Extract the deepest ‘symptom level pains’ that have high demand.

To find these ‘symptom level pains’ we use 2 methods, watch the videos to see the full breakdown.

Method 1: Badge Mining

1. Using the search strings and paste them into the end of the URL of the Facebook group.

    a. /members/badges/?badge_type=VISUAL_STORYTELLER (visual storytellers)
    b. /badges/?badge_type=ACTIVE_MEMBER (Conversation starters)

2. Identify the top contributors (you will see them ranked)
3. Identify the outliers by looking at what posts from the contributor has the highest amount of comments
4. Extract the most common ‘symptom level problems’ that get the most attention.
5. Identify the ‘different ‘professions’ of people going through these pains.

Method 2: Functional Keywords

1. If there are no badges, go to the ‘search’ bar in the group
2. Start with inputting basic functional/question keywords such as **‘how, what, where, when, why, who, struggle, help**.
3. List the most common ‘symptom level problems’ that have the most engagement.
4. Identify the professions of who is speaking about these symptom level problems

#4 Be Specific About the 'Profession' - The Type of Messaging Will Change

Once you have extracted the 'symptom level pains', you want to take note of any profession or niche that is dealing with this problem.

This could be the role or anything specific about the people who deal with this problem (e.g. if the problem is 'account bans' there could be ecommerce owners, then there could be 'ecommerce owners with apparel stores' or 'ecommerce owners with subscription stores' - get specific.

Remember that different professions use different messaging to explain their problem.

#5 Extract the Keywords into Seed Lists

Once you have a list of 'symptom level pains', make a list of the keywords - this will be your trigger list. This is a fine tip comb that you will now use.

<u>How this looks:</u>

Write out the PPSC (Profession, Problem, Seed Keyword, Congregation Point (we will do that next).

Profession	**Symptom Problem (Be Specific)**	**Keywords**	**Congregation Point (Linkedin Search String, Facebook Post, Thread or Search)**
Ecommerce owners	*Trying to hire decent media buyers*	*Hire, outsource, struggling to scale, high CPM, ad fatigue, looking to sell business, profit margins, ad account bans, product selection*	

#6 Map out the 'congregation point' so you can easily find that person later (e.g. the name of the group) or linkedin search string).

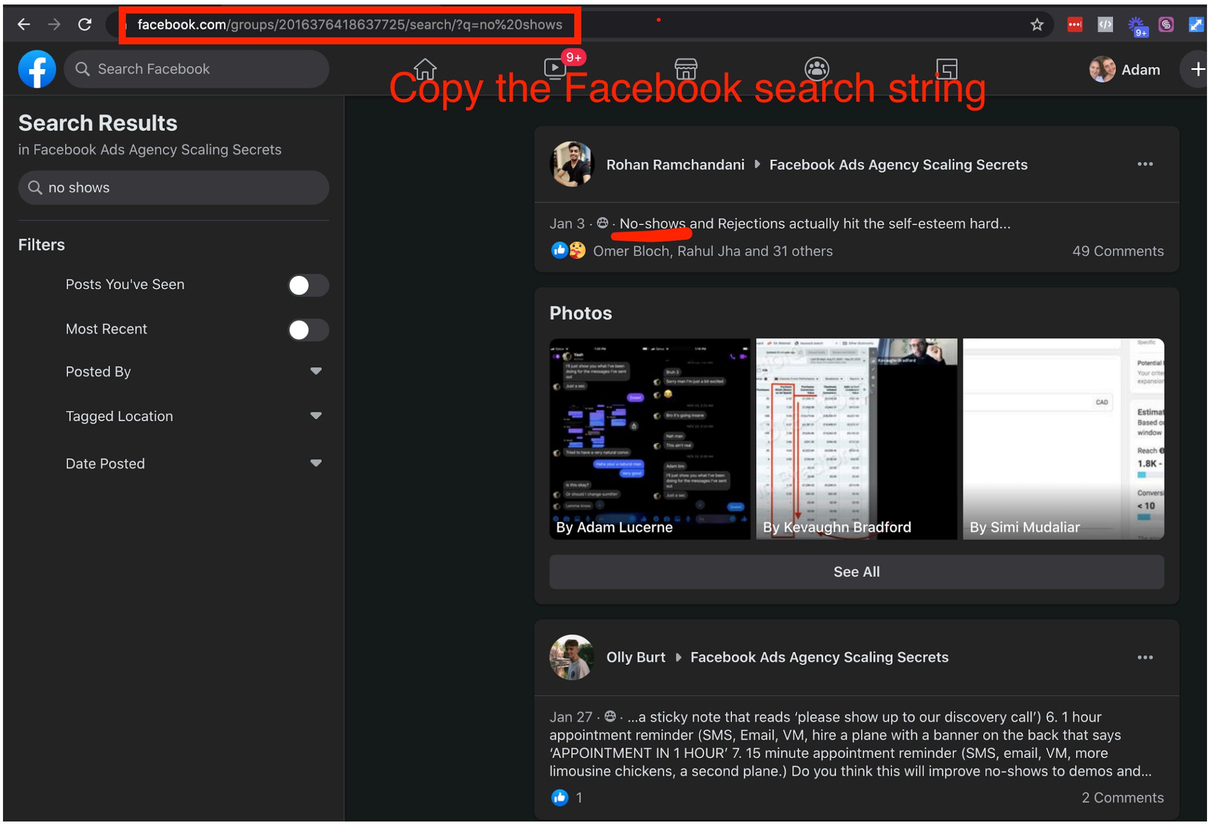
Now we begin mapping out the 'congregation point' of where to find these prospects. This will either be a group URL, a post thread or a search term.

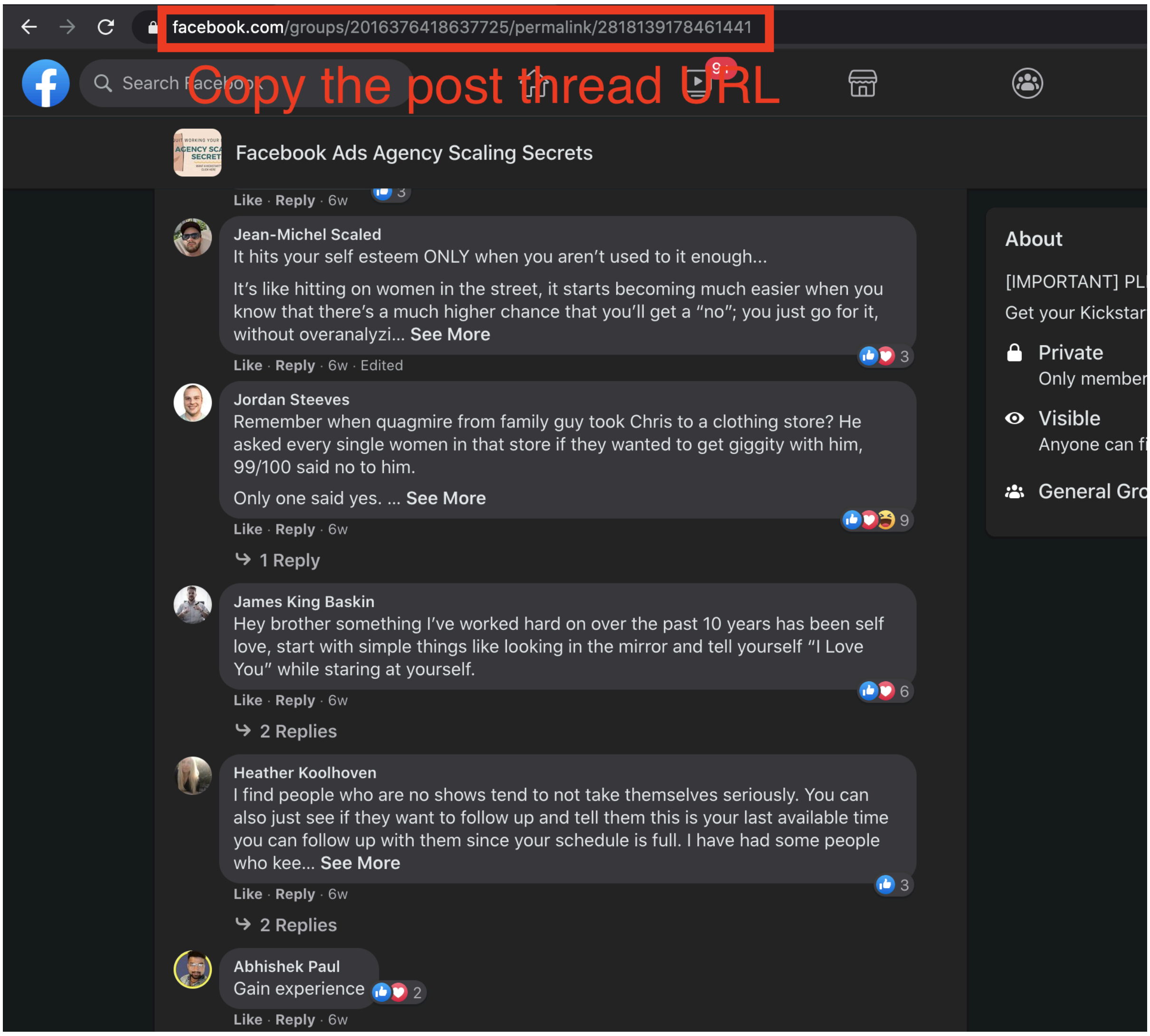
1. Find groups, posts and threads
2. Find 'professions' using the Facebook search method
3. Creating boolean search terms with keywords and professions and paste them in.

Your sheet should already be full of Professionals, symptom level pains, keywords and professions and now we begin extracting the actual congregation poins.

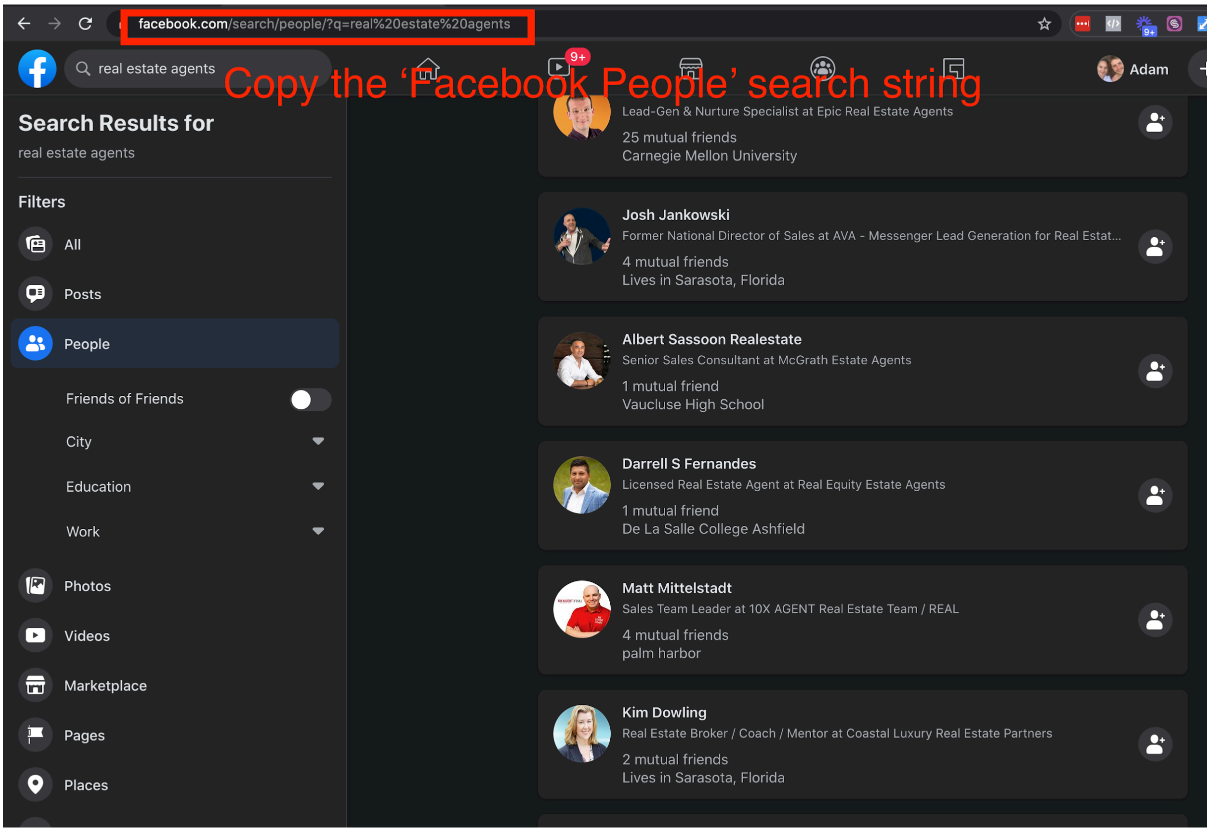
Methods to Extract Congregation Points:

Method 1: Facebook Post/Thread URL Search




facebook.com/groups/2016376418637725/permalink/2818139178461441
Copy the post thread URL
Search Facebook
Facebook Ads Agency Scaling Secrets
Like · Reply · 6w
Jean-Michel Scaled
It hits your self esteem ONLY when you aren't used to it enough...
It's like hitting on women in the street, it starts becoming much easier when you know that there's a much higher chance that you'll get a "no"; you just go for it, without overanalyzi... See More
3
Like · Reply · 6w · Edited
Jordan Steeves
Remember when quagmire from family guy took Chris to a clothing store? He asked every single women in that store if they wanted to get giggity with him, 99/100 said no to him.
Only one said yes. ... See More
9
Like · Reply · 6w
1 Reply
James King Baskin
Hey brother something I've worked hard on over the past 10 years has been self love, start with simple things like looking in the mirror and tell yourself "I Love You" while staring at yourself.
6
Like · Reply · 6w
2 Replies
Heather Koolhoven
I find people who are no shows tend to not take themselves seriously. You can also just see if they want to follow up and tell them this is your last available time you can follow up with them since your schedule is full. I have had some people who kee... See More
3
Like · Reply · 6w
2 Replies
Abhishek Paul
Gain experience
2
Like · Reply · 6w
About
[IMPORTANT] PL
Get your Kickstar
Private
Only member
Visible
Anyone can fi
General Gro

Method 2: Facebook People Search



Method 2: Linkedin Booleans

1. Purchase a 30 day free trial of Linkedin sales Navigator
2. Type in the title of your prospect, begin looking for keyword patterns for title types and list them down.
3. Look at keywords that relate to your profession, however you will need to test to make sure you don't have too small or too big audience size.
4. Create your boolean using the "AND" "OR" "NOT" string.

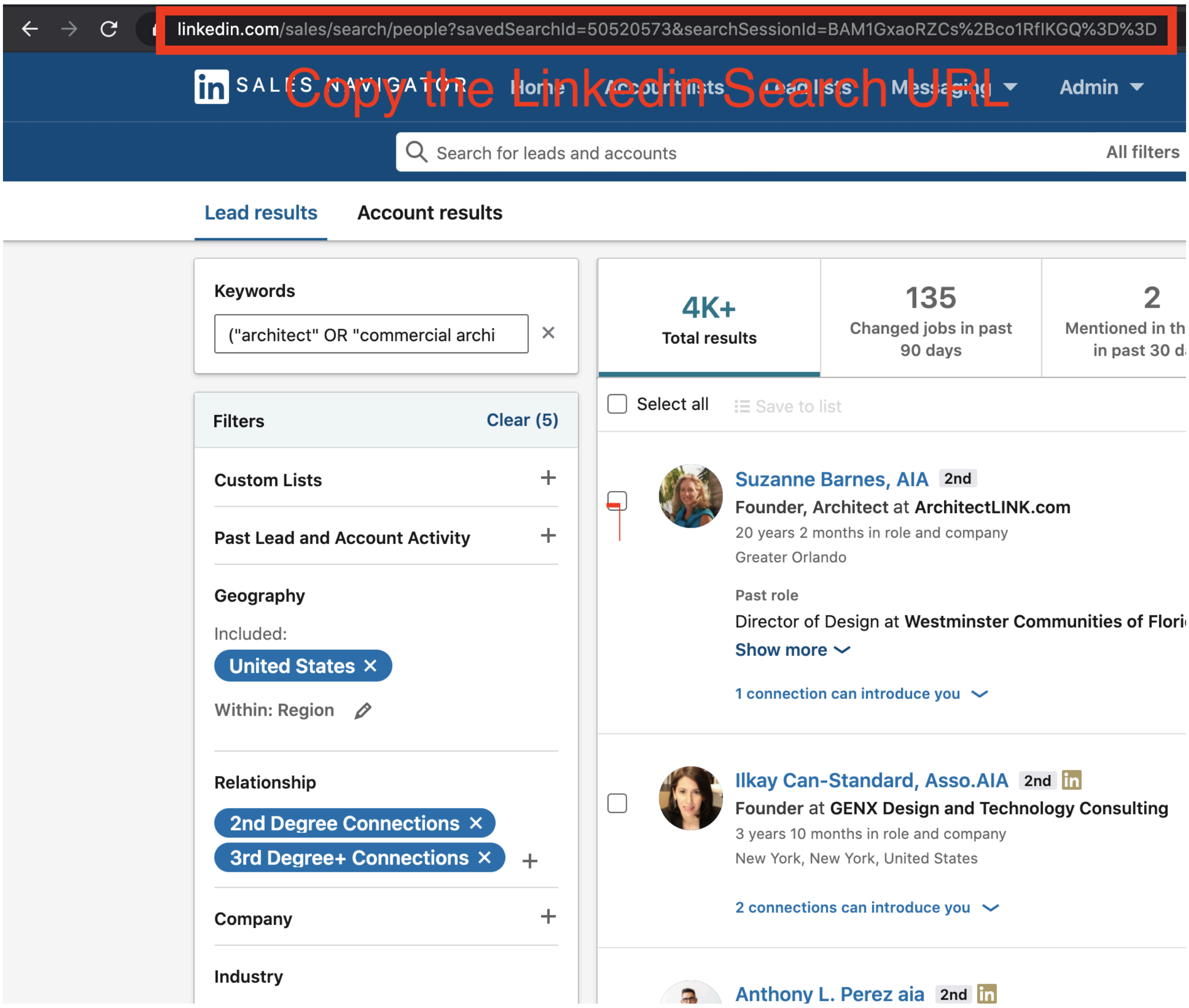
Start with **title booleans** - Example: ("Founder" OR "Co-founder" OR "President" OR "Director")

Then 'keyword' booleans - Example: ("Ecommerce" OR "Online shopping")

Title	Keywords	Boolean
Ecommerce owners Founders Marketing managers Co-founders CEO's	**Ecommerce, online shopping, email marketing, direct response**	("Founder" OR "Co-founder" OR "President" OR "Director") ("Ecommerce" OR "Online shopping")

5. Begin sending connections. You can make this personalised, but I honestly have tested this and find a simple 'great to connect' works fine when sending the connection.

Identify prospects on Facebook



linkedin.com/sales/search/people?savedSearchId=50520573&searchSessionId=BAM1GxaoRZCs%2Bco1RfIKGQ%3D%3D
Copy the Linkedin Search URL
SALES NAVIGATOR
Admin
Search for leads and accounts
All filters
Lead results
Account results
Keywords
("architect" OR "commercial archi
Filters
Clear (5)
Custom Lists
Past Lead and Account Activity
Geography
Included:
United States
Within: Region
Relationship
2nd Degree Connections
3rd Degree+ Connections
Company
Industry
4K+
Total results
135
Changed jobs in past 90 days
2
Select all
Save to list
Suzanne Barnes, AIA
2nd
Founder, Architect at ArchitectLINK.com
20 years 2 months in role and company
Greater Orlando
Past role
Show more
1 connection can introduce you
Ilkay Can-Standard, Asso.AIA
2nd
Founder at GENX Design and Technology Consulting
3 years 10 months in role and company
New York, New York, United States
2 connections can introduce you
Anthony L. Perez aia
2nd

Day 2-4:
Generate Conversations and Booking Appointments

By now you should have lists of potential congregation points to identify prospects. You should also have a real 'aha' moment of just how many people could be in need of your offer. Now we will begin to literally create our own customers'.

Introducing EAACO.

The EAACO™ framework is a proven, insanely systematic booking framework we use every single day. We have seen brand new appointment setters turn into booking freaks, landing 6-8 apps PER DAY using this framework.

EAACO Stands for:

1. **Engage the croc brain** - There are 2 methods we use to properly engage and acknowledge a prospect's pains enough where they will allow us to begin assessing.

2. **Assess the situation** - Once you have engaged the croc brain, the prospect walls will come down and you can begin assessing the situation of where they are, want to be and what's stopping them.

3. **Assign the frame** - Once you know what's holding the prospect back, you can assign a brand new frame. Done right, the prospect will become 'problem aware' and the amount of trust you have built outweighs any other interaction you could have.

4. **Call to Action or 'micro commitment'** - By now, you want to create a call to action. This could be a triage call or if you feel they are ready, book them in for a strategy session.

5. **Obligation (homework)** - You want them to prepare for the call, give them homework in the form of case studies, pre-frame materials or additional content. We will go into using a 'CCO' to frame prospects in day 3.

<u>Pre work:</u>

Before getting started we are going to do some prep work to create a 'tool kit' of phrases you can pull from to use with ease. This will allow you to move fast and not stumble around.

You want to list 3 things.

1. **The Real problem:** This is why your prospect has not already seen results. What is the 'real problem' behind their 'symptom level pain'.
2. **Knowledge Gap:** A knowledge gap is a small piece of knowledge you know that they don't. This is NOT your mechanism. This is a quick rundown of how you would fix that problem.
3. **Angst:** What is the cost of doing nothing if they do not solve the 'real problem'?

Example: 'Real estate agents that have constant **<u>'no-shows'.</u>**

<u>Real Problem</u>	**<u>Knowledge Gap</u>**	**<u>Angst</u>**
The real problem for the no shows are that The leads are not qualified enough to value the call, therefore they don't show up.	To fix this we have a follow up system that gets firm commitments from the lead before even scheduling.	If they do not fix this, then they just continually get ghosted by low commitment level leads. This has a huge opportunity cost, as here is no filter.

Begin.

Engage - How can we engage the prospect without scaring them away?

2 Methods to Engage the Croc Brain:

How Hero Reference Points

In its most simple form, this method is all about identifying prospects who truly need help with a specific problem, then reaching out in a non-invasive and helpful way. Anyone who has actively made a post or comment identifying themselves to need help is a great candidate for a 'How Hero'.

1. Identify a post or comment thread of prospects asking about a certain problem
2. Begin adding the main contributor and then the commenters
3. Like the main post and/or comment so that they see you
4. Send a message saying 'Hey [Name], did you ever get a detailed answer to this?'
5. Send the screenshot of the original post, so they know where you came from.

Profile reference points

While the How Hero is so powerful, sometimes you will run out of prospects directly asking about a certain problem. The cool thing is, once you practice with How Hero, you should feel confident to start reaching out to prospects cold.

1. Using your congregation points, begin adding new prospects (Facebook or Linkedin)
2. Wait for them to accept
3. First contact should be something simple like 'great to connect {name}.
4. Wait until they have either SEEN the message or they REPLY.
5. Begin the Knowledge Gap opener.

Knowledge Gap Opener:

Effective however can require more time. You don't want to just be lazy on this and try pushing basic scripts.

Whether it's Linkedin or Facebook. Your opener will always have the same formula.

Start by a simple 'greeting and wait for a reply'.

Then...

1. **Identify something meaningful** - a post, bio (must be something that relates to what your doing)
2. **Display the knowledge** gap through a short story or example: What you know that they don't.
3. **Call to Action Question** - Be specific and create some angst while doing it.

'Hey John, really cool post on profit driven copywriting to identify the money prospect you are speaking to. We do a similar thing, however we use VA run research teams to identify pain points, then test each one until we find what brings the highest roas.'

[Send]

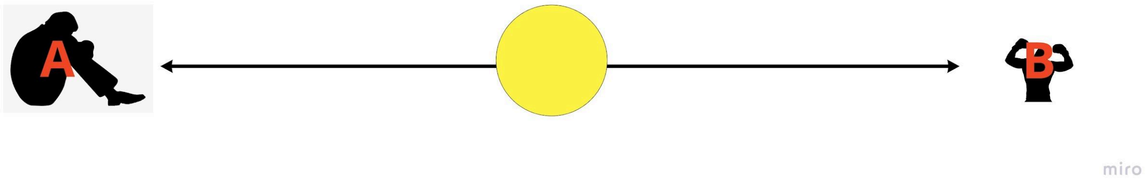
Are you running an in-house creative team atm?

[Send]

Assessing the situation

Assess:

In this stage you want to begin **assessing where the prospect is**. We use the 'Assess Diagnostic tool' which is located here. The objective here is to ask **non invasive** questions, which then allow you to diagnose the *'real reason for their problem'*. You want to ask the questions in the diagnostic tool, then proceed to the 'Assign' stage.



Credit where credit is due: I learnt the buying pocket from Taylor Welch at Traffic and Funnels.

Every prospect you speak of will fall into **1 of 2 categories.**

Person A: They have been burnt, let down, often have lower goals and never had a system that works.

Person B: They think they can do it all themselves, do not want to accept help even if they may truly need it. Will often just want a very specific problem solved and be on their way.

Your job is to identify which person you're dealing with and then pull them into what is called 'the buying pocket'. This is when they are in the place where they are prepared to accept help AND they see a future for their business.

How do we pull them into the 'buying pocket'?

The most effective way to pull someone into the buying pocket is help them identify the 'real problem'. This is often referred to as 'the negative mechanism'.

We do this through a problem diagnostic tool - you can see mine here:

Question 1: What have they tried so far to fix the ‘specific problem’.

Question 2: What is their current offer valued at?

Question 3: How many sales/clients are they gaining each month?

You should now be able to reverse engineer their revenue, and see whether they are person A or Person B.

Question 4: How many clients are they aiming to bring in each month?

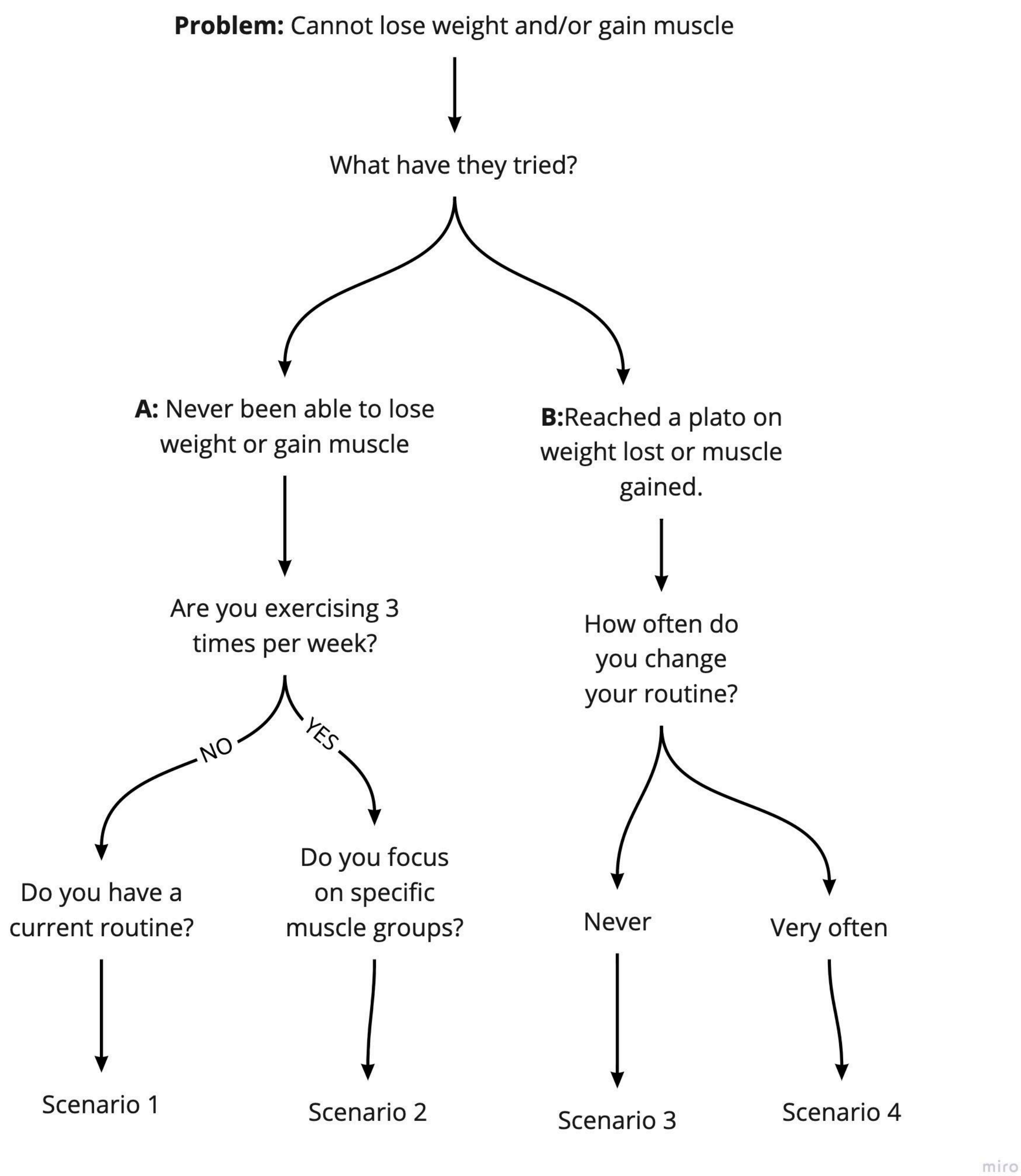
Exercise: Whether you yourself or starting out this outreach process or learning to teach your team, you will soon run into a bottleneck and that is **‘people buy because of YOU not your service’.** This is great when getting to $20k-$50k per month BUT when you truly want to scale and build a team, a personality is not something you can transfer across to a sales rep overnight.

Here is how to systemise the knowledge of your service, so that anyone can conduct strategy sessions on your behalf.

Step 1: Write the main top level problem that you help your prospect solve. This could be ‘get leads and sales’ or ‘lose weight and gain muscle’. Don’t over complicate it.

Step 2: Map out the diagnostic process. Write down the 2 types of people you will often deal with (Version A and Version B) then begin asking questions of why they have not yet solved this by themselves. Don’t overthink it, just imagine you are having a strategy session with an actual prospect. By doing this you will often uncover 3-5 scenarios of why people have not solved their problem.

Here is a rough example:



Note: I'm not a fitness coach, so these are just questions I guessed. You will need to research whether your own resonates.

You will find that if you have done this correctly, you would have mapped out 3-5 scenarios of why people do not see results. This is now your diagnosis which you will use for 'framing' in the next phase 'assign the frame'.

Assigning the Frame

Once you have successfully identified their real problem (which you likely already have mapped out) then you want to assign a new frame to the problem. This sh*it is powerful as once you take someone from unaware to problem aware, everything changes.

To assign a frame you need 4 requirements:

1. Permission - Simply ask 'hey can I weigh in on this?' then wait for confirmation.

2. Real Problem - Explain the real problem using 'softeners' like 'sounds like', 'appears like', 'what helped me'.

3. Knowledge Gap - Insert your knowledge gap in the form of a story or something past tense which you did to fix it.

4. Angst - Use past tense to explain how someone else or how 'most people' get it wrong and illustrate the cost of doing nothing.

Example: 'Real estate agents that have constant 'no-shows'.

We have engaged, begun to assess their situation, and once they feel acknowledged and we have identified where they are, we begin to assign a frame.

You: "Makes total sense, mind If i weigh in on this real quick?"

Them: "Sure"

You: "So It sounds like the reason why your having constant now shows might actually be due to the qualification process you have an gathering micro commitments"

[Send]

You: "What we did to fix this was set up a follow-up system that focuses on getting small commitments and 'pre-frame' the prospect to be ready for the call - no shows decreased by like 70% doing this".

[Send]

You: “Where agents most go wrong, as they don’t get the a real ‘yes’, so they end up wasting so much time with no shows and the opportunity cost is huge”

[Send]

You: “Makes sense?”

Once the frame is assigned, and they reply back with some confirmation like ‘I agree’ or ‘makes sense’ then we create a call to action.
Call to Action

The key here is ‘micro commitments’ and getting to the first ‘yes’ or the first objecion.

We want to position the strategy session as a very logical next step that has perceived value. We do this by creating a clear call to action and giving homework.

After you assign the frame, you have essentially taught them something new and the trust is built. You now want to book a call. Schedule this for as soon as possible.

Get this time booked on your calendar and send them an invite.

You want this to come across as genuine and organic, otherwise they will think you're just like everyone else.

You say: *“Okay, Let’s do this. I want to help you implement some of this out, so let’s set a call for {Specific time}. That way I can send you some resources to go through now and I can answer any questions you have.*

[Send]

“Sound good?”

Now, what will happen is 2 things. 1. They will confirm and you book a time (good work) or 2. They throw an objection out.

How to Combat micro Commitment objections

The key to overcoming this is demonstrating the value of moving to the next step. To do this we use Jef Blounts 'Objection Turnaround framework':

1. Ledge - A ledge is a simple statement you use to pattern interrupt and acknowledge what the prospect is saying. Something like "That makes sense" or "I get why you may feel that" or "It sounds like you are quite busy"

2. Explain Value - Once you acknowledge their concern, you now want to explain the value behind why they should take that next step - you must answer 'What's In It For Me'?

Types of value:

Emotional Value: Moving the next steps, clarity, peace of mind, progress.

Insight Value: Insight and promise of new systems, trends or resources that can help

Tangible Value: Real tangible value such as a resource they can take away, offer to send them the recording, show a demo, screen share etc.

Once you have completed this, you then ask again.

3. **Ask again**

Now ask again, but with firm next steps, showing your immediate next steps so there is no ambiguity.

Example:

You: "Let's do this. Why don't I break down how to implement this on a quick screen share, can you do it tomorrow 2pm?

[Send]

You “Then i’ll send you a quick video that explains more of the process now, that way we can use that call to answer any questions. Sound good?”

[Send]

Them: “Okay, i’ll let you know, pretty busy these next few weeks”

You: “Makes sense, based on your post it looks like you have a packed schedule. The main reason for the call is to make sure you have some type of clear next action to fix this. We can even record it for you and your team”

Day 5: Extracting The Offer

PDOCS Offer Creation Framework

After about 8-10 How Hero Messages / cold conversations you should be able to book at least 2 strategy sessions and start identifying the biggest problems these prospects have.

Once you have this, I recommend listening back to the recorded calls and extracting the 'elements' you will need to create the perfect offer.

Before we dive into creating an offer, let's geek out on some psychology. We are going to reverse engineer a thing called 'cognitive dissonance' by using a Cognitive Dissonance Map.

Evert heard of the term 'cognitive dissonance'? This is a term used to describe the 'metal discomfort of holding conflicting beliefs, behavior or attitudes.

Let's say for example, that you are a fitness coach...but you also smoke a pack of cigarettes a day.

Your belief = Health is important and 'my body is a temple'

Your behavior = Smoking cigarettes which is literally killing your body

The result? You feel uneasy. You feel physical mental discomfort. Something has to change...

This is cognitive dissonance and it's one of the most powerful tools in your arsenal, as when you speak with prospects, they will have a certain belief like 'the way to getting more income is just working harder' but then when you come in with a new belief like 'the way to earn more income is not by working harder but by working smarter' than your prospect will have this conflicting discomfort.

<u>So what happens after you have introduced cognitive dissonance?</u>

Once you create cognitive dissonance by introducing a new belief or behavior that conflicts there are 3 things that people will do to ease the pain.

1. **<u>Change the belief with Outside Sources</u>**- They will look for outside sources to prove you are wrong and change the belief entirely. They will ask for case studies, ask to speak to other clients or even go on a google rampage to find out more about you as they are trying to find something that supports their own beliefs.

   Example: The fitness instructor who is a smoker might go look at sources to try find one article explaining how it's not that bad. Or ask friends what they think to try to find confirmation on their negative behavior.

2. **They will change the attitude** about the behavior/belief - This means they will 'downplay it' or change the attitude entirely.

This actually happens in **<u>2 ways:</u>**

A. They change the importance of the belief and downplay it with a new attitude.
B. They change the importance of the belief with self doubt convincing themselves it won't work for them.

Example: A fitness instructor who smokes, may justify this by saying they know people who are doing far worse and the fact they eat so healthy, they can have one bad habit.

Or they may justify it by saying 'quitting is too hard' and not have any clear steps so nothing changes.

3. **They will change the behavior** - they will take action. They will accept the new belief and adjust their attitude and behaviour. This is what we want!

Example: Fitness instructor who smokes, accepting it does not align with their beliefs and quitting.

So What's the Take Away? You have to create cognitive dissonance by introducing a new idea THEN make it so the only way forward is to change the behavior.

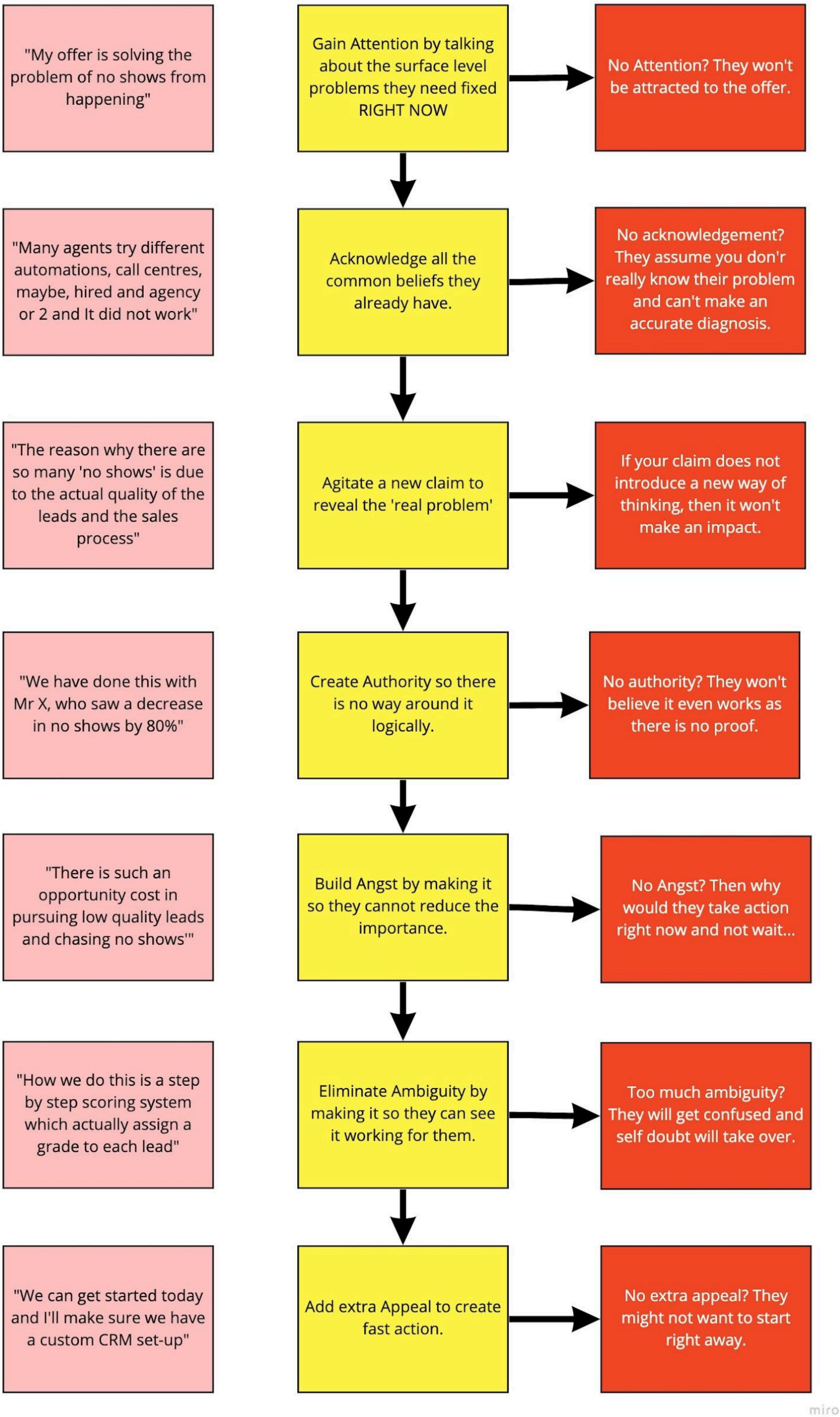
To do this, we have identified 7 elements that any offer/messaging NEEDS. This was invented by none other than a good friend and mentor of mine Sean Volsver. You can use this for creating offers, scripts, sales pages, posts, ads...and the best part is once you understand this you will be able to literally identify the elements and pull apart any ad you see online (more on that in the coming days when we attack inbound).

<u>There are 7 elements you need:</u>

1. **Attention** (the surface level problems that get someone's attention)
2. **Acknowledgement** (Acknowledging all their problems in their own messaging)
3. **Agitate** (Introducing the claim of the real problem you are solving thus creating cognitive dissonance.)
4. **Authority** (How you can deliver, how you can prove you delivered, the degree of certainty, sophistication and time - Otherwise they will seek outside sources)
5. **Angst** (The cost of doing nothing and not fixing this problem - otherwise it won't be important enough to them)
6. **Ambiguity** (The exact steps you would need to break down to solve this problem - otherwise they will doubt it will work for them)
7. **Appeal** (What is the cost, and are there any additional services you can add on to make the decision a no-brainer - Create immediate action)

<u>Why and How This Works:</u>

Example Offer: Fixing the problem of no-shows for real estate agents.


"My offer is solving the problem of no shows from happening"
Gain Attention by talking about the surface level problems they need fixed RIGHT NOW
No Attention? They won't be attracted to the offer.
"Many agents try different automations, call centres, maybe, hired and agency or 2 and It did not work"
Acknowledge all the common beliefs they already have.
No acknowledgement? They assume you don'r really know their problem and can't make an accurate diagnosis.
"The reason why there are so many 'no shows' is due to the actual quality of the leads and the sales process"
Agitate a new claim to reveal the 'real problem'
If your claim does not introduce a new way of thinking, then it won't make an impact.
"We have done this with Mr X, who saw a decrease in no shows by 80%"
Create Authority so there is no way around it logically.
No authority? They won't believe it even works as there is no proof.
"There is such an opportunity cost in pursuing low quality leads and chasing no shows'"
Build Angst by making it so they cannot reduce the importance.
No Angst? Then why would they take action right now and not wait...
"How we do this is a step by step scoring system which actually assign a grade to each lead"
Eliminate Ambiguity by making it so they can see it working for them.
Too much ambiguity? They will get confused and self doubt will take over.
"We can get started today and I'll make sure we have a custom CRM set-up"
Add extra Appeal to create fast action.
No extra appeal? They might not want to start right away.
miro

When you have all of these 7 A's mapped out, then your offer and messaging is bullet proof. You can use this framework to create a lethal presentation and also use it to diagnose any gaps your offer might have.

Let's map it all.

To ensure your offer has every single one of these elements, we have put together 16 questions to answer (when you get to sales pages, there are 26, but we will get there).

Step 1: Fill in all the elements (brain dump it).

Attention	1. What are the biggest surface level problems?
Acknowledge	2. Who suffers it most? 3. What are people currently doing to try to fix it? 4. How expensive are the alternatives? 5. Is there enough demand?
Agitate	6. What is the real reason behind this problem and your solution 'the mechanism' to solving it? 7. Summarise this into a knowledge gap?
Authority	8. What tangible proof do you have about this offer? 9. What certainty do you have about getting the results? 10. What is the sophistication level of the problem? 11. How long will it take to get these results?
Angst	12. What is the physical cost of doing nothing to fix the problem and how does it look?
Ambiguity	13. What are 4-5 obstacles your customer must overcome to fix the problem? 14. How do you implement this and help them understand?
Appeal	15. What can you price this offer at? 16. What additional features/benefits can you add to help customers make a decision?

Once you have all of this mapped out, not only will you **now see any gaps in your offer, you also can see all the elements you will need to use in messaging**. We will get to this in the 'inbound' training.

You can now use these elements in any kind of messaging (not just the actual presentation of the offer).

Step 2 - Begin to Extract the Core of the Offer

Use this formula and fill in the blanks and pull from your 7A worksheet.

I help **[customer]** solve the problem of **[physical pain]** by fixing **[real problems]** using **[real solution]** in **[time]**.

Doing this, **[customer]** can stop/avoid **[cost of doing nothing]** and achieve **[physical desire]** without **[obstacle]**.

Example:

I help **real estate agents** solve the problem of **constant no-shows** by fixing **their qualification and follow up process** using a **4 step booking confirmation process** with **Facebook ads** in under **12 weeks.**

Doing this, **agents** can avoid **wasting time and opportunity on unqualified prospects costing them thousands per month** without **needing to set up complex CRM's.**

Step 3: Breaking this down into steps

Now you have broken down the exact way you present your offer in a clear and succinct way, we want to break down the exact steps of how they will actually see the result to get rid of any doubts they have.

We do this by introducing the problem, then creating an angst scenario (worst case story is great to use) then the exact implementation.

What are the 4 problems your offer solves? List them.

#1 Problem

Problem 1 Explanation	
Angst Scenario	
Solution	
Implementation	

#2 Problem

Problem 1 Explanation	
Angst Scenario	
Solution	
Implementation	

#3 Problem

Problem 1 Explanation	
Angst Scenario	
Solution	
Implementation	

#4 Problem

Problem 1 Explanation	
Angst Scenario	
Solution	
Implementation	

Example:

Problem 1: Time Audits of Real Estate Agent

Problem: The first problem we address with real estate agents is figuring out how much time they spend on each prospect, then we correlate this with their monthly commission goals.

Angst: Where most agents go wrong, is they spend 80% of their time trying to save deals that are already lost.

Solution: We do this and work with you for an entire week and audit each hour based on the prospects you speak to.

Implementation: We do this by placing recording and tracking into your phone calls and integrating this to the CRM to create a clear graph we can reference through our time working together.

How this all gets put together:

My offer is…

I help **real estate agents** solve the problem of **constant no-shows** by fixing **their qualification and follow up process** using a **4 step booking confirmation process** with **Facebook ads** in under **12 weeks.**

Doing this, **agents** can avoid **wasting time and opportunity on unqualified prospects costing them thousands per month** without **needing to set up complex CRM's.**

How solve this problem in 4 phases:

Phase 1: Time Audits of Real Estate Agent

The first problem we address with real estate agents is figuring out how much time they spend on each prospect, then we correlate this with their monthly commission goals.

Where most agents go wrong, is they spend 80% of their time trying to save deals that are already lost.

We do this and work with you for an entire week and audit each hour based on the prospects you speak to.

We do this by placing recording and tracking into your phone calls and integrating this to the CRM to create a clear graph we can reference through our time working together.

<u>When you put together an offer using this framework, sometimes you won't even get through the whole thing before the prospect says "Okay i'm ready, let's start".</u>

Day 6: The Call

Are you booking appointments yet? If not there is a reason why and your advisor can help you if you ask in the group.

The Offer

The 'SOCCTOCCO' Enrolment Framework:

1. **Set** the agenda (the proof frame)
2. **One thing** (one symptom level problem they have)
3. **Cost** of doing nothing (specific financial cost to NOT solving this problem).
4. **Close** all other doors (Closing any other solutions or potential doors they can go through).
5. **Timing and logistics** (is this a priority right now?)
6. **Offer** (Break down the offer)
7. **Commitment** (establish the financial commitment)
8. **Call to action** (Call to action to make the sale whether it be deposit or full payment).
9. **Objections** and framing (What other objections do they have? (Use the 5 Beliefs)

Here is an Example of Our Script:

Set the Agenda

You promised them a 'Strategy Session', so in this phase you want to acknowledge that you will be providing extra details to what you previously sent them or spoke about. Try not to share the screen, as it will derail the call.

I know these calls have a bad rap, but I genuinely want to provide value. So is there anything specifically you want me to go over before i Jump in?

[wait permission]

Okay, so this will take about 45 minutes to really get you up to speed. A big part is seeing how we can help, and give you next steps for implementing this whole thing out.

(5 mins)

One Thing

You don’t have to ask dozens of questions if you have done everything right. There is always ONE THING, one specific problem that has brought them to this call. Identify it then position it to call around solving it.

What is the one biggest problem they are looking to solve?

So, just to start. How can I help?
What’s one thing I can show you that would help that you did not get from the training?

What do you mean by that?
Why?

Get to the ‘real’ reason like you would on messenger.

What is the offer?
Goal revenue?

*Take any notes of important pain points they say that stick out. You will address them later.

Cost of In-action

After you have identified the ‘One Thing’, you now need to attach a cost of doing nothing to it. You want the prospect to actually give you a financial cost of how much money is being wasted or left on the table by not taking action.

If you focused that same amount of time on sales, how much extra do you think you could be making each week?

So you're essentially leaving x amount on the table?

Close all other doors

This is where you have the prospect close all other options or 'doors' they were going to try. You want them to list out what they have tried and help them close this door.

"So, if you're currently spending/doing X and it's costing you X then why have you not solved this already? What have you already tried?"

Have them admit and close each door of other solutions.

Timing:

Now is the time to identify their readiness and the logistics of this being implemented. This is also a nice 'temp check' to look at the logistics.

How soon are you looking to get something like this implemented?
Is this something you want to fix now or can you wait a few weeks and implement some of it yourself?

*If they say now, or ASAP' then you have them.

Offer

Now we break down our offer. We do this in a way to use 'inverse benefits'. We want to teach them 3-5 new ways of thinking by positioning this '4 problems you must solve'.

We then want to break down each, while focusing on the cost of doing nothing. The formula is this: The problem, obvious ways people fail, new ideas, how we implement.

So there are 4 problems which you need to solve right now. Here is how you solve each one.

Do you have a notepad or something to write with - are you recording this?

Problem 1

The biggest bottleneck to people seeing results is that they never learnt how to convert their skillset into a system. ***[Problem]***

Whether this is via Facebook, Linkedin, Instagram, cold email...it does not matter. What matters is that many people do not realise that within a few weeks you can systematically teach anyone to identify pain points, create messaging and close leads. ***[Angst Obvious ways to fail]***

In this phase, we train both you and your team in PDOCS™ to generate 3-4 appointments per day. When you're ready, we then bring in a shortlist of appointment setters who begin generating their own leads using PDOCS system. ***[Solution]***

We map out schedules, and get everyone in your team using a simple routine for minimum input and max output. This alone will bring you up to $50k months, and you can scale by just hiring new commission based app setters. ***[Implementation]***

Does this make sense?

[Wait and move to next stage]

Commitment

Here we look at both the investment **AND** the actual commitment from the prospect. We want to temp check the prospect while also framing it so it's something they are asking you for.

Before jumping straight in, you want to make sure there are not any burning questions lingering.

So, I hope you took some notes.

Is there anything about this that stuck out, or something you still don't quite understand. I may not be able to provide an in-depth answer as we are short on time - but I can send you more resources.

*Address concerns**

So first, how do you feel about the process? Does it make sense? Do you see how it could work for you?

[Wait for them to ask how they can work together]

Okay, so i'll break down the investment if we were to do this for you.

For us to build this all out from crafting your offer, building an organic appointment setting team, training them sales, building a 7 figure agency team and even automating every part of this.

We charge a one off cost of $x,xxx This takes 12 weeks in total to build out.

Call to Action:

What is the very next step? Do you send an agreement or collect payment on the call. Have this ready.

Objections:

The Framework we use is inspired by Jeff Blout's Five-Step Buying Commitment Objection Turnaround Framework:

1. **Relate:** Acknowledge their concern and the reason for not taking action.

2. **Isolate and Clarify:** Identify the real reason behind this then clarify so you are both understanding the specific reason for them not taking action.

3. **Minimize:** Think about a micro commitment you can make, or immediate call to action you can bring in.

4. **Ask:** You now ask again for the commitment after establishing the obstacles.

5. **Fall back to an alternative:** If it still cannot be sold, fall back to a small commitment such as deposit or follow up call. Always, always leave the call with a solid next step, this means booked follow-up, deposit or both.

Let's put this all together...

Example: I'm looking to sell lead generation to real estate agents. It's a VERY over saturated niche, most agents I cold call just hang up and everyone's demanding case studies.

I can do it **the OLD way:**

- Cold call dozens of people
- Run ads with a huge guarantee of x amount of leads
- Create a demo deck and just pack it full of social proof (again, would need social proof)

Or I can do it the **PDOCS™ way...**

Step 1: Identify the Unaware Avatar of Real estate

I want to charge over $3k for my offer and as I don't know what my churn rate would even be, I'm going to focus on charging around $4k-$5k to solve a big problem and get the money up front.

I need to find what these people are really going through. What they need help with RIGHT now.

After using the methods to identify the top posts, then look at the biggest problems in each group.

The problem I find? Dealing with constant 'No shows'. Real estate agents freaking hate it. They don't care about more leads, they just want their current leads to show up...

I identify several posts threads full of agents bitching and moaning about no shows. Time to move to step 2.

Step 2: Use EAACO to Engage and book these agents:

I send some simple How Heros to people who are engaging in the comment thread. WIthin about 3 hours I have replies (I know this problem is annoying to them).

I take them through the EAACO process.

First I Engage and straight up acknowledge that i[m here to help with no shows. I ask what they have tried to fix it and one agent gives me a whole detailed rundown of what he tried and how he has been burnt by agencies.

In about 3 minutes into the message convo, I already know this guy is Person A - his hopeless. He has been burnt too many times, I have to convince him there is hope. I start to ask about his goals, the leads the current has and where he went wrong. I also know his got huge issues with no-shows, and find out his averaging about just over $6k commission per month (but working himself into the ground).

I know exactly what's wrong. The leads he (or his agency) brought him are just garbage. I can get him better ones and by doing so decrease the no-shows. Now I have him engaged, I need to transition to the 'real problem'.

I successfully explain that the reason for his no-shows is due to the quality of leads, not just in the criteria but the type of commitments he is getting. I explain how if he does not fix this, he will lose thousands in commission every month by chasing after no show deals which would never really convert anyway...

He immediately agrees.

I ask him to get on a call with me tomorrow and I'll explain how to fix it.

He books. Go time.

<u>Step 3: Extracting the Offer</u>

This offer needs to be a no brainer. I need to introduce a brand new idea that he is not used to. I open up my 7A framework and begin writing down what I found in my calls. I even send a few more How Hero's out and ask the exact questions I need to know.

Doing the 7A exercise, I fill in the blanks. I have an offer.

I help **real estate agents** solve the problem of **constant no-shows** by fixing **their qualification and follow up process** using a **4 step booking confirmation process** with **Facebook ads** in under **12 weeks.**

Doing this, **agents** can avoid **wasting time and opportunity on unqualified prospects costing them thousands per month** without **needing to set up complex CRM's.**

How solve this problem in 4 phases:

Phase 1: Time Audits of Real Estate Agent

The first problem we address with real estate agents is figuring out how much time they spend on each prospect, then we correlate this with their monthly commission goals.

Where most agents go wrong, is they spend 80% of their time trying to save deals that are already lost.

We do this and work with you for an entire week and audit each hour based on the prospects you speak to.

We do this by placing recording and tracking into your phone calls and integrating this to the CRM to create a clear graph we can reference through our time working together.

When you put together an offer using this framework, sometimes you won't even get through the whole thing before the prospect says "Okay i'm ready, let's start".

Phase 2, 3, 4.

My offer is ready. Let's do the mutha f*ckin call.

<u>Step 4 - The Call</u>

I go into Zoom. The prospect is already in the waiting room.

The call begins.

I set a clear agenda and exactly how I'm going to help him fix the issue of no-shows.

He agrees. We continue.

We break down how much no-shows are costing him per month in commissions to the dollar, it's over $10,000 in no-shows this past 2 months! Not to mention over $20,000 in opportunity costs by neglecting some others in his pipeline.

We then go through all the ways he tried and why it did not work. He lists all the methods he tried.

I ask him how soon he wants to get this fixed?

He says "dude like yesterday:"

Temp 1 check passed.

I ask If i can show him how I would implement a fix. He says "Okay".

I say, "James (his name is James), here is what we can do…

"I actually help **real estate agents like yourself** solve the problem of **constant no-shows** by fixing **their qualification and follow up process**. We use a 4 **step booking confirmation process** with **Facebook ads** in under **12 weeks.**

Doing this, **you** can avoid **wasting time and opportunity on unqualified prospects costing them thousands per month** without **needing to set up complex CRM's."**

He aggressively nods.

So, here are the 4 problems we need to fix right now, whether it's with me or not. This is what you have to get fixed.

Problem 1 - Figuring out where your time is even going

The first problem we address with real estate agents is figuring out how much time they spend on each prospect, then we correlate this with their monthly commission goals.

Where most agents go wrong, is they spend 80% of their time trying to save deals that are already lost.

We do this and work with you for an entire week and audit each hour based on the prospects you speak to.

We do this by placing recording and tracking into your phone calls and integrating this to the CRM to create a clear graph we can reference through our time working together.

I break down the next 3 steps. James keeps interrupting me saying

"That's why It did not work when I tried the 7 figure secrets mastermind accelerator real estate bonanza agency did not work for me!".

You finish your offer.

"How do you feel about getting this implemented? You want to get started".

I assume he's already in.

He says "yes".

Temp check 2 - Offer

I say "Okay cool so let's start tomorrow".

Silence.

He asks “uhhh so like what’s the cost of all this”.

I stop.

I say “James, for everything I just broke down to fix your problem of losing close to $30k each month, it’s going to cost you $4500 to get this fixed”.

There is silence.

He looks at me.

“Okay, let’s do it”.

I grab his details.

Log off zoom.

LFG!!

There you have it.

IMPORTANT:

You may not have a scenario like that. You may get on a call and they say “I don’t have time to have you do all that” “Can it be done quicker”.

Pure. Freaking. Gold.

Write these objections down. Plug them into your framework, refine your offer.

Whether it’s a sale or an objection. We want to continually optimize.

That’s the PDOCS way.

Day 7 - Ready to Move into the Scale Stage?

Book a time here