**PPN Session 4 07.06.2024 02\_Transcription**

[Speaker 5] (0:00 - 1:33)

On stage Two minutes ladies and gents two minutes take your seats, please. Take your seats Let's get down let's get down Okay Okay, ladies and gents, that's your one-minute warning now it's time please to finish up those conversations and make your way back to your seats So we'll be back on stage in just under 60 seconds 60 seconds still showtime.

[Adam Goff] (1:33 - 1:48)

Ladies and gents. Take your seats, please Take your seats 30 seconds ladies and gents.

[Speaker 4] (1:48 - 5:51)

Take your seats, please 30 seconds Let's get down, let's get down Ladies and gents, let's give Rachel Davis a big round of applause, please I'm gonna wish her a happy birthday. So Janet, where are you? All right Are we doing good?

Yeah Okay, so a bit of energy in the room, but I think we need some more It's the final stretch for today apart for unless you don't count GUGB later. So I want you all to stand up I'm gonna play a game Come on Akash, get up Right, so I want you to have you all got someone you can turn to a partner on your table or the table next to you Turn to a partner, please face them. You need to face them Maybe you might want to do a threesome.

I don't know Don't get so excited I haven't told you what to do yet. I haven't told you what to do. Stop fighting Right, so turn to your partner and say do you like it hard or soft?

You know what game we're playing? Yeah, it's time to have a massage people Or soft hand get massaging. Come on Massage each other hard if they like it soft if they don't that's it get in the massaging That's it Get it chopping up.

Come on on the back. That's it. Look at that fantastic Some of you are experts now swap over when you're finished Swap up to the other person That's it go hard go soft wherever you need A bit of patting on the back, a bit of patting between the shoulder blades Absolutely fantastic, right.

Do we feel good? All this hugs and everything sit yourselves down Fabulous that wake everybody up a little bit as we go into the final stretch now, I'm going to It's all about the crazy summer season. We've got coming ahead Adam's got a kick-off and talk to you about the secret sauce of motivation because this is what you need So, please give a huge round of applause while I welcome to the stage your head trainer.

[Adam Goff] (5:51 - 26:18)

Mr. Adam go Oh He's giving me the bush someone over here I owe some money to oh, yeah No, my number one fan. I love you. God.

I love you. God happy days Good Amazing what a day on a good day This is the bonus session the Brucey bonus the extra bit that makes the super event super so stay with us the last hour then we can go and have some fun put our frocks on and black ties and Have a drink and celebrate and have some fun and get to know each other a little better we're going to talk about the Dopamine and the feel-good and the motivation molecule that's all coming in a second But we've got some actual some really good news to announce. So probably the most important thing that's happened today Is that Dan Hill is now a father? Absolutely incredible look at the guns he has to take his top off doesn't he?

Oh, come on So happy for Dan that is just amazing And I think all of us are interested to see how Dan's James gonna pan out now, right? How is Dan gonna be as a dad who else is interested in that? Okay.

Yeah, absolutely It's like this whole new a whole new world It's like literally like what is gonna happen? This is so interesting. So you're really happy for him and Sav Like it's absolutely fantastic that literally happened a few hours ago.

So I thought he's a bit caught on the whatsapp. So good for him Good for him. The other big news is that we are completely sold out for in-person Advanced next year is done.

Thank you. So well done to everybody who got their seats Unbelievable Yeah, I just want to say it's an absolute honor we don't take it lightly we won't let you down We'll keep pushing the product. We do it every single year and it's mainly because of your feedback You know, you guys give such good feedback.

So keep it coming. We're on this journey together. I'm super pumped.

I'm super excited It is gonna be fantastic. So well done Well done to everyone who secured their seat Obviously if you want a seat you change your mind suddenly change your mind you can join our waitlist Okay join our waitlist if anyone does drop out you can you can by all means then you can have that on a first-come First-served basis, but I'm assuming no one's gonna drop out because you'll love it so much and I'll see you all in October I talked about The VIP experience earlier. Obviously we did so well with that and that was not advertised.

We didn't advertise the blueprint We did no marketing and lots of you did actually refer people to us and earn your thousand pound commission Some people waive their commission, which is super cool. And that was great. We had a really good time But now we are in marketing mode, you know, we're in summer for us where we are going who's seen our adverts Who's seen our adverts because I'm paying a fortune in paid Okay, good.

Yes. I really hope some of you have seen it and they're not going some, you know Hong Kong or like Brazil or something like that. I really hope they are actually coming to our audience.

Yes, we are Promoting what we're calling the launch event, which is our next blueprint on the 8th to 10th of July Now obviously those people that have secured your place already, you know how the discount works if you want to bring a team member You know, they're gonna be able to come for 50% of the list price if you want to bring a partner or family member, they're gonna be able to come for a Also a discount and then you'll get a discount if you're a solo place So you might suddenly decide you want to bring someone a couple of people have already said to me today They're thinking of bringing team members and stuff like that, right? So just the point here is that your VIP promo code is still active.

It's still active. It's still valid Your Friends and family can still get the 50% off deal 5,000 down to two and a half a money-back guarantee By the way, no one took the money-back guarantee at the last blueprint, but they can they can have it if they want That's absolutely cool and bring a guest for free So that is still valid and that is still live and obviously we're promoting world-class women this weekend What we'll probably do based on the sales from the world-class women is on just several knows the game so they can play You know because it is all the game in terms of getting the sales over the line because it's pretty hard to convince people to Give up three days, right? He's found it quite hard Like it is it's like no one wants to break their pattern.

Everyone knows what they know They don't want to upset their comfort zone. They like watching Netflix in the evening and and like, you know I mean, they don't want to leave their comfy beds like it's actually does take some effort to come on one of our blueprints So what we'll do is we'll we'll freeze the checkouts probably on Tuesday and then we'll do a flash sale on Friday So if you haven't introduced it to anyone yet anything, you know, I've had such a good day today I do want to actually share it with a couple of people We've put some content in the promoters and the referrers group. I put a YouTube video in there So they've got a video to watch that's also a podcast. There's some sales tips going on We'll throw some more content over the next few days.

I just just send someone a message and just say look Hey, listen, like I'm actually on this. This has really helped me. I just want to tell you about it.

And this is the offer There's no pressure. There's no sell and you know what if they don't take it this year, it might take it next year So just start spreading the word if you want to for us that'd be much appreciated And obviously you can earn a thousand pounds and lots of people have already earned that so that's how it work Your code is still live If you're not sure about your code go see Bianca and if you want to go and you know Want to send some messages out then we would really appreciate it and we'll look after them You know, they'll have a great time as you can see 80% of people enjoyed it and signed up So so that's that any questions about That okay. Cool. Thank you.

This one will be a lot easier now that we're marketing Probably be a lot easier to have your friends and family You know if once they go on our website, then our pixel will follow them around the internet So like they'll see our ads, you know, they'll see we're running a campaign You won't have to do all the heavy lifting yourself, but it's gonna help like now we're live We've got pictures out and stuff like that like pictures and videos.

I'd say It'll get momentum and if they don't sign up for this event, they might set up for the next one So that's how it works. That's why the last one's always so sold out. Well, I want to talk to you about Dopamine this is all about being on your triple-a game who wants to actually Like really get on their trip and like not just look but feel their best this summer who wants to really feel good good Okay, because this is what this is about.

It's a little bit of a That's funny that was I'm not gonna you guys This is a bit of a bit of a secret sauce. Okay, and it's about understanding what dopamine is Okay Dopamine so commonly used Phrase these days, but I think people Slightly misunderstand it and the reality is that you will get your dopamine kicks Two ways this summer. Okay, either from dopamine distractions which is basically like scrolling Instagram or looking on your phone or online shopping or sugar porn Netflix and all these like things that we have are like literally our fingertips that make us feel good But suddenly make us feel good, you know, they're there to distract you like literally the world is is armed to distract I'll talk about a second or dopamine drivers so you could either and you can see you can sack off those quick fixes and Use your dopamine to be more productive and smash it out of the park And the bottom line is I'd say almost everyone in here is guilty. We need to just stop We need to stop getting our kicks from cheap dopamine. We need to stop Answering emails we need to stop Scrolling our newsfeed.

We need to stop watching reels on Instagram need to stop going on Amazon to buy stuff We don't need we need to stop watching Netflix. We just need to stop sound familiar Yeah, like literally we just have to stop and if we stop It will change our life will literally feel different within 24 hours That is my guarantee to you. This blueprint will make you feel different in the morning and I guarantee tomorrow.

You'll be more motivated Physically and mentally than you were before and this is why it's such a great little hack Nassim Taleb, who's a modern-day philosopher said that actually The biggest threat to society isn't AI It's cheap dopamine We're all hooked basically, we're all hooked and why would anyone obviously everyone points at Gen Z But it's like so Finn. It's like why? Would anyone do anything of any value when they're just feeling pretty good anyway, so let's don't they get cheap dopamine But this is what he says is the biggest threat to modern-day society.

It's like There's no motivation to actually go and do things because it's like we're all addicts and that's the kind of reality so bottom line is that we are we're natural beings with human beings, you know, and we're living in this Artificial world that's literally designed to distract us So, you know to get clicks to get views like it's it's the world has been weaponized against us Technology has based and food and media has been weaponized to hack our brains against us So we don't stand a chance and people who've read Nevara Ravikant. That's what he talks about doesn't he the three biggest challenges? It's like but it's no wonder that most people fail.

I don't do anything They're overweight and it's like because they can't like everything they eat is full of sugar You know, they're told that these things are healthy and they're not it's processed etc It's like so in other words to be in the 0.1 percent. We need to understand how this things work and it all comes down to dopamine Drivers and this is this is what dopamine drivers are all about. So What is dopamine?

Does anyone know what dopamine is? Kind of alluded to it Grant did you say Oh Grant's got something to say of course you The anticipation of pleasure, okay nice. Yeah, I don't want to go head to head with Neeraj because I think I'm gonna lose Grant did you have something to add or are you also letting Neeraj?

Very similar to Neeraj. Yeah what he said Yeah, I guess so, I mean listen I'm not a scientist But my understand my understanding most people think it's what makes you feel good who would say that's like you associated with feeling good Okay, but actually It's what gives you gives you motivation. So in a way that anticipation thing is right.

It's it's the thing that gets you motivated It's what gets you out of bed in the morning. It's what gives you that desire to get things done It's the driver that actually gets you to do the work The thing that you need to do this championship season you need dopamine for it And you can either use it to go and catch a lion or you can use it to watch 20 reels on Instagram It's like basically like every day when you wake up You get a thousand dopamine drivers. You have a full tank of gas and when they're gone, they're gone and the motivations gone And what we're doing is we're waking up and we're grabbing our phone or we're doing whatever and we're Wasting dopamine on things that don't give us step changes that don't move our life forward and don't get us where we want to go You might feel slightly satisfied But it doesn't really Move us forward.

And like I said, this is the fundamental fundamental reason why we don't stand a chance because we are just waking up Just ringing a bell with anybody. Yeah, I'm like we don't stand a chance. We're hooked to our phone We haven't even got out of bed and we're already like 36 notifications and 14 emails.

We've got a file in different folders. Who does that? Yeah, people still filing emails away.

You know, it's like what what are you doing? Well, you're wasting your dopamine So by the time we've like done all that and we've excited ourselves and maybe we've watching TV in the morning and all sorts of stuff Like we get to our desk and our tank is already like three-quarters empty Like we've wasted it. We've spent it like We haven't got any left and then we can't add as much value to our businesses And the rest of the day, we're chasing it right on a fuse.

We're wondering why we're procrastinating. Well, we can't get things done It's like yeah, because you've spent all your dopamine And like I said, the reality is that we're addicted and you have to admit that you're an addict and You have to admit that you're addicted to either Social media whatsapp clearing your whatsapp whack-a-mole. I mean who plays that game every single day email news Nicotine like I said all these things they're like quick fixes They they give you a hit but they don't they don't add any value.

They just don't add any value to your life. So It's really like your time to take control To take control of the things that are actually taking control of you and Designed to slow you down. So what we want for you to get you ready to smash it for this summer It's not just mindset and all everything else.

We've given you is we want you to take a dopamine detox That is our 28-day challenge. That's what we do this pretty regularly for those who the business for a while It's like we want you to detox We want you to not waste all your dopamine on quick fixes and hits that don't add any value and instead Do a bit of a detox Spike your dopamine drivers be motivated to actually go and attack that to-do list those quarterly game changes The things that are gonna they're gonna move the ball forward like be super productive This summer.

So this is gonna be our 28-day challenge First of all, you can try it for a day. You just have a day this weekend For example, just a day this weekend off the phone No email who does that anyway on a weekend who really tries to do it? Yeah, I always I'm running at a million miles an hour at the moment and I'm back on the caffeine Okay, but it's like I give myself time off at the weekend Like I know what I'm doing.

I understand the game and it's like no this is sacred like boom You can't you can't be hitting the coffees on the weekend Otherwise you're like, but it's like we need to give ourselves a break. So I'd say a day a weekend a week 28 days if you can manage it like you can start small if it's new for you You could just do a day this weekend build up to a weekend next weekend Then you could do a week or some people might want to go cold turkey Just go cold turkey. You know what?

I'm deleting Instagram Whatever it is that thing that you're always like compulsively diving into but whatever it is, just delete it off your phone It's just gone. Just make it make it make a drastic decision What we need to do is we need to create some rules You need to create some rules for yourself Okay So, you know what your bugbears are, you know what you're addicted to, you know what you do at night You know what you do in the morning? You know what you know what what you do before you sit down at your laptop and you're unproductive So I want you to think about now and ask the experts to music on three basic rules You could give yourself like no phone before 10.

I'm gonna delete Instagram. I'm gonna set like the time limit thing on it So it only comes on at like 7 p.m. At night. I'm not gonna watch Netflix till 8 p.m At night, like I'm not whatever like I'm not gonna do X Y and Z I'm gonna give myself three rules and maybe they're your handful of habits that you've forgotten about So maybe you could use that for inspiration. So let's go. Let's set ourselves three rules for our dopamine detox Three simple rules nice and quick. Let's bash posh No phone on a Sunday No porn on a Monday Nice and quick you have to talk about it Okay, nice good stuff The aim of the game is to get ahead of your competition to feel different like you will give yourself a break this weekend You'll feel different on Monday But you'll feel good actually like your brain will be free, you know You'll be free from this like weaponized technology.

That's like sucked you in So so yeah, who's gonna do the 28 challenge with me? Who's gonna do it? Fantastic.

Okay. This is like so simple to do you'll absolutely smash it It will change the game something that Dan and I use as well I think Graham's gone home now But something that we that we use to focus and really be super productive is brain FM as I heard I know Neeraj uses it as well. He knows that is your friend's company.

Yeah. All right, so Neeraj never shows up to be fair. So yeah, I think Neeraj actually recommend it to me.

Did you recommend to Dan as well? Maybe I reckon okay Yeah, yeah, but I don't know if I recommend It's amazing it's like this is Did you It was actually Graham recommended to me I think but then you said oh, yeah, I know the guy Anyway, we digress. The point is is that this app is really cool music cheap subscription and it has different flight It's designed to help you focus So they want to be creative where they want to be focused like prime times deep hard work whether it's like lighter work So you're not putting on the radio not putting on Spotify It's like this this music is scientifically proven to help you focus.

It's really really good. Well, I'm always on it It's just it's fantastic. There's no words.

It's like I said, I'm I'm not a salesman for it. I just really like it So I'd recommend checking that out and this podcast Zombie nation, you know how we're all walking around dancing. We're walking around like zombies.

Everyone's hooked on cheap dopamine Yeah, that might give you a bit of extra context about what I've just what I've just said So, yeah, so this really is bless you it really is a game-changer ladies and gents, so I hope you all Episode 187 I Hope you all take notes. I hope you all create some good habits Make it difficult for yourself to break the rules like tell your partner. Okay, they're gonna love to hold you accountable Okay, tell them like make it painful You know all the things we spoke about earlier on in session one like make it difficult up the ante tell some people Like you all just commit lots of you've committed to me just now like let's let's get ourselves feeling better And let's get us out.

We all want to be motivated in the morning Great stuff. So that's dopamine drivers. I hope you found that useful So moving on and coming back on to sales two more guest speakers to finish off the day as I said to you at the start of the day Selling is really difficult, you know, and there's lots of things that go into it and there's definitely an art to sales I mean, they're like a hundred percent.

There's human psychology There's things you've got to do plus you've got to fight your own fear of it because you don't like it For whatever reason you don't think you're worth it you know like you coming up against all sorts of problems when it comes to sales and Just like us with our blueprint event how we've realized that we don't have to go and run these huge blueprints We can just run smaller blue blueprints do a better job We increase our conversion rate. We have a way easier time. We can do the exact same amount of sales And this is what world-class conversion rates is all about and lots of us don't need to go and chase More we just need to do a bit better With what we've got and that will make a huge difference to the bottom line.

It's actually quite astounding I'm looking forward to this session because he's gonna take us through it. Ladies and gents. Let's give mr Chris Moss the founder of oversubscribe property entrepreneur award winner to the stage, please ladies and gents Whoo

[Chris Moss] (26:21 - 54:54)

Hey everyone So for those of you that don't know me over the last 12 years I've run a marketing company and in the last six months I've been really fortunate to work with some awesome brands including delivery JD Domino's and a whole load of others and This session is built on the insight of working with those brands Coupled with a idea and concept that I got from a Tony Robbins Business event that cost me over ten thousand pounds to attend last year So as Adam says, I'm gonna take us through the world-class conversion rates blueprint This blueprint allowed me to take one of the businesses that I own from making a hundred thousand pounds a year Over a three-year period to making over four hundred thousand pounds a year profit last year And my promise to all of you is this blueprint will allow you to make thousands if not tens of thousands potentially even hundreds Of thousands of extra profit with some small tweaks and optimization in your businesses What I'm about to share isn't rocket science, but the reality is Most people don't think about their business in this way. And as a result, they lose huge amounts of money because of it So everyone thinks as Adam sort of alluded to there getting leads is the hard bit the reality is getting leads is the easy bit and actually Converting them is the hard bit and the reason for that is is Everyone has what I call a leaky pipeline and what I mean by this is that we all have this queue of people here Few of people here and then as they start to like have touch points with our business we have sales conversations We go through this process.

They slowly drip out for whatever reason that might be So then people end up with not as many clients as they would like and then they think what do I need to do? I need to put more into the mix But the reality is if you just fix these holes, you've got a lot more chance of getting more clients But also if you do then load up on leads there's an it's gonna be more cost-effective and you're gonna end up in a better position So there's five key drivers for us to understand and five key levers in our business that we can tweak Across the whole of this pipeline at this point. Don't worry about how we're gonna do any of this Just want to focus on understanding sort of a concept and then I'm going to go into the how So the five key drivers we have is that first part which is leads the second bit We all have is a sales process of some description The third is conversions. So at some point from a sales process you have to convert people We've then got the second from last lever which is the transaction when you transact with someone and then finally is the value that you add and Each one of these levers we can tweak in a certain way to increase the effectiveness of that pipeline So if we can attract more attention and drive more leads We're gonna have a better pipeline right at the start The sales process when we've got those leads in if we can make the sales person process more effective Then we're gonna get more people through that pipeline Next job is to increase our conversion rates Increase the transaction value that you have on those conversion rates and then finally add more value Not rocket science but the reality is is most people don't spend the time to drill down into their businesses to figure this out and Look at each level that you've got and the aim that I'm going to go through here is show the huge effect the compound effect That if you identify these areas for your business You make small tweaks to each level of it the impact and the uplift you can have on it is incredible So I'm gonna go through some numbers here and appreciate we've seen a lot of graphs and a lot of numbers So I'm gonna try and keep this as simple and quick as possible the numbers I'm going to share here is going to be a Representation of a potential sales funnel and a potential business going through this these numbers You will all have presuming you've got revenue. You will all have this in your business and these layers and these numbers I'm just going to use some numbers for ease here. So these aren't necessarily reflective for your your business So let's imagine we've got 100 leads and what I mean by a lead is say someone that's agreed to Have a call with you.

Someone said I'll have a call with you. We'll all have a different process But I'm just going to use this as an example So we've got a lead hundred people say I'd like to have a call to learn about your product You run an ad you've done something. You've got your hundred leads Next is let's presume 50% of those a hundred actually turn into people that you have a call with so 50% of them fall out 50% you actually end up getting on a call with of those 50 you have a call with them 20% of them you convert or whatever your sales process is might not be a call But I'm just going to use that as an example for this 20% of them you convert so you've got 10 clients and let's just say on average You've got a hundred pounds profit per client. This could be relevant to revenue or profit, but let's presume that's profit so you've got a hundred pounds profit at your transaction level and That equates to a thousand pounds worth of profit or revenue So then what I'm just going to quickly show here is the power of the compound effect of making small tweaks at each one Of these levels to what that actually looks like compounded because it's quite It's incredible it is incredible. So if you just increase your leads by 20% I know I said we're not going to think about how so let's not think about how but if you had to Can you all see how you could increase your leads by 20%? It's not a massive number It's not triple just raise your hand if you can see how you could easily do that Cool.

Awesome. I think that was So we've now got 120 leads and let's presume we keep everything the same Conversion, I mean into the sales process 50. You've now got 60 20 percent 12 clients 100 pounds you've now got 1,200 pounds profit We're gonna go down one more level and optimize So you've got 120 people on in your leads and let's presume 5% of them rather than 20 rather than 50% You've now got 55% so you do something different.

Maybe it's adding an appointment reminder So people actually end up getting on the call whatever it'll be and I'm gonna go into detail on this 5% increase so you've now got 66 people on a call of those 66 people Let's say 20% of them say it's all the same. So you've now got 13.2 clients You've got 100 pounds per client. You've now got 1,320 just from a couple of small tweaks Going down one more level 120.

You've now got the 55 66 and let's say we increase our conversion rate so on that call you improve your presentation you're showing more testimonials, whatever that looks like and You increase it by 5% so now you convert 25% so you've got 16.5 people Everything stays the same a hundred. So you've now got one thousand six hundred and fifty pounds in revenue One more layer on this so we go down 120 we keep everything the same 55% of them you end up getting into your sales process. Whatever that looks like 66 people 25% now not 5 not 20 So you've got 16.5 people and let's presume you can increase your transaction size just by 10% So you increase your price or there's loads of other things that I'm going to go through that you could do But let's presume you can increase your transaction value by just 10% So you've now got a hundred and ten pounds per client. So that equates to 1,815 and then just to go down two more layers on this So we now figure out how do we add more value? So the value can be added in a couple of different ways Which I am going to go through but let's presume you add more value to the clients and as a result those 16.5 people a handful of them give you Referrals, let's say 50% end up giving you a referral or four of them give you two referrals So you end up with some referrals and of those referrals because you've added so much value to those clients you get two extra clients Which is 12% Which is an extra 220 pounds in revenue and that equates to 2,000 Just over 2,000 pounds 2,035 pounds Hopefully you can see here that with just some small tweaks at each layer of our Those five key drivers that you can have over a hundred percent increase in revenue without having to do too much You're not adding loads more into the mix. These numbers are here are Representation of what we did in a particular quarter about a year and a half ago however, these could be any numbers but what I wanted to demonstrate is the power of the compound effect of this and Most people don't break their business down in this way You just think I need more leads and that will equate to more X But actually if you can look at each layer, then you can you can massively increase it without having to do huge amounts of work so Can you all see the power of this and how this could be hugely powerful for your businesses Amazing so you could obviously do this for your own business, but I know people that have done this for they've bought a business It's already got revenue.

They've already got teams I've already got everything there leadership teams and then they actually apply this process to it and massively optimize it because Because then they get that huge uplift and all they've had to do is tweak tweak certain things. I think being able to execute this is one of the most valuable things we can know how to do as Entrepreneurs and business leaders and actually the value in our business is actually tweaks not massive massive movement But what all that equates to is a step change So I'm going to go through each one of these layers Quite quickly and my aim with this is that we just really understand these layers and then you can go away and break this down For your individual business all of our businesses presuming you have revenue coming in will fit into this Which hopefully you'll see as I've run through exactly what these categories and these key drivers entail So the first thing is just us understanding that We don't necessarily need to add more leads into the system for this still to work You can do or it might just be that you focus on these these bottom ones Some of the things that we've seen I won't explain what I mean by leads. I think we all we all know that and Some of the things we've seen recently that have worked incredibly well is getting data online So you can scrape most data.

So investors data landlord data. There's a lot of data you can get for us for this particular business It's marketing managers We engage with so we can find the marketing managers in the niche that we want so you can get that data quite easily online Legally, and then it and then we send cold emails to them and that works incredibly that worked credibly effective for us It's something that we've recently done that I think most of us in here if you're looking for deals investors landlords estate agents I think Susie's talk where she said about making sure on the radar of all the agents You could do this to contact every managing director of every agent So that's just an idea and then the other one for leads that's obviously great is collaboration as well Which is an easy quick win thinking of what could you implement quickly ahead of this summer season? Both of those are pretty quick to turn around So that's leads as I say, you might not need to actually get any more attention You might not need to increase your leads and we'll all recognize this amazing man who mesh Yeah Haven't got time and This is a great example of you might not need need more attention It might be a case that if you can level up those touch points when people check your business out That might be your first leaky pipe that they look at your business card at an event and it looks the same as everyone else or you send an email and it builds no credibility or they look on your website or You send in some marketing material and it's subpar. That's obviously I'm not showing it. This isn't subpar.

This is world-class But that's probably a quick and easy win for a lot of us in here is that first leak might actually just be that Perception that you've got in the marketplace and this is a great example of mesh doing the absolute opposite of that so that's the first thing the next thing is our sales process and everyone's Business here falls into this these three step four or three steps here depending on your business And these are the ones that you want to look at optimizing at this level So we all have a sales process of some sort whether you're looking to raise finance Who whatever it is You'll have a sales process that either starts with a lead obviously and then a meaningful conversation So that might be digitally that a meaningful conversation might be through a landing page or it could actually be a physical Conversation or an email there's some form of meaningful conversation.

You'll have in your pipeline Next is that meaningful conversation will either go to an appointment Where you'll have to have in another appointment a zoom call whatever it might be And then the final part is that you'll have a sale if you've got quite a transactional business It might just go meaningful conversation So like a landing page straight to a sale or it might be say it's an investor. It might be Lead you meet someone at a networking event very sort of basic here and then meaningful conversation might be you have some exchange with them There and then you schedule an appointment to meet them for a coffee and then you make a sale Transaction whatever it might be or for real long cycles It might be multiple appointments But everyone will fit into that and what we want to try and do is think about what can we optimize along the steps to? to do that a Couple of things that have worked really well for us on this recently So from an appointment perspective and people falling out is simply setting reminders If you're not setting reminders ahead of course the amount of people that don't show up versus do is quite Incredible if you simply just remind them an hour before the call looking forward to speaking to you You can obviously automate all of that. So that's an easy quick win Ahead of a meeting send in more information So you've not got to spend as much time on the call things like a branded brochure stuff like that ahead of the call is A very effective way here and then finally is a pre or post call video. So you've met someone you've You've had a good conversation with them and it's actually sending them a personalized video very quick and easy to do But in terms of not having people leak out your pipeline, it's incredibly effective and incredibly powerful So that's the sales process.

The next one is conversion rates. And all we're looking to do here is increase it by just 5% So this is at this stage What most people are trying to do is think can do I believe this person can solve the problem that I have? Got is usually what people are trying to either take them somewhere knew that they want to go or get away from a problem that they've got Easy win here for us all on our conversion rates is more Testimonials more case studies more things that are actually just building credibility for us Another one for conversions is follow-ups.

So only 8% of sales people follow up more than once Yet 80% of sales are made after five follow-ups or more so most people Are losing a massive chunk just by it not following up with their Prospects more than more than once because it can be awkward if it's done in the wrong wrong way And then finally conversions things like guarantees obviously hugely effective at this point So next is transaction value and this is how do we increase that tracking transaction size so Increasing the perception and just simply increasing your price I think Chris shared how it went from five hundred pounds simply to five thousand and he increased it because he realized he was undervaluing himself You could just increase your price by 10% and that isn't a massive change. Most people won't care about that and Equally there's other things.

So there's upsells at this stage size sales down sales deal sizes So it might be if your deal sourcing rather than one deal You've got to do three minimum or if you're raising finance not a hundred thousand pound minimum It's five hundred thousand pound minimum as as an example Great example of this where it's an easy win is Starbucks so you go into a Starbucks and they don't say and all they're changing here is their language They don't say do you want a small or medium? They say would you like a medium or a large?

I don't know the stats on that But most people either will say a medium or large right because it's easy to do that If you went in and asked for a small or medium You'd probably go with a small or medium just because that's what they're asking So simply they change their language and as a result they increase their transaction size So it might be something in our business as simple as that In our business in the one that I was referring to about this not oversubscribed But is we do campaigns and we increased our campaign length as a standard from three months, which was a limit in belief I thought that was the maximum people would do as a first campaign with us Simply change that length to five months and then people said okay to five months and as you can imagine that massively increased that Transaction size we kept everything else the same but that simple change had a huge impact. So that's the transaction size Transaction value, sorry, and then next is more value.

So this is Giving more and receiving more and there's two parts to the funnel here So there's the top of the funnel of the people that fell out of the funnel So they've already dripped out so you can either go back to them and add way more value than you already have and try and get them back into the funnel or as I said, you can add a lot more value and as a result because you add that more value they Recommend people they give you referrals so you can get more business from the people that you already potentially work with and This is where we're thinking about lifetime value of a customer.

So it might be they buy more often they repeat purchase and creating incentives to make that the case and Amazon is truly the Master of of that and their lifetime value of a customer year-on-year Increases and increases because they're more effective at delivering a better service Amazon Prime great example of this they introduce Amazon Prime. It's then free to get your delivery You perceive it to be cheaper as a result. You end up spending a lot more so hopefully They're all super clear as to what you can do and I recommend you go away Look at map it out for yourselves and then see how you can make these small tweaks quite quickly and easily to improve it Some top tips here.

So know your numbers. You have to know the numbers In that funnel to be able to do it It's not hard to figure it out once you spend the time to look at it But you've got to know your numbers The next thing is once you know those numbers make them visible make them visible just for yourself How many leads did I get of those leads? How many do I convert and just get those visible numbers and if you've got a team make this massively visible to them Because even just by measuring it you'll massively Increase them Question your limiting beliefs on this Like I said with mine going from three to five question your limiting beliefs guaranteed There'll be something you're presuming that you can't do in terms of this optimization process that you probably can so question your limiting beliefs Don't just do this as a one-off at least do this yearly so every year in the autumn I go through the business I map this out and I look how can I improve this and then on a quarterly basis? Me and the team also do the same thing We make these incremental changes all the time and it has a massive impact and then finally go through your customer journey so go through right from the start from being on a lead all the way down to an actual sale and look at the Perception that you're putting in the marketplace and see is there some easy wins along that way most people never do that. So Imagine you meet you at a event and you get given a business card or a or you send someone to your website What does it look like?

Does it look like these which I'm sure hopefully you'll agree is substandard But the reality is most people at property networking events are handing out business cards that look like this So what's that perception on this journey? Next is your email signatures and your branding? What does it look like?

Are you just losing people along this way? The documents you're sending them and the reality is most people This is what ends up being the outcome people are asking for discounts. You're attracting the wrong type of clients You're getting low price points and it's because you've just lost all of the credibility during that sales process This is what we ideally would like to look like which is every single touch point Obviously, we thought about this at oversubscribe, but every single touch point is nicely branded So if we can convert someone and it makes sense for them to work with us and we can see there's a clear value We can add then. Hopefully we build that credibility along that whole journey and our pipeline is tight You're always gonna have people fall out obviously for various reasons, but the less we can the more we can reduce that the better Here's a great example of one of our clients so strada properties some of you may know Their logo is probably a fair representation of the property market as a standard I would say This is what we turned it into and then these are now all of their touch points that they're in the process of rolling out And hopefully you will all agree if you go and you see someone's site and imagine this is on their business card This is on their website marketing material all of those touch points The difference between and the perception that gives you versus that is very different Would we all agree? Another great example that I've already shared with you But a good example of this being a tweak not a total rebrand.

So that first one I showed total rebrand for Umesh He already had a great brand. He had assets and for us It was just sharpening those up and then rolling it out across all of those different Touch points to make sure everything looks as good as it possible Umesh is incredibly Credible and impressive and now he actually looks it if someone was to engage with him So my hope is that I've given you everything you need here to make some tiny tweaks in the business and have some huge Potential outcomes by doing it whether that's simply adding a couple more follow-ups into your sales process Or setting a notification reminders to someone that you've got a call with pretty quick pretty easy to do But potentially for anyone that's got a lot of revenue and a lot of business already going through that would be massive And for anyone that hasn't and they're starting out The best is to have that pipeline to start with so that you you're not running around and being a busy fool Hope you've seen as well that you can get a really easy level up here in terms of the branding assets And that there's a clear easy win there in terms of the perception and that's probably one of the biggest leaky holes that most People or most entrepreneurs actually have because they don't really think about it for anyone that is Looking at that and thinking I can probably tighten up my branding. There's no hard sell here I just want to share with you what we do at oversubscribe the offering that we have Some of you will be familiar with this some of you won't be so we just want to share what that actually looks like So our promise at oversubscribe is that we'll build you a market leading brand Guaranteed in less than three weeks Yeah, I can't see it little asterisk here is presuming you give us what we need presuming that happens We are then able to turn that round in and create your market leading brand in less than three weeks What that looks like is a brand pack Which is the first part of our offering and this is establishing exactly what your brand is your logo your font Your colors like property entrepreneur here.

Everything is on brand the brochures You can see it's all on brand Every product they have is on brand and the way that is achieved is by having a branding pack and every large brand I've worked with has that and that's how they make sure they keep that consistency So that's the first level The second is the stationary stack and that's all those other touch points that I've shown those examples of your email signatures business cards social channels And there's about eight different assets and then anything else that you need in there to make sure every touch point you have with the market Place is world-class The next thing is the branded brochure So you should all have in front of you one of the oversubscribed branded brochure the one that we actually use for us internally Feel free to take that away.

Some of you will have seen a variation of that before and Feel free to copy it But that's an absolute key document if you're engaging investors anyone We all need a branded brochure and I did a session on it for advance for anyone who's there If you want to totally level everything up So all of these can be done individually if you just need certain elements tighten it up or we have a builder brand bundle We only have the capacity to do this for five people mainly because of the turnaround times We guarantee and the as you can appreciate a lot of work to build all these assets out We only have a limited number that we can offer this bundle to If that's something you want to take us upon there's four key Other things that are included in that bundle So the first is a 45-minute strategy session with me and my guarantee is on that.

I will make you more than 500 pounds The second is a content calendar system. And this is how you can post content 365 days a year across all of your social channels with just half a day a month of your time It's a system that took us three years to develop our oversubscribe with lots of small tweaking and optimization And so that's a system that we'll share. It's the software It's the platforms and how to do that with a VA The next is the know your space blueprint which is how you get how you know the space that you're going to own from a personal brand perspective and Also how to capitalize on that as well And then finally is an oversubscribe hoodie, which is priceless.

You can't you cannot buy it Games in Yeah, so that's what it all looks like the total cost of that if you were to buy it individually is six thousand pounds But for anyone who wants to take us up on that the cost is three nine nine five So just under four thousand pounds to totally revamp all of those touch points The best way to stack this up and see whether it's worth doing this and invest in the time the money whether that's with us Or someone else is just think about how many people would you need? To actually not fall out your pipeline or new people in your pipeline because you've got your perception accurate Anyone who wants to take us up on that there's a QR code in the brochure and you can scan that you can Book it on there or you can book a review call with me and we can make sure it's a right fit As I say, there's no hard sell I don't want anyone to do this that it's not a good fit for so feel free to book in a call We can check it's a good fit. And if it is then yeah, I'd look forward to working with you I hope that has been useful. I don't know if we've got time for a couple of questions any questions for Chris about his content Yeah, Pat's got a question Couple of quick questions and then we'll grab you at the end Thanks Chris great content I Appreciate all of your attention With some of the numbers and some of the detail on that So yeah, that's right a graveyard shift as Josh would call it really appreciate it Hi, Chris.

[Speaker 7] (54:54 - 55:11)

Great presentation. Thank you question on the follow-ups and You think did you say seven times? ideally and Jack you can automate any of them or what you can the best way of doing that?

Obviously if you got a lot of leads coming in Just any of it further details on that would be great.

[Chris Moss] (55:11 - 56:20)

So it's 80% of sales are made after five follow-ups or more So five follow-ups doesn't necessarily mean a call from you That could be a retargeting ad as Adam mentioned before it could be other touch points that you that you have with them You can automate it and it depends on your business your cycle and sort of what you would do if you're looking to raise Finance and you're asking someone for five hundred thousand pounds as an example You probably don't want to automate it If you've got ten thousand leads going through then you'd probably need to to automate it. And so yeah depends on the business For what you do and I would probably say not automating it and doing it yourself or getting a team member to do it which is Yeah, probably the best thing a VA or someone like that Five whatsapps, for example. Yeah, so you could mix it up and with a follow-up You're not necessarily saying do you want to do it?

Do you want to do it? Do you want to do it? You're looking to add some more value in that follow-up.

So here's a report Don't know if you've seen how the Liverpool market has been doing recently thought it might be useful to share Type of thing and angles and urgency, which I know we will have all gone through is Also good.

[Speaker 7] (56:21 - 56:21)

Thank you.

[Speaker 6] (56:21 - 56:54)

Cheers next question Yes Chris that was great for company branding your top three tips for building your personal brand Great question first is consistency It's definitely the first one.

[Chris Moss] (56:54 - 58:06)

Most people struggle to get started and then keep it consistent And so that's the first one second is probably start small and then build from there I'm trying to spend tens of thousands a month on your personal brand and go from sort of zero to that It's probably not gonna be worth doing and or just won't be successful and you'll get disheartened. You'd be better to choose one platform one day a week that you do it and keep sort of that consistency and the second is Play the long game with it So most people will post for three four weeks and then start trying to raise finance or something We all see it and then they disappear My tip would be is that just play the long game with it Anyone familiar with Gary Vaynerchuk's book jab jab jab right hook?

Kind of apply that methodology that just keep giving the value keep giving the value and ideally start building it 18 months before you actually Need to do anything with it Thanks Chris, let's give Chris Moss a big round of applause Thank you Awesome stuff.

[Adam Goff] (58:06 - 1:00:38)

Okay. Fantastic. Enjoy that.

Yeah, really good stuff. Okay a lot of value in that So a lot of people join that funnel. Well done.

Okay, that's where the talk about the margins you're missing that's where the money is and It makes life a lot easier. All right, and that whole thing I mean, I've heard Chris say a couple of times with the five follow-ups. It's like really but it's awkward, isn't it?

It's awkward, isn't it? You think it's awkward, but you this is another limiting belief. It's like think big you're getting in your own way It's like trust the science just do it.

Hold your nose talking about holding your nose who here like selling Okay, if all the blazes, all right the point is is that Who here has ever been on a sales call and It's like the first thing the salesman says is let me tell you a little bit about XY and Z business And then they just go into like a five-minute spiel as I've ever been on the receiving end of that. Oh My god. All right, it's awful, isn't it?

And it's so focused on them and this is like Cringeworthy selling it's like it makes your skin crawl It's like when you're at the second-hand car dealer and you see the cheesy guy walking up to you. Just like, you know, you're like, oh No, you know that horrible feeling around sales and it's like Every sunglasses shop you ever go in you're the only one in there and they're like, how can I help when you're like? Just leave me alone.

You know to me. You know to me. Yeah.

Yeah, it's like We think of sales and we just we're like we're patterned Like it's like we just have this Instinct that it's awkward Because you can't put on the spot. You've got to make a decision whether you're the buyer or the seller. It's the same It's the same and most entrepreneurs go about this in the complete wrong way and they'll in they'll Enact that fear into their customers and they'll also feel that fear as well and then they won't be successful and they'll just stop Because it's too awkward.

So the key with this is to come from a really authentic place follow a blueprint So you're at the point where you're just selling without selling You know and there there is a way to do this which doesn't have to be awkward It can be a genuine win-win and there's a blueprint to this and this is definitely an art as well as a science So I'm really delighted. This is our next session because this is really big and this is where the value is This is ultimately how you make the till ring So this blueprint is really gonna help you get those sales this summer. So without further ado for the second time today Let's give Chris Hill a big round of applause ladies and gents.

[Speaker 8] (1:00:38 - 1:00:53)

Welcome to the stage Cheers buddy Thank you very much.

[Chris Hil] (1:00:53 - 1:18:36)

Thank you for welcoming me back to the stage. So it's really good to be following on from Chris actually, I love the value that he shared around the leaky pipeline and Sales for us is the bread and butter in any business that you have you have to sell something you have to be offering a value add and today I'm going to be teaching you how we sell with a two cool clothes blueprint and how we try to make It as elegant as possible while choosing our customers now We know the blazes in the room like to sell hands up if you don't like to sell Yeah, everyone who likes selling who likes put in there You guys yeah, of course, yeah the blazes they love selling and who didn't put their hands up because it's good to know we've got steals in as well, so The reality is I'm a tempo.

I am NOT a natural salesperson. What I am is a relationship person So when we approached our sales, we wanted to make it where we could sell of our relationships our funnels built in that way We're talking to a very specific person So we needed to have a way that we could sell to those people as well and be very personable This is the same blueprint that helped us generate that quarter of a million But it was at a 45% close right now if you've ever had a sales team Sales teams don't close that high Usually 10% is what you're looking for when you get on a call with someone 10% will close, but we were able to generate 45% close right and I'm not someone who likes to sell I'd say I can sell but it feels awkward and it feels Unnatural to me and so now I'm going to teach you how to do that Now you might be thinking some of these didn't come from the funnel But these all came through the funnel and the important thing is we're trying to get between three and a half thousand to five thousand Pounds from people who 24 hours ago didn't know I existed and their trust time only has about 35 minutes on it now Our trust timer is that Internal clock inside you that stops you buying everything that you see everyone has one It's pre-programmed into us and it might take some people years years to absolutely trust someone and commit into a service For other people it might take minutes.

I don't think my wife has one. She buys everything that she sees online But the reality is we have this trust time and we need to find a way To break down that trust time and get them to buy from us and we're gonna do that in an elegant way now It's not just selling we want to choose the right people to work with us. So who's had customers that look a bit like this Yeah, gremlins.

We don't want them. These are the sludge the thing I was talking about earlier We want to actively avoid speaking to these people So wouldn't it be nice if rather than this guy? We could have people who hug you on the way in and hug you on the way out These are the customers that we all aspire to get and I'm going to teach you today how you can absolutely do that while maintaining control So the question is how?

How can we get on the phone with these people and how can we make sure that we're in control at all times? To choose whether we're going to work with them The biggest problem we have in sales is the moment you give them your pick Hi guys, my service is 10,000 pounds. Do you want to work with me?

The ball is in your court. I have to step away The problem with that is you get answers like let me think about it Let me speak to my partner You're not going to believe this my cat has died for a fifth time and I can't speak to you today These are the things that come back to you in the sales loop and if you're a sales person you would have heard it time And time again, it's the sort of thing when you submit a quote and you're waiting for that response and you just think So I just drop call them and just pretend I wasn't meant to just so I can get an update to understand if they want To work with me.

There is nothing elegant about that. If anything, it just gives you anxiety. I don't know about you I'm not a salesperson.

I hate it when the ball's in the court of the customer So what we're going to do today is look at the two cool clothes blueprint This is where you can maintain Control and the aim of the game in this is to stay in control of the conversation I'm going to teach you the exact script that we need to build in order to do that. So we'll get stuck straight and I've got about 13 minutes 19 seconds to get through this. So I'll try and do it as quickly as possible And the first call is going to be a discovery call.

So let's imagine we've gone through my funnel You've booked a call with me You're one of the lucky few at three o'clock in the morning who was able to secure that space and we're now going to have Conversation about what I offer The first thing we're going to do is I'm going to introduce the cool. Hi. How are you?

How's the weather great to see you? But what I'm not going to do is become your friend I'm literally going to just introduce hi How are you very simple no more than two minutes and then we're going to get stuck straight into the call This is only a half an hour slot in your diary The next part is you're going to frame the call and the way we frame the call is tell the person on the other end What's going to happen? We're going to structure this call.

So we stay in control at all times this isn't a This isn't a manipulative thing. This isn't a power thing This is just so you can follow your scripts and you can make it work the best for you and for your customer So you're trying to find the right person? Just by a quick show of hands who has a sales process when they pick up a phone who has a sales process About less than a third of the room probably a fifth of the room We've got a sales process If you don't have a sales process you're going to lose the reality is you need to have a process to follow whether it's this One or another one you need to have a process to follow So the next thing we're going to do is frame the call. Hello, Mr. Caller, thank you for joining today What we're going to do today is I'm going to spend a little bit of time Asking you about yourself and when you've shared that with me if it's alright I'll hand over the mic and you can ask me absolutely anything about our business our services and our prices How does that sound they say yes now?

You're going to get them to speak to you the value here doesn't come from you giving it to them It comes from them giving it to you. You want to know if they're going to be a good customer What led you here What led you to watch my webinar at two o'clock in the morning and book a call with me to learn about Amazon FBA What you're trying to gauge here is what is their pain and can you actually work with them to solve it? Sometimes the call ends here because the pains they have is not something you can solve and that is absolutely fine They are the gremlin customer to you do not take them any further down the line But the reality is if you've built the funnel the right way you've done your marketing the right way The people who's on the phone to you is already the person you need to speak to and they're going to share with you their pains and you're going to make notes you're going to take down every single pain point that they share with you so that you can Make sure you offer them value in one of the next parts of the call We're then going to reconfirm what we heard to them, so they've shared their five minutes They've they've asked you all of the or sorry they've given you all of the pains as to why you're there on the phone with them We're now going to reconfirm it back to them. What have you learned from them?

You're going to reconfirm it so you can really understand that well actually they can understand that you've listened to them They have been heard and you're going to act on that and it also shows that you've been listening How many times have you gone to a salesperson and you share with them exactly what you want? And they go you don't want the white one you want the gray one. It's got all of these features This is the best thing in supplies This is what they're trying to sell you and we don't want that we want to make sure that we're staying in control of that Conversation and we're giving them value 30 seconds just to summarize This is the most important part of the whole blueprint which was now going to take away the power from the customer We're going to take away the pressure from the call and we're going to tell them that we're not going to sell them a thing I'll tell you how we do this and then please feel free to steal with pride Or make your own up, but what I say at this point on the call is thank you very much Sue for jumping on the call.

Thank you for sharing all of the reasons that you've joined us today I'm going to be completely honest with you I'm not going to sell you anything today and the honesty is because I can't I have a business partner and what we do at The end of each day is we go away and we have a conversation about all of the people in the candidates We've spoken to and we agree if they're a good fit for us If they're a good fit, we'll book a follow-up call with you and then on that call We'll decide if we both want to move forward. How does that sound? It's as simple as that all of a sudden the pressure is gone.

We're not selling to them We're just having a conversation and we've also told them that you might not be the right customer for us You might be the first gremlin. We don't know yet We need to have a bit more time together and it takes that that strategy or it takes that sales part of the call away We're now just having a conversation and it is all relationship The next part is this is where you're going to give them value They've turned up to this call to learn something ask them what they want to know How can I ask like how can I help you today? What would you want to work even if you can't work with us?

Even if we get to the end of this and actually you're the wrong client for us and we go our separate ways How can I leave with you leave you with some value today? Let them ask absolutely anything they want They'll always ask about price Absolutely fine Tell them how they can work with you a good tip for this if someone asks you about price Which you're going to share at the end. You're going to be completely transparent give them a range You can work with me for as little as 700 pounds all the way up to 2,000 pounds But until I understand what you really want to achieve from this I can't give you a price right now Is it okay to give me a little bit more information?

It's a really good way to get around the price question because we're going to come on to that later When you naturally get there though, and you've answered all of their questions You've provided all of the value that you can on that discovery call it takes about five to ten minutes We're then going to move into what is the offer? Here's how you might be able to work with us remember We're not selling to them, but we're going to tell them absolutely everything that we do For us we have two packages. We have a gold and a platinum The gold has features the platinum has features they're both different costs They're with one high cost one lower cost But we tell them absolutely everything that they want to know about the costs and how they might be able to work with us We also give them the payment plans.

What would work for them? Are we going to get them to agree to what they want to do before we leave the call? The way this will look I won't take you through our packages because we've got seven minutes and 38 seconds to do so But what I would say is cool gold and platinum which one works best for you Usually they choose the platinum because it's a lot higher value I then say cool Well the two prices for that is three and a half thousand pound for the gold And five thousand pound for the platinum which one now works for you best knowing your circumstances They might choose the gold they want the platinum, but they want the gold absolutely fine Which of our payment plans works best for you? Is it the one paying full? Is it the three month or is it the 12 month?

We'll get an agreement there So we now know the pains of the customer the value they want to receive from us How they want to work with us the price they want to pay and how they're going to pay it to us The only thing we now have to do is decide if we want to work with them But before that we're going to build some anticipation. We're going to give them an offer and a reason to come back to us So the next part is the irresistible offer For this What we do is we have three parts to our irresistible offer They are to generate urgency because you still need urgency in sales bearing in mind this person has only seen us for 35 minutes at this point and 24 hours they've known who I am who I like who I physically am as a person So at this point we're going to offer our irresistible offer and the way that looks for us is we offer a company guarantee And everything we do we believe that if we're going to offer these people value They should be able to make money from what we teach So we offer a company guarantee that we will refund every single penny of their funds if they commit their time to us and in 12 months They haven't made at least their course feedback. That's our company guarantee. That's our first irresistible offer We also have an action takers offer, which is if you sign up with us on our follow-up call Subject to us wanting to work with you as well You will not only get the platinum place We'll give it to you for the gold price So regardless of whether you chose platinum and you were happy to pay 5,000 pounds all of a sudden We've saved you 1,500 pounds by just deciding to work with us on our next call.

It's creating urgency and Then the last thing is very very simple, which is we book a follow-up Thank you for your time today I only have one more question which is subject to us being able to work with you and being able to offer you a place Would you like to book a follow-up call? Would you like to be considered? The answer is usually yes If they can afford it if they're the right candidate if they want to achieve the things that you've set out to give them They usually want to take the call This gets booked for 24 hours in advance.

I look we speak to We genuinely do this at the end of each day We measure the candidates we choose who we want to work with and then the follow-up call is booked for the following day As a customer leaving at this point as a potential lead and a client What you do is you retain the power in our core that person's walking away not going let me think about it I'll get back to him in a week. I don't have to rush They're walking away thinking God, am I gonna get to work with this guy? Am I actually gonna be offered a place?

And all of a sudden the power is not in their court. It's in both of yours they still have to turn up to the follow-up call and You have the opportunity to say elegantly you're not right for me or actually you suit everything come and work with us And that leads us on to the second call the follow-up. So we're taking them through the sales pitch We know they know exactly what we offer.

They've got complete transparency. They know what it's gonna cost to work with us They also know how they want to work with us. They also know what payment plan they want to do The next thing is just to have a follow-up So we usually do that like I said within 24 hours occasionally 48 if you leave it any more than that They're not going to turn up.

It's just the reality of sort of high ticket sales in this environment And what we do is we go on to the follow-up call first of all introduction again Hi, lovely speaking. Thank you very much for giving us some time to go and have a chat I hope you managed to sort of give it some thought yourself And then you move into the let's final. Let's get through your final thoughts and questions.

So thank you Thank you, Sue for joining me yesterday Appreciate you've had some times thinking you might have some more questions What were they and this is where you'll get to handle objections. The question might be Chris it sounds great It sounds like the absolutely perfect thing that I want to do But I can't turn up to this call on this time. Absolutely fine.

It's recorded. You can watch it later It sounds like a really good opportunity The only thing I wondered is could I bring my partner along? Absolutely, like if obviously a subject to us offering you a place you could of course see that not a problem You handle all of those final thoughts and questions before you move to the next stage And that's the results rollercoaster This is the bit of sales that I genuinely enjoy Because it's taking three people that we offer a really good value service, and I'm happy to say that I'm happy to stand up here and say all of the clients who have come to us I've genuinely enjoyed improving their lives This is the part where you get to make it fun You get them you get to give them that like golden ticket moment Which is you get accepted to work with us and this should be a real celebration you take them on that rollercoaster, which is Thank you for chatting to me Sue. Sue I appreciate your position I appreciate what you're trying to achieve and I spoke to Connell about all of the things that you shared with me about why You want to do this journey? We both agree that you're a really good fit for our community, but the one fear we had was X Y & Z After some thought do you know what we actually thought you know it with our Input with your commitment as long as you're willing to commit all of your time We'd be honored to offer you a place in our community And it's that rollercoaster that gets people guessing it makes that fun sort of golden ticket approach to sales And that's the one thing I enjoy the close calls are always elegant They're always fun because you handle the injections.

They want to work with you You've offered them a place and the next thing you have to do is just take the sale But the one thing we don't do is take money first We congratulate them This should be the start of their journey with you and hopefully they're gonna work with you for years to come So celebrate the wins as an entrepreneur wins come every single day But we ignore them because the reality is we're too busy working on the next win to worry about the one that's just happened These people have just had a huge win they get to work with you. They get to learn your value So let's celebrate it The second thing we do is the logical next step you never take payment before you do the logical next step if someone's just agreed To work with you it feels really sleazy to go cool.

What's your credit card details? Do you want to pay in cash like that's money? This is transaction We don't want to do that so you just go for the logical next step So you thank you very much Congratulations, welcome to our community Let's get you started.

Just confirm to me. I've got your name correctly. It's Sue Barker yet.

Sue Barker fantastic What's your email? So where do you want your logins to go to fantastic? What date do you want to start on?

These are all logical things that you have to do to onboard them into your community and then the very last thing you do when you work through all of those logical next steps is the payment Cool, so you said three months. How would you like to pay that? Is it a credit card?

You want a payment link? What should we do next? It just is seamless and it allows you to The best way to look at it is it allows you to elegantly leave the call You've taken the payment everybody's happy and they leave with genuine value from the first call that you had They've had fun on the second call.

It's not felt sleazy it's not felt like what sales used to be like the car salesman, which no one enjoys and The reality is you've walked away with not only a new customer But a new brand advocate and Chris was talking about how to build that brand. This is all part of that It's all about how you position yourself Obviously if you get to the call and it's someone you don't want to work with we still have a follow-up call We give them the feedback We've had many people who've come through our funnels and it's like he's just in the wrong place at the moment You're not the right customer for us now But the reality is this is the second part of the blueprint You've now got the two calls the first call in the second and that's everything for today I've just realized my time will probably run out a while ago and Adam's pacing at the back So any can I take some questions or quick question? Yeah Two questions any more you can send them to there We got a mic Sorry, I should have looked that way.

Sorry being a tempo. That would be my normal place.

[Adam Goff] (1:18:36 - 1:18:39)

They're all good Chris. It was great value Thank you

[Speaker 9] (1:18:41 - 1:18:51)

Yeah Pretty good question

[Chris Hil] (1:18:52 - 1:19:59)

Yeah, so you can do it one of two ways if during the first call they mentioned that I need to speak to my wife About this we usually like pull the parachute and go cool This is the wrong call to have then if they're gonna be a part of this and they're a big part of the journey Let's have a conversation with them as well If you get to the end of the call and they haven't brought it up and then they bring it as an objection He's absolutely and I'll just do the first call again, which is come to the call with your partner But let's go through that first call again and understand their pains So sue you shared with me that these were the reasons you want to start John? What's your reasons and you just go through that first call again?

Yeah, really good question so Urgency like we've got the opportunity to talk in 24 hours and I can put you into this bucket to one I only give you a platinum place for a gold prize But you put you on the trajectory to have the business that you've shared with me that you always wanted Can you free up 30 minutes of your time the follow-up calls 15 minutes? So that's the reality. So if they can't commit to that, they're likely not going to come out at all would be my gut feel That's all right.

[Adam Goff] (1:19:59 - 1:27:34)

One more question Any more for anymore All right crystal hang around afterwards guys if you got some value out of that please give Chris Thank you, really good Really really good Wasn't that amazing as a guy who knows exactly what he's talking about. That was there's so much value in that I mean, wow, what a great blueprint actually is shiv in the room So no ship does something similar obviously shifts in a deal sourcing business had tremendous success I know he follows a similar blueprint. So it's that's literally painting by numbers.

Happy days, right? Let's round up the day and then let's go have some fun at the grand finale So a reminder that your 28-day challenge is your dopamine Detox to stick it in your Asana put it in your notes Put an alarm on your phone for tomorrow morning that it's gonna start. It's gonna start tomorrow.

It's gonna start Sunday. It's a day It's a weekend. It's a week.

It's a month Whatever it is. This is how we're gonna get ourselves firing champ for championship season. Your homework is in the back of Your workbooks, I'm not gonna go through it in detail.

It's very self-explanatory Lots of the things we've talked about today. We just want you to sense check that you're on the right path So there's lots of things in there. It's not Super heavy lifting unless you are doing your marketing.

There's lots of things in there You can just sense check against what we've done go over your notes and make sure you're firing for championship season season in your diary These are the midweek mentoring sessions so week one We've got Guillaume black doing raise the stakes Okay So he'll be taking you behind the scenes on how he's raised raised the stakes and I think we can all agree that Guillaume has Had some serious step changes over the last few years So we're very lucky to have him on that midweek mentoring courses week one week two We're doing mid-month mentoring.

We'll talk about in a second and week three supercharge your sales with Chris Moss Okay, so again following up follow-up questions things we've just spoken about Chris will be available for that mid week mentoring the mid month mentoring I'll be hosting four people four slots on the program. Okay, so you've got an opportunity to book a slot with me How are we booking slots Bianca for that? How are we booking slots for them?

QR codes in the backs there are still slots available if you want to have a Slot with me then book that if you'd like Josh and you're on advanced Equally the offer is there to have a 15 minute slot with Josh your book club for this month So again for those people that aren't on advanced with what we do is we give you one for wealth one for health and one for life by design so for wealth We've got an episode make or break. It's all about championship season getting it done It'd be a nice thing to to just follow up from today's workshop Obviously, we've got dopamine detox We've got getting on your triple-a game and we've got the book that we recommended earlier the Arthur Brooks book Not many people had heard of Arthur Brooks now So he is a fantastic author He wrote a really good book called strength to strength with which we've shared on advanced before So I haven't read this book, but I've got it for the plane home. I think it's gonna be an absolute game-changer He's a very very learned and bright man. So I think that's gonna be fantastic So your buddy ups?

For the program you've already been automate automatically allocated your buddy. You should know who they are They're posted in the Facebook group for advance for those people that have opted in don't let your buddy down All right, you've been you've opted in you've buddied up make sure you've got their contact details Make sure you know who they are. Actually.

Yeah, we've got something on that If you don't know it'll either be in the app we can ask behind crafters has been will be posted them Bianca Advance buddies, how are they finding out their buddies? Awesome fantastic good stuff. Okay.

Thank you actually for that and a final reminder this weekend a couple people text me about it already Thank you our world-class women discount help us bring more world-class women into the community. Let's get them on the blueprint Let's get them seeing what property entrepreneurs all about a thousand pounds for a single place Thousand pounds for a single place includes room food training for three days at the blueprint. It's a ridiculous offer WCW VIP Matt No solo place a thousand pounds, yeah, it's 1,000 pounds for one person.

Yeah Any questions on that ladies and gents final thing? I'd like to ask you to do is get out your phones We're gonna put some music on and we're gonna ask for some feedback Please give us a score of how you found the last month Please give us some qualitative feedback about how it's gone We really really value your insight Thank you for taking the time to do this and then we'll send you on your way Please don't talk You will have had an SMS If you finish let's just put your phones down and we'll just wrap it up let those people finish off When you are done, please put your phone down so I know you're done and You could go and get a Go and get a cold glass of wine Thank you for all your feedback Okay, ladies and gents for those people that are coming tonight, which is most of us I'll see you Shortly, they're gonna turn the room around now for those people that are already good to go or want to stop Stop off for a drink. There is a bar outside as well.

So we ready to go so you can have a bar You can mingle before we go into our black tie event. Ladies and gents. Have you had a good day?

Thank you to all the speakers, thank you to Bianca and Lauren. Thank you to all of you. I'll see you later.

Thank you very much