**PPN Session Two 31.07.2024**

[Speaker 2] (11:58:04 - 11:59:32)

Ladies and gents, this is your two minute warning, grab yourselves a drink, finish up conversations. We're live on stage in two minutes time. Please take your seat.

This is your one minute warning, ladies and gents, your one minute warning, we're live on stage in one minute time. Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're live on stage in 30 seconds.

[Speaker 6] (12:00:04 - 12:00:20)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Rachel Davies.

[Speaker 2] (12:00:25 - 12:03:01)

Did we have a good break? Have a nice break? Lovely to have a break in the sunshine, isn't it?

Summer is finally here. How excited are we? It's nice and nice and hot.

Right, we excited for session two? Yeah? Was session one fantastic?

It was, it was absolutely brilliant. I thought that was really, really good. Thank you, Chris, it's fantastic.

Right, so before we get into session two, let me just walk you through a couple of pieces of info. Congratulations to all of those of you who put applications in for the board and the mastermind. So those two groups are Dan and Adam's elite circle.

So let me just tell you how it works from here on in. So up until Friday, the 11th of August, the board and the mastermind will debate the applications, they will review them, and they will put it to democratic vote about who is going to get onto the board and the mastermind. So that's what's happening up until the 11th of August.

Once that's been decided, then from Monday, the 14th of August, those lucky people who've got onto those boards will be notified. On the 14th of August, they will get an email and successful applicants will know who they are. And then there will be sent an invoice in full for payment within seven days.

So no messing around, close the sale. That's what we're talking about today. Yeah.

And then the announcement will be made in the September workshop. So when we're doing strategy day award presentations, we'll let you know who's on the board and the mastermind for the year ahead. Anyone got any questions on that?

Are we all good? All good. Excellent.

Right. So I just want to say thank you so much for helping us between the programme and advance. We've done an incredible job of helping us put bums on seats for the blueprints in June, July, and August.

We just wanted to say a massive thank you. We paid out £75,000 in commission people. Some of you hopefully were beneficiaries of it in the room.

There was lots of advanced team members who made quite a lot of money out of promoting people and putting bums on seats for property entrepreneurs. So it really is worthwhile. And then supper club, Josh Keegan is doing the last supper club on the 3rd of September.

This is a very strategic supper club because if you want to do your presentation, do a run through, get some feedback from some high performing property entrepreneurs, then you absolutely can. I imagine it will get snapped up pretty quick. So the QR code is in your workbooks and you can book onto that right now.

So two spaces left. Very, very valuable.

[Speaker 1] (12:03:03 - 12:03:06)

Last year, the people that were on stage had been to the supper club the night before.

[Speaker 2] (12:03:06 - 12:03:07)

There you go.

[Speaker 1] (12:03:07 - 12:03:07)

Just saying.

[Speaker 2] (12:03:07 - 12:03:12)

Just saying. Come on, we want you to want this. Come on.

[Speaker 1] (12:03:12 - 12:03:14)

It's almost like cheating. We're giving you an opportunity to cheat.

[Speaker 2] (12:03:17 - 12:03:42)

So you should have all been notified about private dining. We've still got opportunity to dine with the trainers and to ask them questions if you've got any. So me, Josh and Chris will be hosting a table at lunch.

I'm just going to read through them. You should have a WhatsApp message. So if you're not sure, check your WhatsApps after the content's over, obviously.

Josh has got Shane, Paddy Daly, Karthik, Dewey, Nick. Chris has got Liam. I don't think Liam's here, is he?

[Speaker 9] (12:03:42 - 12:03:45)

Speaker 2 No, he had a couple of last minute cancellations, so.

[Speaker 2] (12:03:46 - 12:09:01)

You're going to help me with that in a minute. All right. Okay, so shall I leave this Bianca until we've had an update?

Okay, I'll keep going. Liam, Mark Turnbull, Gary, Ron and Valerie are on Chris's table, and that's with Chris Moss. And I have got Phil, Catherine, James Fox, Andy and Alan Hardwick.

Yeah, so that's who's on whose table. And then let's just cover off. Remember the accreditation.

We talked about this earlier when we were saying if you submit your presentation, your awards presentation, it is part of the accreditation. Really, really important. Why wouldn't you want a badge that you can put on your website, on your socials, that you can promote?

We've just talked today about how important your sales funnels are. This is something you could put on your content marketing and your social media. These are the things you've got to do.

Congratulations to everyone in green. You are on your way to getting your accreditation. You're meeting all the requirements.

Well done. Quite a lot of ambers, and that's fine. You have still got it all to play for.

You'll notice, I don't know if you can all see this and you might want to speak to Bianca, but some of you have got numbers against your ambers, and that's because you need to post in the Facebook community. If you are already posting on social media, put it in the Facebook community. You don't have to make this hard for yourself.

You might only be a few posts away from getting your accreditation. Why wouldn't you want that badge? So there's not much more for you to do.

Keep up Sunday sanity, get to the awards, do your presentation, job done. Then finally, those of you who didn't, remember this is your first year of learning. Next year you'll be better at this.

You'll be able to do your Sunday sanities. It's really, really key that you get this discipline under your belt. So don't feel too disheartened by it.

I'm sure Adam would say something else, but I'm on the stage. So I will say it's okay. You are learning good lessons from this year.

So just try and keep it up for next year and do better. So now it's time to talk about session two, the art of advanced sales. And this is about the process, your sales process and the pitch blueprint.

And the reason this is important is because a lot of us here are selling something. In fact, we're probably all selling something. And you may be selling, but you might not have a process that goes with it.

And a process makes it a lot easier. Now, if you're a blaze, who's a blaze in the room? Blazes, put your hands up.

We've got quite a few. You might find this really easy to do, but you may not have a process. And for anyone who's not a blaze, who finds selling hard, I find selling hard.

Asking people for the business, I find it really, really difficult. I don't like it. It makes me uncomfortable.

This is your opportunity to have a process. So it will make you feel more comfortable about asking for the business. Really, really important.

And what's it like for most entrepreneurs? Most entrepreneurs, they have leads, they have opportunities, they spend all day talking, they don't convert the customers into cash, and it means they don't make enough money for their businesses. And that's not what we want for you.

And there comes a time in every entrepreneur's life when sales have to solve everything. It happened to Josh, I'm sure he'll talk about it. He had a black hole in his finances possessed, and the only way out of it was to sell more, to find more landlords, to sell more rooms and to make more money.

Adam had the same thing. He came back from Cape Town with 60 rooms vacant during COVID and he had to sell rooms. He had to go back to the process and blueprint, walk himself through it, fill those rooms so he could sell his business out the other end of COVID.

And that's what this can do. It can solve lots of problems for your businesses. And that's how important it is.

And this is me. So back in COVID, I was having a terrible time. Paul wanted to fire me.

I couldn't sell my rooms. I was having loads of viewings. I was just doing a really crap job.

And yeah, he was a bit miffed with me. I was talking and talking, doing viewing after viewing. I was wasting a lot of my time.

So what I did was I streamlined the process once I learned about RSC. And once I learned about putting a process in place, I did that. I convert one in two people now.

My sales are so easy and I just follow a process. And my virtual assistant helps me follow that process as well. And it's just such a massive difference between what it was like just after COVID and what I'm doing now.

I hardly spend any time doing viewings because I streamlined them. I don't waste my time now. It's a process that I follow.

When I meet someone, it's very likely they're going to take the room and it's generally one in two. So that's a 50% clause rate. So I'm happy with that.

So now we're going to invite somebody onto the stage now who is an absolute master at selling. I think he probably would be a bit modest about it, but he is an absolute sales machine. His social media is so hot that his actual pictures are on fire.

He's always surrounded in smoke with his arms in the air. Has anyone noticed that? He's literally, his pictures are on fire.

That's how hot his sales are right now. Laughing at my own jokes. He's an Amazon bestselling author.

He is Mr. Ultimate FD himself. Please put your hands together. Give a massive round of applause.

It's Mr. Josh Keegan.

[Speaker 8] (12:09:08 - 12:09:18)

I don't know how Rachel manages to make everyone laugh during my intro every single time.

[Speaker 1] (12:09:19 - 12:26:38)

In a really underhand way, discredit me. But yeah, give me a nice intro. Good to see you all.

Everyone good? Good session so far? Very, very good.

So we're going to talk about sales today. Who actually likes selling? Anyone who likes it?

Hands in the air. You can admit it. Who likes selling?

Who hates it? Who's indifferent? Don't mind.

Cool. So selling is one of the arts everyone needs to learn. What we're going to show you in this session is actually how to blueprint it, to make it simple, to make it a process.

So you're not spending hours and hours having coffee after coffee, conversation after conversation, giving more and more stuff, more and more money, more and more time. You can actually close people. You get them in, get the money in the account, actually close the sale.

Obviously we're in summer, so that's what this is all about. A bit behind the scenes before we dive into everything. Summer is finally here.

Who's enjoying the weather? Wow. Thank goodness.

It's amazing. It feels like summer finally, about a month late. And who's actually feeling it behind the scenes?

Who's tired, overwhelmed, overworked, majority of the room? Yeah, absolutely. So hopefully those who are in beast mode and those that are in beast mode, just to share, it's totally normal.

It's exactly how you should feel. You can't get on top of your to-do list. Always way too much stuff.

It's exhausting. I would recommend I put this in the group. I took a little break, a little family holiday.

It's one of those things where it's just a nice long weekend to Wales. Didn't really want to do it, like too busy, too much stuff going on. This is exactly what I needed.

So if you are feeling the strain, you need that little mid-summer kind of pit stop, I would recommend a few days away, go and enjoy yourself, go and spend some time with your family. It's probably exactly what you need. I've been in campaign mode.

Should have seen stuff kicking off all over social media. We've not got smoke in this campaign, actually. Decided to take that off.

So there's no smoke in any of my images anymore, but we're in campaign mode and it's been an interesting experience. I think every single year, it's like the same thing. It's fear, it's worry.

What happens if this doesn't happen? You spend loads of time thinking about it, talking about it. Is it actually going to work?

Then you actually start. It's like, is anything actually going to work? So far, I can say it's my third time doing a campaign using this blueprint for Ultimate FT.

If I was going to write down how I wanted it to go, it's literally been flawless so far. But we're going to have to see how it lands. There's still a lot of work to do, still a lot to happen.

So things can change and campaigns can be ups and downs. It can be a bit of a rollercoaster. We sold out our first batch of U of T reviews, and we've changed our marketing.

So the reason why this has been good this year is this year is the first time we've changed our marketing, really levelled up who we're aiming for, who we're trying to get on those reviews. You guys might have seen some of this stuff. Before, it was maybe 10 U of T reviews sold out, but it was maybe 50% were good leads.

Now it's like 10 are sold out, but it's like these are 10 amazing leads. It's just a no-brainer. So that's been really good.

Where are we up to so far? So we got six weeks of summer, so the target is 100K. We're at 21,577.

In fact, that's gone up a little bit now because I did this last week. But we've got proposals out about 59,000. So on track.

That proposal figure is now 72,000. So I think we're going to hit it. I think we're going to get it there.

But now it's like I've done the hard work, I've done the proposals out, got this time which is going to cost in front of people, but now it's all about sales. I've got to close. How do we actually close?

What's the process we're going to do? And that's what we're going to talk about today. So this is the art of advanced sales.

So before we dive in, we want to rewire your brain and start thinking about sales from a different perspective. And this is called the problem pitch. The problem pitch.

And this is going to fundamentally change the way you think about sales. So the first mindset shift that you need to have when you're going to sell to anybody is no one cares about you. No one cares about you business.

No one cares about your team. No one cares about what you can really do for them. No one really cares about how you've got 10 awards, how you've been going for 30 years.

No one actually cares. They don't give a monkey's. They're not bothered at all.

And if you're one of those people that as soon as you get the opportunity to speak with a client or investor, you want to tell them about the deals you've done, how great you are, how you've done this, how you've achieved that, how you've got this done, how you've been going for 20 years, et cetera, you're fundamentally missing the point. That is not how you sell. How you do sell is WIIFM.

So what's in it for me? And what you want to think about is whenever you're speaking to anybody, it's what's in it for them. All they care about is what's in it for me.

I don't care that you've won all these awards. I don't care that you've done this business. I don't care how great your company is.

What's in it for me? What are you going to give to me? And that's a fundamental shift.

And all you need to get your head around is like all they care about is that. So you need to tune into that. And you need to focus on them.

So you need to focus on what they are, what they want. No one wants email. They want me email.

It's like no one wants to hear about you. They want to focus about that. What are their problems?

What do you know about them? How can you help them? How can you serve them?

How are you going to solve their issues? How are you going to solve their problems in the fastest and most effective way? How are you going to do it better than anybody else so they can get the best experience possible?

All they care about is themselves. You need to shift that focus from you think you're selling yourself to you're just solving problems for other people. And that's how you actually sell.

You need to get clear on your avatar. Who actually is your avatar? Who's the person you're actually trying to sell to?

You would have had clients that you've worked with before. You should go, right, I want more of them. They're brilliant clients.

I want more of those people. And once you know what that avatar is, start thinking about, well, what specific problems do they have? And this is how I've re-strategized my marketing.

So I was looking at, I was looking at some clients that we've had. And I thought, right, well, who have been the easiest to work with? They've been happy to pay the most money.

And it's just been a dream of an experience. And we've added lots of value. And they rave about the process.

And I wrote them two people and thought, right, these two people are ideal. And I was thinking, well, what characteristics of them? Well, they're seven-figure entrepreneurs.

They've got these multiple businesses. They've been going to business this amount of time. What problems did they have?

Well, these are all the problems they have specifically. And all my marketing has been shifted towards them. So we think about their problems and their specific issues.

Daniel Preece has an exercise he does on his KPI program called 99 Problems. And you want to be able to literally sit down and try to get the 99 problems that your clients have. What are all the problems they have?

And he talks about becoming a master in your clients' problems. You want to know their problems better than they do. And finally, the pitch.

So it's then how are you actually going to solve their problem? And that's what sales is. Sales is not something you're trying to convince somebody to do.

You're not trying to sell snake oil. It's like if they've got a genuine set of problems and you understand those problems and you've got a genuine solution that can solve their problems, all we're trying to do is convince them that solution is going to solve their problems and that's how we take money. That's how we actually make a sale.

And that is the art of sales. And in the most simplistic way, that is the art of sales. And that's all we're trying to do.

You've got problems, you've got a solution, you've got the product that can help you get from the problem to the solution, and there's going to be a value associated with that product or service or solution. So it's just a rewire of your mind, like a real way of thinking about that, rewiring your brain. So now, the art of advanced sales.

So how do we actually turn leads, turn prospects into leads, turn leads into bottom line money, like literally money in your account into a sale? And this is a skill set you will need. So whether you are running campaigns this year or this summer, whether you are actively selling your business, or you are just literally in business, you need this skill set.

Like when you're speaking to an agent about a property you want to view, you are selling. When you're speaking to an investor to get investment, you are selling. When you're having any interaction with anybody, you're always selling.

Whether you're selling yourself, you're selling something, or you're selling yourself as a solution to somebody else. So sales is one of those key skills you've got to learn. Now, I begrudgingly learned sales very quickly, because I was an accountant.

I quit that job to join a letting agency or start a letting agency. And my first role was selling rooms. Hated it.

Like, there's nothing fun about it. Rachel was sharing it. There's nothing fun about selling rooms.

Going and selling in stinky rooms and like trying to tell people that, oh, it's really nice. You'll move your wardrobe in. It will look great.

And it's like, you've got to sell all this stuff. But I actually got quite good at it, because I realised that actually, it's like, people have got a problem. They want a solution.

Like, how do I make sure they can see that that solution is going to be perfect for them? I got really good at selling, you know, the small crap rooms. I'm not saying, obviously, this is not what you say to a prospective client.

But like, I was like, right, we've got to sell this room in a rent-to-rent. It's like a box room. It's in the middle of nowhere.

I was like, how am I fundamentally going to sell this? And you come up with techniques. Like, how do you sell a box room?

Well, you say, you know, I'll come into the room. Firstly, you go into the living room, and you have lots of conversations. You've got lots of rapport.

We're going to talk about that in a moment. You take them up to the room. You go round.

Let me show you the room. And they look at it, and they get instantly like, you know, you can tell they only just changed it a little bit. Oh, this is quite, this is smaller than I expected.

That wide angle lens on the picture is not done this room any favour. But then what you do is you go, oh, you said downstairs, you're quite busy, aren't you? You've got loads of social activities.

You're always out. You're always doing stuff. Oh, yeah, I am, actually.

I'm very social. Really? So you're barely going to be in here, aren't you?

And they're like, no, I guess I'm not, actually. Because you said you're really social. You're out on the weekends.

You're staying with your family. You're doing this, this, and this. You're playing squash in the evenings.

You're such a social person. You're barely going to be in this room. And they go, yeah, I guess I'm not.

And it's like, so all you need is a place to sleep. Yeah, that's a good point. And you want extra money, don't you, to actually go spend on these social events?

Yeah, I guess so. And then honestly, I could literally convert these people to these rooms, and they were chuffed that they were paying 70 quid a week for a room. It's saving them money.

It was a place to dump all their stuff and sleep. And they couldn't care less. But it's like, that's the magic of sales.

It's like, actually, what do you want? Like, find out what the person wants. They want a social life.

They want to be buzzing. And you can sell them anything. Now, it actually worked.

It was a reduced price, and they were actually happy. But this is the art of sales. It's like, how do you turn somebody thinking they want something or something to get them to buy what you actually want?

So you have two options. You can either do it the awkward way, where you spend hours and hours having coffees with people. Who's been on that journey with investors?

Like, six meetings, you know, Costa. Costa's expensive, isn't it? And like, how crap does that table look at Costa when you've finished?

You know what I mean? We've got like, crumbs all over the place. Like, coffee marks, all sticky.

It's just gross. I don't want to be in Costa for like, six hours. You can do all that.

You can spend hours and hours speaking to people, or you can have a very structured and strategic approach, where you literally can close people in 20 minutes, half an hour, an hour, and actually get them signed up to your product or service. It's never awkward. It's never salesy.

And that's where we want to be. So I'm going to share with you the process and the pitch blueprint that you can all use to actually close people into your business. Now, this is going to come off the back of a campaign.

And those of you running campaigns, you're going to do your campaign. You're going to go through the motions. You're going to have your schedule.

You're going to build your campaign, and you get people involved. Those of you not doing campaigns, you're probably still going to need to sell anyway. So you can use this regardless.

But the campaign blueprint follows this, which is warm the tires, you've got to shake the bottle, you've got to pop the cork. That's what we did last month. Chris is going to talk about campaigns again this afternoon.

But this follows a specific methodology, which is rapport, sales, conversation, and close. And this is exactly what you're going to use when people actually come and they want to buy from you as well. It's rapport, sales, conversation, and close.

This campaign methodology applies in the same way to your closing of your sales. So there are three steps to any sale, and we're going to take you through them. Sorry about that.

So this is the, you've got a picture, Nick? Sorry, did I miss you? So this is the start of our sales, and we're going to take you through this.

So the first is the process, and then the second is the actual pitch. So the process. And some of this is stuff we've talked about before, but I really want to reiterate it.

Some of this stuff that Chris is going to touch on this afternoon. So I'm going to go at a relatively speedy pace through the process, because we've talked about some of this already. However, at any point, I'm left enough time in the session to ask questions.

So if you want to raise your hand, and I've got some Q&A time at the end, feel free to do it, because it's one of those things that you need to get nailed, and you need to get it absolutely right. So the first part is share. Then we're going to get some signals from the market, and then we're going to have a strategy for actually closing people.

Then we're going to build some rapport, then we're going to have the sales conversation, then we're actually going to close. And we're going to go through the top three first. So we're going to start with share.

So share is all about information and value. Signals is then all about actually finding out people that consume that information and value, and giving you a signal that they might be interested in buying. And then the strategy is how you're going to actually bring those people in.

It's like, how are you going to get your fishing rod and actually bring those people in to actually speak to them? So start with share. So the key with share is you need to be sharing content.

This needs to be high value content. Ridiculously high value. And one of the key parts of this, which people get wrong, is there should be no sales pitch in this content.

Just high value content only. So anything that's going to add value to them, add value to their business, add value, you know, get more information about their problems or anything they're looking to solve, this is what you should be sharing. So high value content.

It needs to be completely free. So there's no, literally, it's completely free. They don't have to pay a penny.

They don't have to give you anything. They're going to give you the what, so what you need to do, and you're also going to tell them how to do it. A lot of people worry that if you give too much information, it's like, oh, they're not going to work because I've told them how.

So in reality, very difficult for people to actually put all of this stuff in place. If you look at Dan's podcast, it's like, no one's like, oh, listen to the podcast, so I don't need to come to the three days. No one thinks like that.

It's like, they've got so much value. It's like, well, imagine what value I would get from coming to the three-day blueprint. So you can give people the what and you can give them the how.

No strings attached. No strings attached. So there needs to be no data that you're getting.

It needs to be completely free. They can consume it in their own fashion. You're not trying to get any money.

You're not trying to get an email address. You're not trying to get a phone number. People can just enjoy it and relax.

They don't have to worry about anything. They don't have to give you anything. They're not worried about you becoming on their marketing database, their emails.

It's just totally, totally free. No strings attached at all. My podcast is a good example.

I don't know who's listening to it. I get some stats, but I've got no data capture. I've got nothing.

It's just people just enjoying free content. They don't have to worry that they're coming into some sort of funnel with me and that they're going to be bombarded with emails. It's like, I've got none of that.

It's just literally just consuming value. That's all you need to do. And what we use this for is building credibility.

So content and high value content is all about building credibility, showing that you're an expert in your field. And you want to use things like testimonials. So it might be you're going to do some posts on your social media pages of your testimonials.

You might post reviews. You might do walk the talk. It might be a video of you showing a site that you've done or talking through the numbers on a deal.

This is all part of that content campaign, giving high value content to the audience. And finally, know, like, and trust. This is the aim of the game.

We want people to know you. We want them to like you. And we want them to trust you.

And that's what we're looking to achieve. KLT, know, like, and trust. And that's what all of this is about.

And this really is the first step. Don't expect to generate sales and generate leads without doing this. Don't just put something online and think, all right, well, I've not posted on social media for three months or a year.

I'm just going to put this post on with this deal I've got. And hopefully people are going to come and take it. People need to be warmed up.

They need to be nurtured. They need to trust you before they're actually going to come and potentially be interested in buying from you. Six rounds.

Have you listened to the six round podcast? Yeah? Enjoy it?

It's banging, isn't it? It's like, it's like so powerful. This is an example of high value content.

This is, you get to see behind the scenes with Dan, you get to see behind the scenes with another entrepreneur. Dan invites some incredible people on, like Daniel Priestley. And it's not really like them trying to sell anything.

They're not saying, oh, this is how you do this, how you do that. Sign up to my KPI program or sign up to our blueprint. It's actually just behind the scenes with two entrepreneurs.

And the value you get is phenomenal. It's world class. It's very unique.

It's great content. There's no sales pitch. It literally is just high value content.

That's a really good example of sharing, things that you can share on your social. So think about what you can share to get people warmed up. So we started sharing content, and there's plenty of people consuming your content.

And now we need to think about the next part, like how do we get signals? How do we share and how do we actually know who's listening to this stuff and who's getting, who actually would be interested in a conversation? Because you'll have, you may have a thousand people following you, listening to your stuff, listening to your podcast, you know, watching your social media.

There's probably going to be one to 10% of those that are actually probably interested in working with you that just haven't actually reached out to you just yet. They haven't actually like pulled the trigger to spark up a conversation. So what we want to do is rather than take the jump from, right, you've listened to my content, let's book in a call, let's have an appointment, let's go into a pitch.

It's like, no, we want to ease people into that, and we just want to get some expressions of interest, some signals from the marketplace. And that's what we're looking to do, and that's what we're trying to achieve. So at the start, you have prospects.

So these are prospects, the people that might be interested, and what we want to do is turn them into leads. So a prospect is someone who's watching, you know, they're listening to your podcast, they're watching your social media, they're visiting your website, you know, they're interested in what you're doing, they're watching your videos, looking at your stories. And what we want to know is, how do we turn those prospects into leads?

So we need to actually create a sales opportunity with those prospects, with that audience that you're already speaking to. And we want to do lead generation. So we want to turn prospects into leads.

What's the difference between a prospect and a lead? What's the difference between the two? What have we got when we've got a lead?

Anyone? There's a mic. What was that, intention?

Probably a bit early for that. Go on, Gareth.

[Speaker 5] (12:26:41 - 12:26:44)

Opportunity to speak with them or engage with them in some way.

[Speaker 1] (12:26:44 - 12:31:59)

Yeah, yeah, I guess so. So yeah, Chris, you're right. Intention to buy, opportunity to speak and engage with them.

Yeah, we've got information on them. So the difference is, before I've got, you know, Gareth's listening to my podcast, I've been listening to him for six months. So Gareth's now downloaded my book, and he's got an email address, a bit of information about his business.

So before he was a prospect, now he's a lead. I've got a lead. I've got information.

I know who he is. I know what his business is. I know he's done something to signal that he wants a bit more than the free stuff and wants to download an e-book or download something to look at or gives me a bit of an indication of what's going on.

So now I've got a lead and I've generated a lead. So in order to get a prospect into a lead, we need what's called a call to action. So you need a way of going, right, well, what's my call to action?

We need a way of going, right, you're a prospect and you've been looking at this. This is what you can now do. Do this thing.

It's a call to action, and that's going to turn them into a lead. We want to just, every now and again, just push people to turn them into that call to action, to get expression of interest, to get someone to actually signal, I've been listening to your content. You've given me an opportunity to do something else, and I've taken that because I'm interested.

I'm interested in what you've got to do. I'm interested in what you're talking about. So you want to get a call to action, and then we want to capture that data.

So we want to make sure that we've caught that data, and it could be that we've got an email address. It could be we've got a phone number, like Tez on the board was talking about how he's now got a calendar link, and that gives him information about the business size, the revenue. Just as much information as we can get, but the key is we don't want to create too much friction at this early stage.

We want to get as much as we can, but if you create a two-page long form, or if you try and put them on a scorecard, for example, it's probably going to be too much. Right now, it's just like, what's something that's quick and it's easy, gives an indication, expression of interest. Even just a name, a phone number, or a social media account might just be all we need at this stage.

So we want to capture some data. And there's certain ways you can do this. You can do it with comments on posts.

You can find people that actually comment and engage on your posts. You can have a thing that someone can download, like an e-book, a guide, something you can do. Or you can have some sort of entry purchase product.

So to give you some examples, my book is now available on the website. This was Gary Das' advice. He told me to basically put it on the website and put it out there so you can literally download the PDF copy for free.

So now it's a small little magnet. People can literally download the PDF copy for free. Content downloads or entry purchase.

So yeah, what could you put on your website for free? Maybe you've got a free market. Maybe you've got, I don't know, what have people got?

Any ideas? Guides? Books?

Scorecard? Training? Deal calculator?

Webinar? Yeah, potentially a webinar. I think a webinar is a bit later.

But yeah, you could use a webinar. Yeah, absolutely. At this stage, I'd say a webinar is probably a bit further down.

That's probably more in the next part. At this stage, it's just what can we do to get a gauge of interest? So you don't want to be selling to people all the time.

But for example, in my podcast, there was an advert that just says, by the way, if you've not read my book yet, Amazon No. 1 Best Selling, you can download it for free as a PDF on the website. It's very simple.

There's minimal friction. You're taking minimal details, but it just means that someone's listened to the podcast and they've expressed a bit more interest. Give me a signal that they're interested in more, they're interested in something else.

So that's what I do at the moment. Another one you can do, which I think is a risky strategy, but it's like when it comes off, it's very, very effective, is you do a Facebook post. And so this is what we did to launch the campaign, which is basically like big news.

Do you think we should put on a webinar? Why are we doing it? It would be for seven-figure high-performing entrepreneurs.

Comment training in the comments that this would be of interest. It's a risky strategy, because obviously the worst thing you can do is put that post out and get no comments. That's a disaster.

But I've done it a few times now, and every time I've made it work, and it's like, so we've got 79 comments on there. Yes, that's also us replying. It's just a trick.

Like someone puts training, go, no worries, we'll send you a DM with a link. So then every comment you get is two comments. And what it does is it brings it to the top of the algorithm.

Everyone starts to see it, you get more and more people. Then how powerful is this? It's like I said, this is going to be seven-figure entrepreneurs.

So now I've got a list of seven-figure entrepreneurs that are interested in what I've said. That's very powerful. And if you think then, how does that feed later?

Well, we're going to launch a webinar, so we're going to make sure all those people are booked on. If they're not booked on, if they're not happening, then we'll be reaching out to them directly and saying, just so you didn't miss it, here's a recording. How can we help?

So you've just built all these leads, and this has come from just social media. This was great because it meant that a lot of these names I didn't recognize. They were just people I had no idea were following, no idea.

I was friends with on Facebook, and it's like, wow, that's great. So now I've got 20, 30 leads that I didn't have before. And it's just a very easy expression of interest.

All someone's got to do is write training on there. It's straightforward. So it can be really effective.

Don't miss it. My view on it is we did one, and I probably won't do one for another couple of months because you don't want this to become a commonplace where you're always trying to do it. Because the worst thing you can do is just keep doing this stuff, and everyone knows you should keep doing it.

And then you have three comments, one comment, and it falls apart. So you need to be very careful. But as a strategy, I think it works very, very effectively and very well.

Do you think that's a good idea, Chris? Do you like that?

[Speaker 4] (12:32:20 - 12:32:51)

In terms of potential other things you can do here is think about the resources that your potential clients could need. So in one of my businesses, we have a map that maps out where all the UK students live, which is massively valuable for them, which means we can get data quite easily, but it has no impact on them wanting to work with us or anything like that. There's term dates.

There's basically key pieces of resources or data that would massively help your clients. So it might be highest yield in postcodes in the UK or something.

[Speaker 1] (12:32:51 - 12:32:52)

Yeah, like SA hotspots.

[Speaker 4] (12:32:52 - 12:32:53)

Exactly, yeah.

[Speaker 1] (12:32:53 - 12:32:57)

The way you get the maximum returns for the minimum price on single ads.

[Speaker 4] (12:32:57 - 12:33:00)

Exactly, like resources that your ideal clients need.

[Speaker 1] (12:33:00 - 12:46:42)

I love it. Yeah, absolutely. It's just high value.

Once again, it's just an expression of interest. You want to utilise that. A good example, YPN.

Actually, it's very easy to get published in YPN. Sorry for anyone who hasn't done it. The first time I got published in YPN, I actually wrote an article and said, could you publish this?

And they said, yes. I was like, great, thank you very much. I did some editing.

I was like, brilliant. And now, literally, if you just say you've got something to talk about, you can actually get Michelle or one of them to actually just interview you on a Zoom, and then they'll turn it into an article, just that article in there. And they can just have a call to action, a CTA on the end of that, like a little call to action.

This is how this romance started. Adam read an article in YPN, and it said at the end, Dan had written it. Adam thought, this is a great article.

It's the first time someone just seems to understand my predicament, understand business. And at the end, it said, if you want to get a copy of one of our prospectuses, email this. Adam got a copy of the prospectus.

And that was how Dan got an expression of interest from Adam that he's interested, got the prospectus, and then arranged a sales call. The rest is history. So this is it.

It's just trying to find something that's high value that someone might download, ask for. Anything that can give that expression of interest is what you need. You need that part of the funnel.

It's slow and steady. We don't want to just go straight from, oh, you're reading my content, so let's have a one-to-one sales pitch. That's where it gets salesy.

You want to take people on a journey. So then we need a strategy. So it's all very well having, like, being in a place where you can get, right, I've shared some content.

I've got some signals of people that want to download my book or my e-book or download my guide. But then how do we then bring those people in to actually buy from us? We need that actual strategy.

And we still need to give people a reason to actually jump on a call and actually, like, book up and actually speak to you. So I think every single person in this room has probably got tens if not hundreds of people that is actually interested in working with them, depending on the size of your profile. But unfortunately, you need to do something to actually make those people speak to you.

They're not sitting there thinking, oh, I'll just reach out to Natalie today because, you know, she posted another post on social media about a refurb. It's like, no, we need to give them a real reason to go buy. And you see this in supermarkets.

You see this in, you know, the retail world all the time. They give you a reason to go buy. I shared about my bonsai tree last month, which is doing really well, by the way.

I'm missing it regularly. And I've got it in my assignment to water every two weeks. And it's thriving.

It's thriving. So this is the strategy. Firstly, we might want to do some sort of discount on stuff.

Now, discounts are not something that we necessarily always want to do. But generally, if you decide, well, actually, I'm always going to sell this product at five grand. So you're always marketing at six grand for the rest of the year.

But for a couple of months, you put it back down to the price which you've modelled it out at. So it might go down to five grand for a period of time. And you want to be in a place where, you know, there's a level of scarcity there.

We're doing it at this price for this period of time for the first five people, the first 10 people, whatever it may be. So can you offer a level of discount and scarcity? The next is, like, have a deadline and a window and have a level of urgency.

Like, if you're open all hours, if you're always trying to sell, you're going to find it very, very difficult. You want to be in a place where it's like, right, we have a month where we can take on 10 clients. And after this month, we will no longer be selling until 2024, 2025, whatever it may be.

So have a deadline and urgency. So for sales, DFS, their deadline is Bank Holiday Weekend. You have to buy on Bank Holiday Weekend.

Now, this only works, though, if it's genuine. So, for example, I don't know if you guys know this, but DFS, for example, they have to have their prices above the discounted rate for at least 90 days before they discount. They can't just say, oh, discount on Bank Holiday.

They have to have their prices higher for at least 90 days to actually give that discount. But it creates that urgency and scarcity. So come for us the rest of the year.

We're at this price. Come on, Bank Holiday. Bank Holiday Weekend only.

This is all you're going to get. You know, this is a discount offer. It ends on Monday.

It's powerful. It has a big impact. And it means it creates that window.

So if you're going to buy a sofa, when are you going to go buy it? Probably just going to wait until Bank Holiday Weekend, rather than going in when it's more expensive. Applications.

So applications is a really powerful way to sell. And it kind of puts it on the back foot, on the other side. It's like we're always in this place where we're trying to sell to people.

And if you encourage your clients to try and sell themselves, it can be a very powerful strategy. So you can say, right, we're going to open applications for my brand new mastermind, or for my training program that I'm considering doing, or to have three spaces for people to come work with me privately this year. It's application only.

If you're interested, let us know. We'll give you an application. So you've got an expression of interest.

I'm interested. Great. Here's your application.

You fill it out. And once someone's filled out an application or something, like they want it more because they've now applied. Now it's not their decision, it's your decision.

Are they going to let me in or not? It can be very effective. Like applications for big ticket sales.

And I know a lot of people that do this for inner circles, masterminds, and that kind of thing. It's really effective. But it also means that you are actually checking the quality of the people that come along.

So it's a win-win for lots of reasons. Applications are really effective. A webinar, event, or a campaign.

So webinar, that's what I'm using at the moment. So I have a webinar. And yeah, the aim of the game is to get people on the webinar.

And then for me, it's then to get people from that webinar, that the right candidates to book U of T reviews. That's how we work. So it's like webinar to U of T reviews.

And that's what we're aiming to actually achieve. Events, you've got the Blueprint events, three-day Blueprint events. Have the event.

The aim of the game is to get them to sign up to the program. And if you think like, where people miss this, is like creating a webinar that's just a sales pitch. Or creating a Blueprint, like a three-day Blueprint that's just a sales pitch.

We're very clear. Days one and two, there is no selling. It's literally value.

That's all we're trying to achieve. It's like all we want to do on days one and two, is make sure people have the best time possible. Get the most value possible.

And I absolutely love everything about Property Entrepreneur. The only time we start selling is after the pitch on day three. So it's like for basically half of that event, more than half, but two-thirds or a bit more than two-thirds of that event, there's no selling at all.

It's literally just, this is the program. This is what we do. We want to blow people's brains.

And if you do a good job in the value stage, the sale is going to be quite easy. And likewise with webinars. It's like if you do a great job on the value, on my webinar, which is pure value.

And that's like, by the way, if you want to do this, we've got 10 pages available. Come on a U of T review. You know, it's going to be high value.

I don't know why you guys wouldn't do it. Let's get back to the content. And it's like, that's where the power can be.

And it's really effective and it works really well. So you want to focus on value first. Don't focus on, right, how do I get sales?

It's like, let's focus on value first. How am I going to maximize the value? And then from that, what's an offer I can make on the date and on the webinar?

And then you can have flash sales. So we use this at Property Entrepreneur a lot on social. It's like, we want to create a window where people can buy.

So it's like, right, we've got final five spaces. They're going to go live on Friday to the open market. You're going to have, you know, they're going to be sold within X amount of time.

You're going to have a two-hour window, Friday at two o'clock, where you can buy, you go, you get it. You're going to have a buy one, get one free. You're going to be able to, yeah, bring your business partner for free.

Five-star hotel. I forgot what all the offers are. There's lots of nice offers on there.

Lots of great offers. Half price, yeah, half price. Just buy one, get one free.

Money back guaranteed on, if you're not happy, by day one, et cetera. So it's like, it literally is just a predicts offer. And it's like, why would people not buy that if they're considering coming?

It's just like, how do you get people off the fence? Elon Musk, does anyone see all this? The Boring Company, which created a project called Not a Flame Thrower, which clearly was a flame thrower.

But it's like, it's just an example of strategy. He just basically said, look, we're considering, the Boring Company is considering launching a product called Not a Flame Thrower. It's definitely not a flame thrower.

We're going to have 10,000 available. We need to have sold a certain amount of it within a certain period of time. We're going to close on, I think it's in a week's time.

And we're going to do them for $500. Who wants in? I need the 10 million pounds worth of sales, 10 million pounds worth of sales in about five days.

It's just nuts, crazy. It's just an example. It's like scarcity, urgency, window, ridiculous price.

And it's sold out. We haven't even made one yet. Do you know what I mean?

That's the power of this. And that's just the strategy. So I want to think about, this is the kind of strategy you guys want to think about.

How do I make this work? How do I discount? How do I offer something that's unavailable for the rest of the year?

How do I create that urgency, that scarcity? And how do I make it just a no-brainer? Alex Hormoza talks a lot about no-brainer offers.

It's like, how do I make this a no-brainer? If you were thinking about doing the Blueprint for five years, and you see Dan's post for a flash sale on Friday for half price, bring my business partner for free, money-back guarantee. It's like, why would I not do it?

And that's where you want to get to. It's what we do. This is the flash sales that we talked about earlier.

So that is share signals and strategy. And this is the first part. It's like, you guys are doing campaigns, or you might be doing campaigns, or you might have social media accounts, or you might be seeing people come through to you.

How do you actually get those people? And how do you actually sell to them? But now what we want to do is go, how do we actually close the sale?

So for a lot of you, I imagine the aim of the game is to get an appointment in the diary. For me, it's an appointment in the diary. For lots of people, depending on what you're selling, it's an appointment in the diary.

Who's trying to do that? Who would say that's their process? Yeah, fair few.

Who's trying to do it by an event? Like, what other things do people do whilst people are trying to make it happen? How do you want to sell?

Is it someone books a call with you, comes to an event with you? Site visits. So it's basically, you're trying to get someone to book a call or attend something at a certain time.

That's what we're trying to achieve. And all that work we did before was all about making that actually happen. So let's say someone's booked onto your site visits, someone's booked calling your diary because they're interested in working with you.

It's like, how do you actually then close them? And this is the secret to sales. Report, sales, conversation, and closing.

I'm going to go into some depth in this now to make it so it's a simple process that you can actually follow and make happen. So we're going to start off with rapport. Rapport, rapport, rapport.

So who wants to share what having rapport actually is? Yeah, connection. Common ground, yeah.

How do you know if you've got rapport with somebody? Someone get the microphone. So what was that, Christine?

Mirror matching, yeah, yeah. Respond, yeah. Conversation's easy, you do great ones.

Yeah, exactly. So rapport is what I imagine that most of you have with each other. Like you feel comfortable, you've got some common ground, you happen to have a chat, and you've just started to build a relationship, and rapport is always stage one.

You need to become good at building rapport. Ways you can do that. So start with, do your homework.

So I'm a big believer, like if you book in a call with, if I book in a call with somebody, obviously I can turn up at the call and go, right, who are you? That's fine, that's one way to approach it. You know, you didn't know me, I'm interested to hear about your planning services or your financial service, whatever it may be.

But what would be better is if I turned up at that call and said, oh yeah, you're Josh, aren't you? You do some speaking proper to an entrepreneur, you've got a business called this, so you've got two kids, you know, they've actually done a bit of homework. So I'd always just do your homework.

So do a bit of homework on the person, learn about them, learn about what they've done, learn about what they've achieved, learn a little bit about their background, and it's a little bit easier to do that. You've got LinkedIn, you've got social media, you've got all these things, you can actually do a bit of homework on that person before you actually have the conversation. So it's going to fast track this rapport.

Get them to do some stuff in advance. So for me, I ask people to do a scorecard, I want them to do a questionnaire, and I just want as much information in advance, and what's in it for them? Well, because it's going to speed up the conversation, make it higher value for you.

Because the more information I have, the more I can tailor this call in the mail, the more I can make it actually better for you. So I use a scorecard, so can you do the scorecard please? So can you fill out this questionnaire when you book onto into my diary?

And it just gives me a bit more information about you, so I can make sure we have a really high value call. Then you actually want to build rapport. So build rapport at the start of the meeting.

Go on, who wants to share how they build rapport with somebody? Someone comes to a meeting, how would they build rapport? Ask them about themselves, yeah?

Any more? I'm going to struggle, guys, if this is all I've got. Christine's going to kill it, like she's going to recruit Christine, I think she knows what she's doing.

Is everyone just a bit tired? Yeah, ask them about the day, ask them about their journey. What are we trying to do?

Common ground. That's what we're trying to find, is common ground. So for example, how are you?

Like, how are your kids going? How are your kids? What's the weather like today?

Like, you know, how's your business going? How's your day been? I often find, like normally most of my conversations start, and I don't really, it's not, this isn't like, I'm sitting there trying to manipulate people.

I just like, generally I'll go, oh, how you doing, you had a good day? Then I normally go, oh yeah, it's been all right, kids were up early, this happened, this is going on, and I'm like, oh, that's good, so you've got kids? And I just, I normally do that, and I build in with that, and I've always found that works really effectively and really, really well.

And you just want to find, right, you've got kids, oh, how old are they? And you have built some common ground. You live in a certain place, you've just been on holiday, but what's some common ground you can find quite quickly?

You want to find something that you can relate to them, right to them, and it's not normally too hard to do. Like, you can normally find that quite quickly. So whatever works.

Something that females tend to do, which works really well. Females do, just a little bit.

[Speaker 2] (12:46:42 - 12:46:42)

Compliments.

[Speaker 1] (12:46:43 - 12:50:51)

Compliments, yes, Rachel. Compliments, females tend to compliment you. Oh, I like your shoes, I like your bags.

If I say anything, I'm not allowed to say sorry. I like your shoes, I like your nails, I like your bag, your hair looks great. It's like, females do that, and that works really well too.

If you can give compliments, it's a really great way to build rapport. You know, literally, just go up to them and say, find something that's genuine and just say, wow, those are really nice shoes. Where did you get those from?

You look great in those shoes. You look brilliant today, you look radiant. You know, you can use all that stuff as well to build a bit of rapport.

Obviously, we want this to be genuine. We all have had that experience where someone's on a, trying to sell to us, and they give us these weird, like, compliments, they clearly, like, just saying to build rapport, but you're all nice people. Just be a nice person, like, that's all you've got to do to build a bit of rapport.

I think as well, when you have these calls with people, so say, like, a potential investor has booked books in your diary. They want to have a chat, because they've got some money they might want to invest. I was like, for me, I like to set the tone for that call.

And I call this, like, disarming people a little bit, because you want to disarm them. You want to be in a place where they're not expecting a sales pitch, because this isn't really a sales pitch. And I always say at the start of the call, right, just so you know, we've got 40 minutes.

This is all about value for you. So I want to know a bit about you. I want to know what your problems are.

Why have you booked this call? And I want to give you as much value as I possibly can within this 40 minutes, and give you as many solutions as I possibly can. Then, of course, you know, I'll provide you a report afterwards.

And if there's an opportunity to work together, I'll tell you how much it's going to cost. And they go, fine, great. And I've just disarmed them a bit, because people can come in with a backup thing I'm going to get sold to, but that's not what we want.

It's like, all I actually want is to give them as much value as possible. And that's the overriding objective. And it works really effectively and really well.

And it's the same with like investors. You get a call with an investor, you know, let's have a talk about what you want. Let's have a talk about what your objective is, what are your concerns.

Let's discuss it all. And let's just see if we can get to a place where actually we can see some sort of win-win that's going to work. And if it works, great.

If it doesn't, no problem. Disarm people. But as soon as you do that, and they realize they don't have to have their backup, they're not being tricked, they're not being sold to, and they can just ease up and just have a really great conversation with you.

That works really effectively and really well. So I like to set the tone at the start of the meeting, explain what's going to happen, explain how it's going to work, and just basically make sure that they understand the objective is, I want to give you value. So however we can do that, I'm all yours.

And then two ears, one mouth, and eye contact. So two ears, one mouth, you know, you should use them in that order. You should be listening.

They should be doing 80, 90% of the talking. You should just be asking questions, pen and paper, and just jotting stuff down, jotting down all the things you need to know about them, all the things you need to know to actually make a sale at the back end, and just basically fact find as much information as you can, and you should do less of the talking. And then I've got eye contact on here, because I like this one as well.

We talk about this in the Blueprint events. It's like when you're at the Blueprint and you're speaking to someone, there can be so much stuff going on around you, and it's very easy to start looking at that, what's happening over there, looking at what's doing over there, what's Rachel doing now, like just keep an eye on stuff. And it's like, that's not good.

You want to be activist, you want to be engaged and be locked in, have eye contact with people, and give them your attention. Likewise, on Zoom as well, I've caught myself doing this before, when I'm speaking to somebody, I grab my mouse and just click on something else, look over here, it's like I start looking at other stuff on the internet, and it's like, it's not, I'm sorry, I do it sometimes. But now I sit on my hands or have a pen and paper, and literally I'm writing notes, because if I write notes, it keeps me engaged, it keeps me busy and active, but people can smell that, sorry, people can see that.

And I've started to notice that, so you can see it. And I've started to notice when people look to me, when I'm talking to them, I just start to see their eyes all start to flick around, and move around, like, what are you doing there? Because I know they're not listening, but they're pretending they are.

So people can see it, like, you know, these can be high-ticket sales, these can be multi-million pound investors, don't mess around, like literally engage with that person for a period of time. And if you are finding you're getting too many low-value, time-wasting appointments, you need to think about your strategy. You need to make sure you pre-vet people, so they're always high-value appointments before they come on.

Great video for this, sorry, great book for this, is How to Influence and Influence People by Dale Carnegie, who's not read this? Few of you? Yeah, that makes sense, you guys haven't read it.

I can actually tell. I could have guessed, I could have guessed. That makes, yeah, jazz, yeah, yeah, 100%.

[Speaker 10] (12:50:51 - 12:50:52)

That's a bit harsh.

[Speaker 1] (12:50:52 - 12:51:29)

Yeah, I knew you hadn't, I knew you hadn't. No, it will fundamentally make you better people, for those of you that haven't read it. No, I'm just kidding.

Sorry? I've read it loads of times, yeah. I teach it, I teach it.

It's a great book. For those that haven't read it, it's just the basics on just how to really connect with people, gel with people, how to build rapport quickly, and it's the fundamental 101. Propositional blueprints, we have something that we do on day one, does anyone know what our objective is for day one in the internal team?

What have Adam and I got to know by the end of day one?

[Speaker 10] (12:51:30 - 12:51:30)

Everyone's names.

[Speaker 1] (12:51:30 - 12:52:56)

Everyone's names, yeah. We have to know everyone's names by the end of day one. That's the standard we set ourselves, and we learn everyone's names by the end of day one, and normally we've done a bit of studying before people come.

Why? Rapport. People love the sound of their own name.

As soon as you use someone's name, you say it to them, and you actually say, okay, it's so nice to meet you. It's like, wow, they know my name, and it's like people are always blown away by it that we actually know everyone's name so quickly. It's like, we actually take time to learn it because it helps us build rapport quickly, and Rachel Bianco testifies to this.

Adam always, at every event, he'll say, Neil, yes, and it's like, you used totally the wrong name. He does it at least once at every event, really publicly, really loud down the mic, and really confidently, and everyone starts laughing. It always happens, but it's good fun.

You shouldn't do that. That is an example of what you shouldn't do, but learn people's names, and it's just the basics of building rapport, and it's like this whole concept of, you know, if you're paying me nothing, do not pass code, do not collect £200. Learn people's names, build rapport before you start sending it to people, and honestly, like, I know we're kind of doing this to death, but it's like, people don't do this, and they just jump straight into a sales conversation, and you're, whoa, whoa, what's happened?

I don't know you. I don't know who you are. You just pitched me £15,000 to sort out my trust, or whatever it may be.

It's like, just let's slow things down. I need to know you. I need to understand you.

I need to feel confident with you. Yeah, go for it.

[Speaker 2] (12:52:56 - 12:53:03)

Can you get the mic? I have. Who wants it?

Oh, yeah. I want to chop this at someone. What are we doing?

[Speaker 3] (12:53:03 - 12:53:34)

So just any tips from after rapport building to then going into the conversation? Just as an example, I have a call with someone who's trying to sell something to me, but I'll get on really well with him, but every time I speak to him, it's so obvious that he's, like, deliberately, like, how's things? How's everything?

And then his transition is really clunky. So it's just like, I don't know what the answer is, but it's just like, it feels wrong. Just any tips of how you move it.

[Speaker 1] (12:53:34 - 12:54:22)

We're going on to the sales bit in a second, but I'll tell you what, let's do the content and let's talk about it and see. If I don't answer the question, go for it. So you've got rapport when people are relaxed.

Maybe they use a shorter version of your name. They call you Josh instead of Joshua. They maybe swear in front of you.

It's quite a big thing if someone swears or they start speaking to you like that. They put their arm around you. They put their shoulders down.

You know, they call you mate. That's where you've got some good level of rapport and that's where you want to get to people as quickly as you possibly can. And then like Chris's question, once you've done the rapport, you're then going to move into the sales conversation.

And yeah, we'll see if we can answer your question. I mean, one of those things as well, like, do you feel like you've got good rapport with this person? Do you feel like it's quite fake, which means it's real?

Okay, cool. He's breaking your heart.

[Speaker 10] (12:54:24 - 12:54:24)

Yeah.

[Speaker 2] (12:54:30 - 12:54:35)

Hang on. Can I throw it? I really want to throw it.

[Speaker 3] (12:54:40 - 12:54:55)

So just the question was, what was the question? Can you remember what his transition is? No, it's just like, right.

It's almost like, right. Is it right? Let's go into sales mode.

[Speaker 1] (12:54:55 - 12:54:56)

Yeah.

[Speaker 3] (12:54:56 - 12:55:00)

So he changes mode and I'm like, it just, yeah, it's not natural.

[Speaker 1] (12:55:00 - 13:04:14)

Yeah, I think we might answer that in a second. Cool, let's do it. So this is then the sales conversation.

And the key is here, this is a process. This is not a dark art. We're not looking to, we're not trying to spend hours and hours with people.

We're not trying to spend hours and hours in coffee shops. You know, we shouldn't be beating around the bush constantly. We should just follow a process.

And there's a process you should follow to make a sale. And like people, the sales in the room would love the idea. I'm going to tell them there's actually a process to make this happen.

You can follow a group and you follow a process and you can go from literally lead to some of those books in the call view to actually close them on the sale. And then we'll take you through the process now. So as you build rapport, and then you want to go into context.

So you want to talk about the context. Revisit the context. So it's like, well, what's your actual situation?

Okay, you've got this business. It's been scaling. You're too busy in it.

You've got these amount of properties. You've got these amount of problems. You've got these amount of team members.

You're having this issue, this issue, this issue. Okay, cool. That's your context.

You build your context. You might find a crisis scenario if the salesperson has repeated the context. All right, so let's just recap.

So basically you're in this scenario. You've got this. You've got that.

You've got this going on. You've got this issue. Is that correct with your context?

It's like we want to find out where people actually are on their journey, what their actual issue is. And by doing that, we're going to pick out the following. We want to get this clear, which is problems and paper cuts.

So problems are normally most people that speak to you have probably got the same problem. It's probably the same issue. Everyone that comes to me, people think they're all very different.

They've got all these different things, all this stuff to do with accounting, stuff like that. But really, their problem is they just lack financial clarity. That's their problem.

It's always the same thing. They lack financial clarity. They don't have accurate numbers.

They lack financial clarity. But unfortunately, that problem is not big enough to get people to actually take action. It's like it's not enough.

It's not juicy enough. It's not a big enough problem. So what you need to tune into is the paper cuts.

And if you think about what a paper cut is, it's like the short, sharp pains. It's like these little short, sharp pains that you have. And that's what really gets people to actually take action and try to solve their problems.

And that's why they've reached out to speak to you. So you need to sit clear on what those paper cuts actually are. So think about the blueprint.

Someone calls on the blueprint. They're, why are you on the blueprint? Too busy.

He's probably in that boat. Yeah, I'm too busy. Jazz was in that boat.

I'm too busy. It's like, I'm too busy. That's why I'm here on the blueprint.

I need to learn how to be less busy. That's their big problem. But that's probably not the thing that actually got them to sign up for the blueprint.

The thing that got them to sign up for the blueprint was I'm having to take maintenance calls at 6pm on a Sunday night. I'm with the kids and I'm like on my phone constantly. I'm speaking to tenants daily.

I'm exhausted. I'm burnt out. I've had enough.

I haven't taken a holiday in three years. Those are the actual paper cuts. Those are the emotional things.

Like you kind of feel it's just got a different energy about it, hasn't it? So too busy is the problem. Actually, these are the paper cuts.

These are the short, sharp pains you're experiencing. So when everyone comes to you, when I understand what their big problem is, then what are the symptoms of that problem? What are those little things?

Because it's those things that are way more powerful in getting someone to take action. So you want to understand when you're having this call, what are your problems and what are your paper cuts? What is the big one thing?

It's only one big thing. And then what are the small little things that are actually causing you to book this call? Then we want to work out what the marriage and the honeymoon is.

So the marriage is the long-term thing. Like it's the big solution. It's like, right, this is the end goal.

So if you talk about the blueprint again, you're too busy. Well, what's the marriage? You want a business where finally, it doesn't require all of your time.

You can leverage the team members. You've got systems and process in place. You don't have to worry about all the day-to-day noise.

Cool. Once again, there's an attraction to that. There's no, like the marriage, like we all know marriage is exciting at the start.

And then three years in, it's like, you know, it wanes. I'm not actually married yet, so I don't know. But that's why I'm here.

That's why I've not done it. But the honeymoon is the short, sharp, enjoyable experience, like the quick wins. So, okay, there's a guy I'm speaking to at the moment about the blueprint.

And it's like, you're too busy. So how would it feel if you could turn your phone off the entire weekend? How would you feel if you were able to go on the holiday for the first time and not have to work at all?

How would it feel if you didn't have to speak to tenants anymore? It's like, these are the quick wins. It's like, right, so within two months, you're going to put this blueprint in place and you're not going to have to speak to tenants.

Within three months, you're going to do this. And again, you're going to be able to turn your phone off for an entire week without anything. Within nine months, you're probably going to be in a place where actually, you're going to be present with your kids.

And you're not going to be thinking about X, Y, Z while you're with your kids. So it's those honeymoon things that help you sell. So you need to know what the big problem is.

You need to know what the marriage is and what the big solution is. But in reality, it's the paper cuts and the honeymoon that's really going to have the traction on getting someone over the line. And finally, you want to use heaven and hell.

So we've talked to you about this before. It's like, well, what we're doing with the problems is the problems are over here. That's like the big problem that everyone has.

The solution, the marriage is over here. It's like, this is the solution. This is where you want to get to.

And the more tension you can create between those points, the more powerful your sales pitch is going to be. So you want to create tension between those two and make one seem so far over here, one seem so far over there. And then you're going to offer the solution.

So we're going to get you there. Come on our 12-month program. This is what's going to teach you.

And it's going to get you from there to there. Do whatever you want to do. Like sign up for this product.

Become one of our investors. And you're going to get the deals you've been meaning to get for years and years and years. You're finally not going to have to worry about service.

You're finally going to get refurbs that don't go over budget. You know, whatever those things are going to be. And then you want to do like heaven and hell.

So it's like, and by the way, if you do work with us, you will get this done within six to nine months. You will be in a place where you've got a group of 60 entrepreneurs all doing the same thing. They're going to help you and hold you accountable to make that happen.

You will enjoy the process. You're going to get there faster. You're going to learn from our mistakes.

However, if you don't, there's a real risk. You go and try and do this yourself. What's got you here is going to get you to the exact same place you've already been in before.

You're not going to learn from our mistakes. You're going to be stacking chairs on the decks of the Titanic thinking you're solving the problem. Actually, the problem's still going to exist for years and years ahead.

And you're not actually ever going to solve it. So what you're doing, the pitch is go, right, there's your problem. There's your solution.

Here's what we can do to help. Here's the heaven. You work with us.

This is what's going to happen. Here's the hell. This is what's going to happen if you don't.

And it becomes quite a powerful pitch. We're taking all that information from the core. So in Chris's circumstance, what he's talking about is where he's got a level of rapport, the guy goes straight into a sales chat.

Arguably, you would never go into a sales chat. If I was revisiting a course that I spoke to a few times before, I'd be going back and saying, right, let's just remind ourselves. So where are you at now?

Has anything changed? Right, that's your complex. Cool.

Just remind yourself, are these the key problems you've still got? Is your phone still ringing? Do you still have these issues?

Yeah, I've got those problems. Cool. So the solution we said was this, this, and this.

And we gave you a package to do it. But where's your head at with it? What do you want to discuss?

Have you got any more questions that you want to talk to me about? And Chris, if you took that approach, I'm sure it'd be a bit more like, all right, OK, this feels nicer. Then you can ask your questions.

And you can even go, yeah, I've got a question. It's this. Great.

I'll answer the question. Any more questions? No, I'm done.

Cool. Do you want to go ahead then? So it's like that's the process you want to go to to get people to sign up.

I actually do this in my proposals. I literally go, right, this is the problem. This is your paper cuts.

This is the marriage. This is your honeymoon. These are your things to experience.

These are just like, it just works. I'm not trying to trick someone. I'm just saying, well, this is what you said your problem is.

This is what you said your paper cuts are. This is what you said your solution is. This is what your honeymoon period's going to be.

And this is what you're going to experience. I talk people through it. It's like, why would I not do that?

You don't have to make this a dark art. You can literally just share, right, well, this is what we've said. This is what we've agreed.

Are you clear on that? Yes. Great.

Well, OK, cool. There's your problems. There's your solutions.

And I can only give you a solution if I know exactly what your problems are actually going to be. Key sentiment is don't sell the drill, sell the hole in the wall. But don't even sell the hole in the wall, sell the picture behind the sofa.

So too many entrepreneurs, all they want to do is talk about their product. Why is it so good? No one wants a drill.

If people could avoid buying a drill for the rest of their lives, they would do it. If they could just have a way of having a picture on a wall without a drill, they would take it. No one wants a drill.

So don't try and sell the drill. Don't think about how amazing the drill is, how great it is, and stuff like that. Don't sell your product and service like that.

Don't even sell the hole in the wall. The hole in the wall is an element. You want to sell the final solution.

What is that final output? So for example, the Blueprint example. Going back to that, because I think everyone can relate to this, because they probably are too busy or have been too busy in the past.

It's like, well, if I was going to sell the Blueprint to that person that's too busy, sell the program to that person that's too busy, I'd say, right, it's a 12-month program, you're going to come to meet us every single month, which is really going to help you. You're going to have your mid-week mentoring. You have the opportunity to do Supper Club.

You're going to do this. And you can go on and do this, this, and this. So that means to me selling the drill.

Say, oh, we'll rate world class on every event, et cetera. That's selling the drill. That's going to not have an impact.

It's not really going to sell, because it's like, I'm just talking about what we can offer them. It's not about them anymore. The hole might be, well, we're going to give you this Blueprint that's going to allow you to recruit.

We're going to give you this Blueprint that's going to allow you to build systems. We're going to give you this, which is going to allow you to do this, this, and this. We're going to show you your backbone Blueprint, so you can have two phones, and you can reduce your noise in your business.

That might be the hole. What might the picture be? What would be the picture in that scenario?

[Speaker 3] (13:04:18 - 13:04:23)

Yeah, just like you said, be able to take time to go away with your family on holiday, or a bit emotional.

[Speaker 1] (13:04:24 - 13:17:29)

Imagine how you're going to feel in 12 months when you've got this business you're actually proud of owning. It's no longer an asset. So it's no longer a liability, it's an asset.

It actually fills you up with life, as opposed to draining your life. You can take any time off that you want. It's making you more money than ever before, and you don't have to speak to tenants, you don't have to fix toilets, your phone doesn't ring anymore.

That's the power. It's like, that's what you're going to sell. And you start with that, and you might say, well, and they say, well, how are you going to do that?

Here's the Blueprints, here's the program. But you always start with that, the output. And you always want to bring it back to that vision of where someone's going to get to by working with you and what you're trying to achieve.

So by the way, as well, when we are selling the Blueprint, we always say, by the way, that you are going to have to sell it, you're going to have to do your work. You don't sell a dream that can't actually happen with someone putting their work in. You've got to caveat it with that, because we always say, by the way, you're going to have to sell that, you're going to have to do it.

It's not magic, it's not a silver bullet, but this is what's possible. This is what's achieved. And where you can, if you use somebody else, like another client, another case study, that's really powerful, too, to add credibility to that.

So then we're going to close people. So we've done rapport, we've done the sales conversation, now how are we actually going to close people in practice? You want to make a no-brainer offer.

Alex or Moses big on this. You want to make an offer that just is tailored to them. If they've told you all this information, don't just then try and sell them something that's not actually going to solve their problem.

If they've told you that cash flow is a problem, don't say, all right, here's a 20 grand project, you've got to pay me in advance. Think about how you can tailor your offer that's actually going to work for people where you can. Now as your business scales and grows, you're going to have less flexibility on this, and that's fine, but you want to try and have packages available which are going to work for people as opposed to this is the set way of doing stuff.

How can you tailor it for them? We want to try and make them an offer they can't refuse, an offer that's well considered, that's really, you've thought about them, you've thought about their situations, that this is the package, but this is what I'm going to do for you, this is how we're going to make it work. It's got this, this, and this.

It ticks all your boxes, plus I've also added this element in because I know this is what you need and you said this was a problem for you. We need to handle objections. So we need to be in a place where we have the ability to handle objections, and we can do this through stories.

It's like, oh, yeah, I had another client like you, actually, who was in the same boat and they've done this. We need to sell through. So think about, yeah, that's the whole concept.

It's like, this is selling through. It's like, we've had another client that's done the exact same thing. They had the exact same problem.

This is what they've achieved. And the methodology we use for this, and the words we use for this, is feel, felt, found, resolved. So feel, felt, found, resolved.

And what you want to do is when someone gives you an objection, so they say, oh, I really want to work with you, but I'm really concerned about this. It could be, yeah, I'm too busy. So blueprint, good example.

I'm too busy. Oh, you need to come on the 12-month program then because that's going to help you be less busy. You need the blueprints and methodology to actually solve it.

Feel, felt, found, resolved. It's going to make you less busy. Oh, yeah, but I'm just actually too busy to come on the program.

I don't have time to come on the program. I'm way too busy. Like, I'm not actually going to be able to commit or get there.

You go, oh, right, I understand that. I know exactly how you feel. We actually have a property entrepreneur called Stephen Calgill who felt the exact same way.

He was in the place where he was actually working a very busy job in, is it Muscat? Muscat. Very busy job in Muscat.

He was worried about having to commute. He's got a family. They're winning new contracts and tenders and work.

He's very busy. He's working over full time. He's got way too much stuff going on.

He was exactly the same. He felt like he was going to be too busy to attend. What he found was the program gave him the accountability, the peer group, and the support to actually give him the focus he needed to reduce his workload.

He's now got an assistant. He's now got someone who's working with him in the business. He's recruiting people.

He's building connections overseas to actually mean that he's got more leverage. And that's all a result of the program. And the result is, well, now Steve is here.

He's a big part of this. He's been a big part of the community. He's got all these people working with him.

And now he's actually started to advance to be there in person. So he thought it was going to be impossible because he was doing it virtually. Now he's actually in person.

It's like feel for the result. If you've got somebody that felt the same way, then what they actually found was and what was the result. And it's quite powerful because people can relate to people.

And that's sending through. I'm not trying to convince you anymore. I'm trying to just tell you about Steve's story and go, well, that happened.

So try and handle objections where you can. Negotiate. So negotiations.

I think with negotiations, the key about negotiations is they can be exhausting. You want to know what you're willing to negotiate on in advance and decide what your negotiation actually is going to be. So, for example, find out what's actually important to you.

Like, is it, for example, if you've got certain terms in your agreement where you say, you know what, you can become one of our new clients, but you've got to pay £2,000 up front. And actually, you don't actually really care about getting paid up front. Credit control is normally fine for you.

So you could say, actually, you're having split over three months if that's a problem for people. Or you might be having to negotiate a little bit on price if they do something, if they sign up for longer term contracts. So just decide what you're willing to negotiate on, what's actually important to you to decide before you actually get into negotiations, what you're happy to kind of give on, but make sure whenever you give something, you take something back.

So whenever you give anything, oh, yeah, I can give you that reduction, but you've got to appear on my podcast and you've also got to write me a testimonial and you've also got to do whatever. Like, what can you take back? So decide what's important.

We don't really negotiate. Like, most companies that I'm a part of don't really negotiate on price, but they will negotiate on terms. And OK, we can do that.

We've got to take this away, for example. Find a way to negotiate what you're happy to negotiate on. Create urgency and scarcity.

So you want to be in a place where you've got limited places. You need a decision by this date, et cetera. You need a decision by this date so we can kick off at this date.

We're only going to work with five investors this quarter, whatever it's going to be. Create some urgency and scarcity. And then finally, take it away from them.

So this is really effective. For those of you that are following up and you keep following up and you're getting no response, you're like, what do I do? One of the most powerful things you can do is you can actually take it away.

You can message them saying, look, Greg, I've messaged you like three or four times now. I know you're a busy guy, so I'm absolutely fine with it. Don't worry about it.

I know you're busy. You've got lots going on. I'll assume you're not interested in this and I'll take you off the list and I'll stop chasing you.

It's amazing how quickly people come back to that message. It's like, oh, no, no, it's fine. I'm busy.

I've just been on holiday. I'm sorry. I'll come back to you as soon as possible.

It's very effective. You take something away from somebody, they know it's no longer on the table. It tends to get them to actually reach out.

Matt Dolman, he's a really good example of somebody that was on the program, which we basically just, it was like a really hard sell that we had to do on him, like objection handling, et cetera. He's basically like a mini Adam, basically the same lie. It was like we had to really sell him and now he's like unadvanced, he's absolutely killing it.

I was going to talk you through his example, but I actually think the example I did with Steve was a really good example. Me and Steve had a chat last night about it. It's like Steve was hard work.

This man was exhausting. Honestly, I spent about 40 minutes at lunch and he was going, yeah, I know it's the right thing to do. But I was like, I can do it.

And it was like exhausting, exhausting, exhausting. But then he signed up and it's like we finally overcome the objection. We finally got him to commit and sign up.

And it's like now he loves it. And he is doing advanced next year in the room. And he's happy to travel.

So it's like some of what I would say is when you're trying to close a sale, like it can feel awkward to really push somebody. But often people don't actually know what they want. And sometimes pushing people is what they actually need.

And I very rarely ever push somebody, you know, within reasons. You're not trying to push somebody to put everything on the credit card and bankrupt themselves or anything that's crazy. But generally whenever you push somebody, as long as you're going to deliver a world-class service or product for them, you, they very rarely regret it.

So although it's uncomfortable, feel comfortable pushing. And what I'd say is you want to go for no. Like if I was happy to get a no from Steve, but when he was in the air, it's like, you know, it was in the middle.

It's like, we're going to push until we get a no or a yes. Like we need one of those answers. And he said no a few times and then you keep pushing again.

But when you know it's something that's your ideal client, it's like, yeah, you can't let them walk away. And steals, you have to push steals because they are, yeah, they're difficult. Blazers are signed up like yesterday, whereas steals you have to like really work on.

So a few thought tips. So the first is a way of making this a no-brainer for people is give people an ROI. So wherever you can add an ROI into your sales pitches, it's like a no, it's like a no-brainer.

And Chris McDermott, I'm sure everyone was sharing, he's come back to me doing some of my deals and messaged me saying, look, if you want to increase your rent, we'd increase our management fee. And I was like, well, if you increase my rent by that and your management fee goes up by this, it's fine. Like it's a no-brainer.

Why would I say no to that? Because it's like, it's a win-win. Everyone's happy.

Wherever you can find an ROI and say, look, this is a tangible result you're going to get. I was speaking to somebody, I did a proposal of somebody last week, and they've got a four million pound business, a turnover of four million quid, and they've never had a set of management accounts. And it's like, and they know they need it.

But they've done really well. They've got some systems, got stuff in place. They only review the end of year tax accounts.

And I was like, in the proposal, I just wrote, look, all this has to do, like if this increases your bottom line by 1%, that's 40 grand. And we're charging one hell of a lot less to put this all in place so we can get it all set up. It's just like, it's a no-brainer.

Why on earth would they not go for it? If they genuinely believe that having a monthly P&L is not going to increase their bottom line by 1%, it should be more like 5%, 15%, 20%, then it's not worth our time working with them because it's like, it's just a no-brainer. Like why would they not do it?

Go for no. Like you want to, there's a really good book called Go for No, by the way, which I would recommend reading. And yeah, it's basically, you want to just go for no.

Like keep following up. There have been times where I've chased this person like six times now. I'm like, should I follow up again?

Because this is getting a bit exhausting and I don't really want to keep doing it. And that time, I thought, you know what, I'll just follow up one more time. What can I lose?

And I follow up and they come back and say, yeah, so sorry, I've been busy. Yeah, I'm on board with doing it. It's like, so keep following up.

I think Chris shared a stat, which is like 13 follow-ups it can take to get someone to sign up. But I hope it's a lot less. But just be relentless.

And you just want to be in a place where you've literally got, you've got a no. When they said no, you keep following up. Do it tastefully.

You know, don't do it three times a day. Do it once every couple of weeks, et cetera, until you get a response. But you want to go for no.

Have a quality pitch and proposal. A quality pitch and proposal. Like, honestly, the amount of rubbish you see, and Chris did an example of like sourcing packs where, you know, sources send out these kind of half-broken spreadsheets with every informers to people and they want to give them to pay them 10 grand for a deal.

That's not where you want to be. Have a quality pitch, quality proposal. I got sent a proposal for like loads of trusts and all that kind of stuff.

And it was like, it was, it was like an extortionate fee. And it just didn't explain anything. It was all in their language.

I was like, I know I'm the accountant, but I don't know what all this stuff is. And it's just like, right, huge fee, no real detail of what they're doing. No real understanding of what they're going to do for me.

No understanding of the benefits. They were literally selling the drill. Whereas I wanted them to sell the picture, explain, right, we're going to do this because this is going to result in this.

We're going to do this because this is going to result in this. Tell me why it's worth paying this money. Justify the fact that you're going to charge me five grand for this, but if you went somewhere else, it would cost you six.

And we're going to do this and this is just going to save me 20 grand in tax. Like do a world-class pitch. Make sure people really understand.

Paper cuts, honeymoon, and picture. Like this was a game changer for me when I started thinking about the paper cuts. Like realizing that people, you're not selling, don't try and sell people on the big problem.

It's the paper cuts you need to sell. Those are the pain points. Those are the real pain points for people.

Those are the reasons why they've actually reached out for you. So the sooner you recognize that and you realize that people want you to know they're going to solve the paper cuts, to know that you're going to give them like a honeymoon phase where it's some quick wins. Because people want quick wins.

It's all about five years until they get a result. It's like they want quick wins. They want the quick, easy things now leading to that result and then remember to sell the picture on the wall.

It's like the end goal, the output. You're going to own this great business. You're going to feel great about it.

You're going to take your kids on holiday, not have to look at your phone. That's the end goal. And then finally, if it's a no, it's just a no for now.

So if someone says no, that's fine. They're lost. Move on.

Whenever you're doing a big sales campaign, there's loads of setbacks. You feel like, oh well, you get a big setback from a client that you thought was going to go ahead or whatever. Just no for now.

Put them on the list for next year and follow up because generally people do come back if you've done a good pitch. Sales campaigns and selling can be like banging your head against a brick wall. It can feel really hard at times.

But honestly, it's one that you've just got to keep going. You will break through it. And you've just got to gain some momentum.

Keep pitching. Keep doing the proposals. Keep putting the energy in.

Keep believing you're going to sell. Keep believing in your product or service. And eventually it will come good.

And if you've been doing it for a year and you genuinely aren't getting any results, then you need to revisit your strategy. You might need to revisit your approach. But generally, just keep going.

Keep pushing. You will get the results you're looking to achieve. Got a few minutes for questions?

Go for it, Gareth.

[Speaker 5] (13:17:33 - 13:18:11)

Just one on the pitches and proposals. So we are going to be doing a sales campaign, as you know. And we're going to be running a webinar around momentum investing and the finance around it.

It's a bit of an awkward. So we are selling our service effectively. So we want people to book a call, understand what they're doing, but they won't necessarily want or need our services right now.

It might be sometime in the future. Because they're not ready. Because you don't just go out and decide to buy a property today and buy it tomorrow.

Any ideas what we could do from a proposal point of view?

[Speaker 1] (13:18:13 - 13:19:38)

I think, so based on the conversation we were having last night, I won't reveal any details. But what you were saying, what you're saying from what I'm sharing is your problem at the moment is you're posting on social and you're doing more work and you're busy. It's like, in reality, it's like, you think about this campaign, so I'll give you an answer for you.

And then an answer for not you. But if you're already too busy, and in reality, you've already got too much business coming in. You're already absolutely killing it.

You had your best month last month. Then why are we trying to convert these people onto anything? I'd say use this as an opportunity just to start data capture.

And then I would, if I was you, I'd really think about building that email marketing, that nurture sequence behind. I think for mortgages, the main thing you'd want is to try in some way, shape, or form, and somehow get all the information on someone's portfolio and all the renewal dates on their mortgages and all the details. So I would say, however you can do that, that would be my sales pitch.

It's like, how can I get that information? So you've got it all in there. And some people might want something now.

But otherwise, it goes in your system. You have all the follow-ups, all the email marketing built in place. So if someone comes up for a renewal, you're there three months in advance going, we've got these products.

Did you know you're going to go for a renewal? Do you want to work with us? That's what I'd be doing.

I think for you, it's probably about lead capture as opposed to actually trying to sell at this point, unless you want to introduce another product or service. But I'd say you're already too busy. So I'd say that's what I would do.

Pat?

[Speaker 7] (13:19:41 - 13:19:55)

So in the call, so in the webinar, that's where you're offering most of the value. So in the call, is it mainly you don't offer much more value in that respect? It's more kind of like rapport pitch kind of?

[Speaker 1] (13:19:56 - 13:21:18)

Yeah, I think so a webinar is one to many. And the reality is it's like people get a lot of value from that. And then it's like, well, even like the people that attend the Blueprint for three days, they still then need to know how to then apply it to themselves and look at their personal circumstance.

So that's where I go into the call, the one-to-one call. And it's like, OK, you watch the webinar. You've got these specific problems.

You remember the webinar. We explained this. We did that.

And I don't see the calls as a pitch. I just see them as more as an appointment to discuss their specific problems. And if there's a solution, we'll do a proposal.

So in your circumstance, do the webinar. Explain why they need to be investing. Explain how it's the opportunity of a decade.

These are returns you can get. These are the six clients that have achieved this, this, and this. Now is the time.

You're getting best deals ever, et cetera, et cetera. If you're interested, feel free to book in a call. And then on that call, you want to just stop.

Don't do what Chris was saying. It's like, oh, your book's cool. Let's talk about what we can offer you.

It's like, OK, let's learn a bit about you. What's your scenario? Why are you looking to invest in property?

What are your problems? Why have you not done this before? And you want to build up a bit more rapport like that.

Learn a bit more about them before you then go into the same, send your actual pitch to them. Does that make sense? Any more questions?

Everyone good? Well, go on, Chris. Final question, then I'll go off there for lunch.

Go on. Big throw.

[Speaker 3] (13:21:20 - 13:21:26)

It was just the answer to Gareth's question if it wasn't Gareth. It'd just be interesting to hear that.

[Speaker 1] (13:21:27 - 13:23:27)

I kind of forgot what the question was, but I'll answer it. What would Gareth do if, can you ask it again, Gareth? Yeah, I think, so Gareth's basic question is, if you're not at a point where you actually got the capacity to do the work, and you don't, and also you know that you're going to speak to clients in his circumstance where they may not be ready, that's the question, isn't it?

What do you do with those leads? I think, so if it's not Gareth, because I know Gareth's got way too much going on, someone like yourself, Chris, let's say someone's coming to you and they obviously set up leases for people, and they're in a place where they're buying a property and it's going to be ready in five months, or they've got a portfolio, but they can't give notice for two years, or whatever it's going to be. If you can create, and this is what I'm exploring doing at the moment, if you can create some sort of membership, and this came from Gary, Gary's not here today, but some sort of like low-hanging product or service where you go basically, cool, you've come in, you're interested, you want to do this in five months, cool, here's our monthly membership where you can join a community of people that are all doing the same thing, we do a monthly webinar, a bit of training on it, we do, we offer any deal packs, we offer case studies and examples, we share the best providers, do you know what I mean?

And you want to make, ideally, if you can get those people onto like a £50 a month subscription, or £25 a month, make it a no-brainer, it's just like, it keeps them warm, they're paid, and you can also say, assuming you then go ahead of the lease in six months' time, you'll get all that money off your lease, so that's what I'm considering doing, because you need that high ticket, and Gary, it could be something you do as well, but I think right now you've got a lot going on, but I think if you can create that £50 a month service to keep them in, or £20 a month, generates revenue, pays you marketing, that's what I'm exploring doing at the moment, like a membership club.

Cool, thank you everybody, appreciate your time, and I'm looking forward to welcoming Miss Rachel Davies back to the stage, thank you!

[Speaker 2] (13:23:27 - 13:23:38)

Thank you very much, lovely, lovely, that was fabulous, wasn't it? He is a sales machine, he really is. Enjoy that?

[Speaker 10] (13:23:38 - 13:23:38)

Yeah.

[Speaker 2] (13:23:39 - 13:25:26)

Yeah, it's really good. So the art of advanced sales, the main thing, it's all about taking a lead, from a maybe, to a yes, getting them over the fence, and just think about what difference it'll make to your bottom line if you start converting more sales, if you make an increase of 10%, 20%, 30%, it could make a massive huge difference to your business, so that's why this is so important. And I was just thinking about this earlier, in terms of the gym, so when you go to the gym, and you hire a personal trainer, what you don't want the personal trainer to do, is tell you how hard it's going to be, how painful it's going to be, that you might cry, that's what nearly happened to me a couple of weeks ago, when you can't do some of the exercises, you don't really want to know that straight away, do you?

Like Josh said, you want to sell your customers the end result, which is the perfect beach board, the weight loss target they've always wanted, strength and stability, which is where I'm at, whatever it might be, and that is really what this is all about, isn't it? So if you can have one key takeaway from that, it's all about the end result for your customer, and if you can bring that to life emotionally, then it makes a massive, massive impact, and if you can add some scarcity and urgency in there as well, then it could possibly be deal done. That's how important this is.

Right, we're going to go to lunch now, and I'm just going to read out, we had a few changes to private dining, so Josh's table has got Shane, Karthik, Dewey, Nick and Susan, Chris's table has got Mark, Rona, Valerie, Steve, Cowgill and Greg, and I've got Phil, Katherine, James, Andy and Alan. Yeah? Everyone heard that?

All good? Right, well let's finish that session on a massive round of applause. Back by 2.30 everybody. That's it.