

SLR LOUNGE

STEP **15**

MASTER PHONE SALES



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- How quickly should I call leads back?
- When should I call leads?
- How do I sell over the phone?
- How does the phone differ from in-person?
- How do I succeed over the phone?



HEADS UP! THIS IS FAST-PACED!

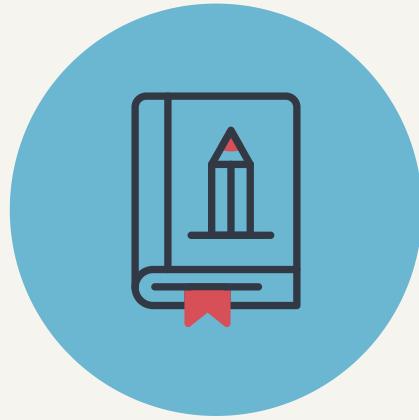
I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments



THE SALES HANDBOOK

Your summary and scripts for the sales portion of \$10K for \$2K

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STOP THE EMAILS, PICK UP YOUR PHONE





“The single most powerful sales tool, the phone.”

GRANT CARDONE

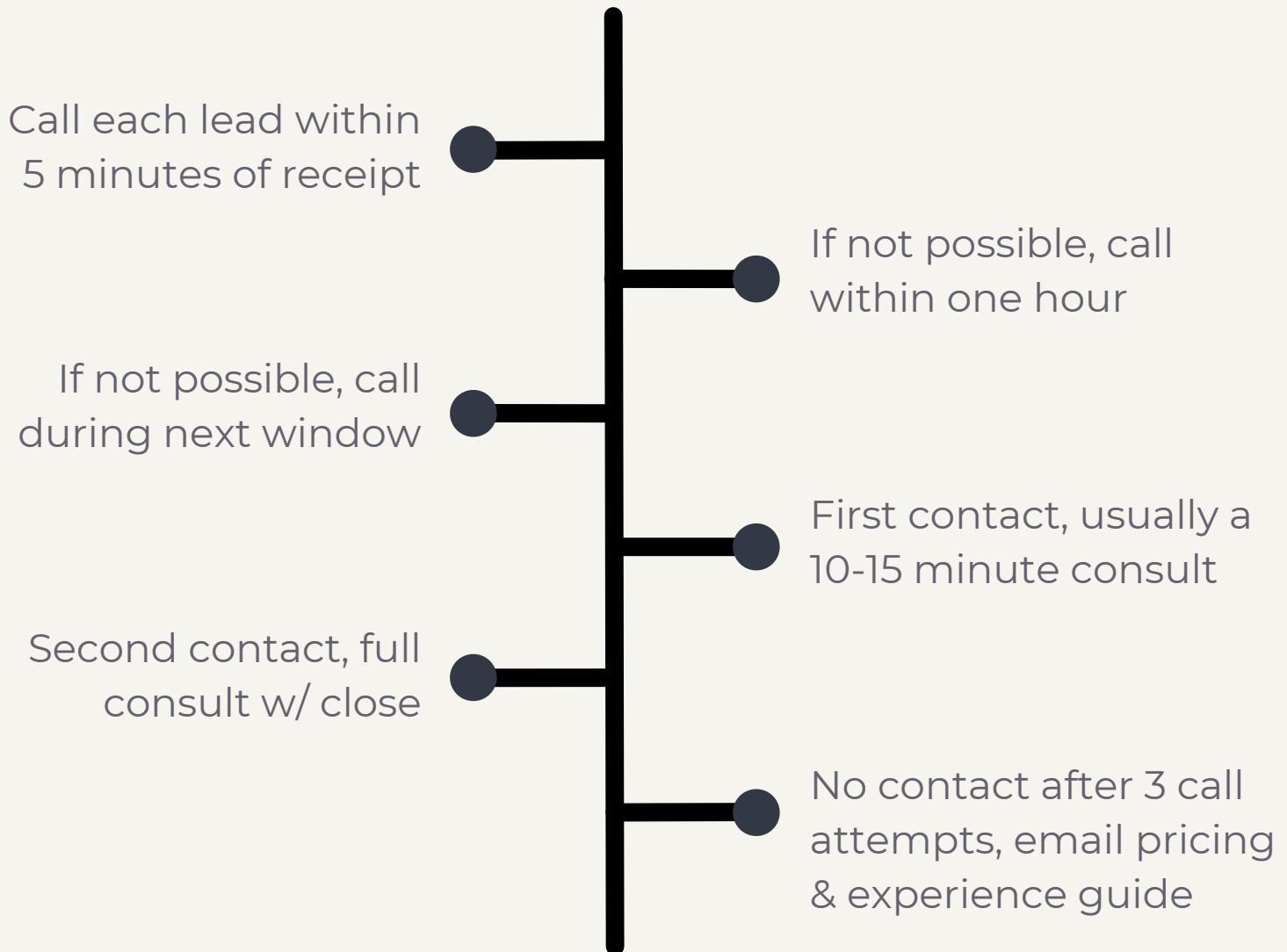


YOUR FIRST DIFFERENTIATOR

Unlike everyone else who just sends emails, you're going to create a personal connection with a phone call

LEAD WORKFLOW

Your step-by-step process with each new lead you receive





ANY OBJECTION OR CLIENT ISSUE

Anytime your (potential) clients have an objection or issue, get on the phone! DO NOT try to resolve problems/objections via email.

**YOUR PHONE
+ TIMING ARE
EVERYTHING!**



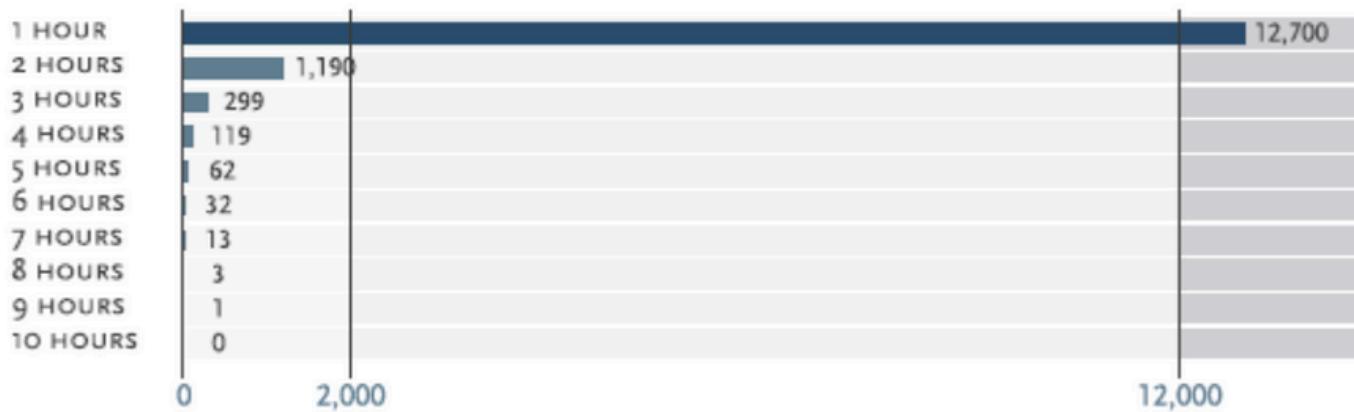


THE 5-MINUTE BENCHMARK

Calling a lead within 5 minutes increases likelihood of contact by up to 100x compared with 30 minutes.

(InsideSales.com - Now XANT)

DAY OF THE WEEK: INITIAL DIALS TO LEADS THAT BECOME QUALIFIED





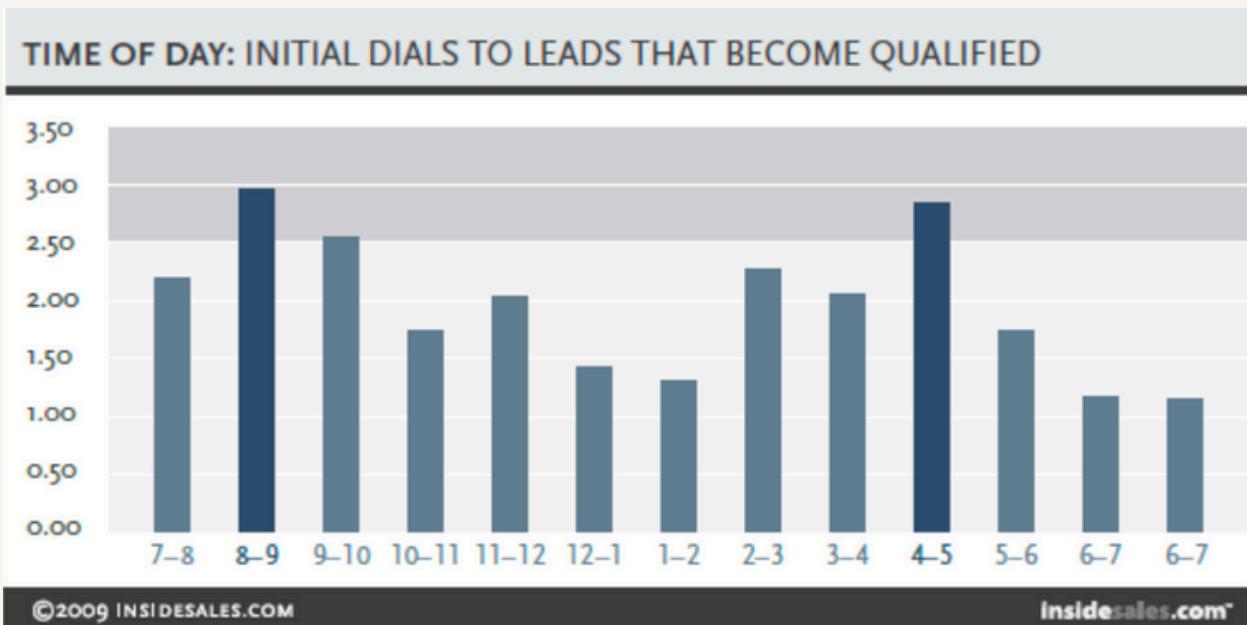
24 HOURS IS FAR TOO LONG

Whenever possible, call within 5 minutes. When it's not possible, call the next available business hour.



WHAT TIME OF DAY IS BEST?

4-6pm = Ideal time of contact
8-10am or 6-7pm = Second best



10 KEYS TO SUCCESS ON THE PHONE





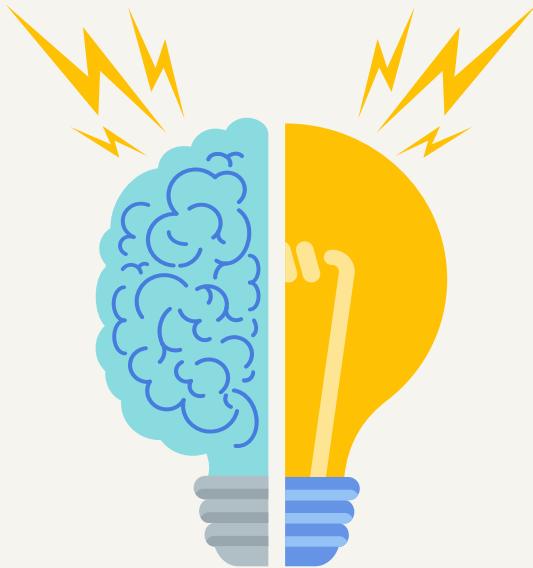
BUYER PSYCHOLOGY

When someone commits to an in-person consult, they're generally willing to put in more time/energy.



ON THE PHONE

Your croc brain is on high alert. We need to keep things fast, simple, and directly tied to what people want.



GOALS 1, 2, & 3

**If goal #1 is to get past the croc brain,
goal #2 is to avoid the neocortex.
In sales, our goal = limbic system.**



OBJECTIVES

Hold them in the limbic system, keep the conversation simple and focused on their needs. Your phone goals are to:

- Disrupt & show value
- Close the sale (if possible)
- Book an in-person consult



KEY ONE

Respect their time AND YOURS!

“I had a few minutes before my next meeting and wanted to give you a quick call. Do you have a few minutes to talk about your [EVENT/TYPE]?”



KEY TWO

Most leads will want to know your price right away, give them the bone.

“Sure thing. My prices start at [\$\$\$] and most of my clients spend around [\$\$\$] for their package. If you have a few minutes, I’d love to learn about what you’re looking for and help you find a good fit.”



KEY THREE

Disrupt their thought process and what they'd typically expect.

“Most photographers will make you come in to learn their pricing, I’m going to respect your time...”

“I want to do something a bit different, would you be open to a five-minute visualization exercise?”



KEY FOUR

Uncover their values and speak to who they are and what they want.

Use the WAVE then set the anchor, “As your photographer, isn’t it critical that I know exactly what you want and value in your photography?”



KEY FIVE

Keep up the pace, if they have to go invite them in for a consultation.

“You mentioned you only had 10 minutes for this call, I want to respect that. Why don’t you come in for a consultation, I have an opening on [DATE] and [TIME] if that works for you.”



KEY SIX

Body language still matters on the phone, maintain body language by:

- Sitting forward/engaged posture
- Speak with 30% more energy
- Smile throughout your words
- Dress for work



KEY SEVEN

**Monotone is boring, use a sing-song
that varies tonality by:**

- Connecting your words
- Creating a vocal melody



KEY EIGHT

Create scarcity and urgency to show the value of your time/service:

~~"I'm free anytime tomorrow,
what time works for you?"~~



"I have a 30 minute window tomorrow at noon, does that work for you?"



KEY NINE

Anchor every important point that you feel matches their needs/values

“You mentioned [WANT/VALUE], imagine having that moment captured as an image.

As your photographer, isn’t it important that I know exactly what you’d appreciate and value?”

[WAIT FOR AGREEMENT]



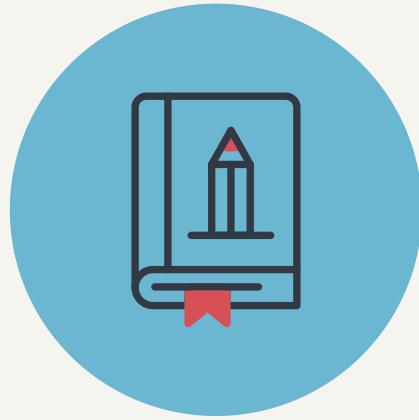
KEY TEN

Before you end a call, try to accomplish all of the following:

- Close the sale (if possible)
- Booked a date/time for in-person consult
- Understand their values and needs
- You've shown them how you're different
- Anchored the value of your service

BASIC PHONE SCRIPT





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ROLE PLAYS TO PUT IT ALL TOGETHER

STEP 15



ROLE PLAYING

“PERFECT PRACTICE MAKES PERFECT”

**Find a buddy within our community
and hop on Zoom until you can both:**

- Get past their croc brain (WIIFM)
- Quickly break the ice / establish a rapport
- Smoothly transition into the WAVE
- Book an in-person, or at least establish value



PAUSE HERE

Do NOT continue until you've completed this assignment by scheduling a roleplay:



**FIND A ROLE PLAY BUDDY:
SCHEDULE A ZOOM CALL**

Create a Post within the community requesting a WAVE roleplay buddy