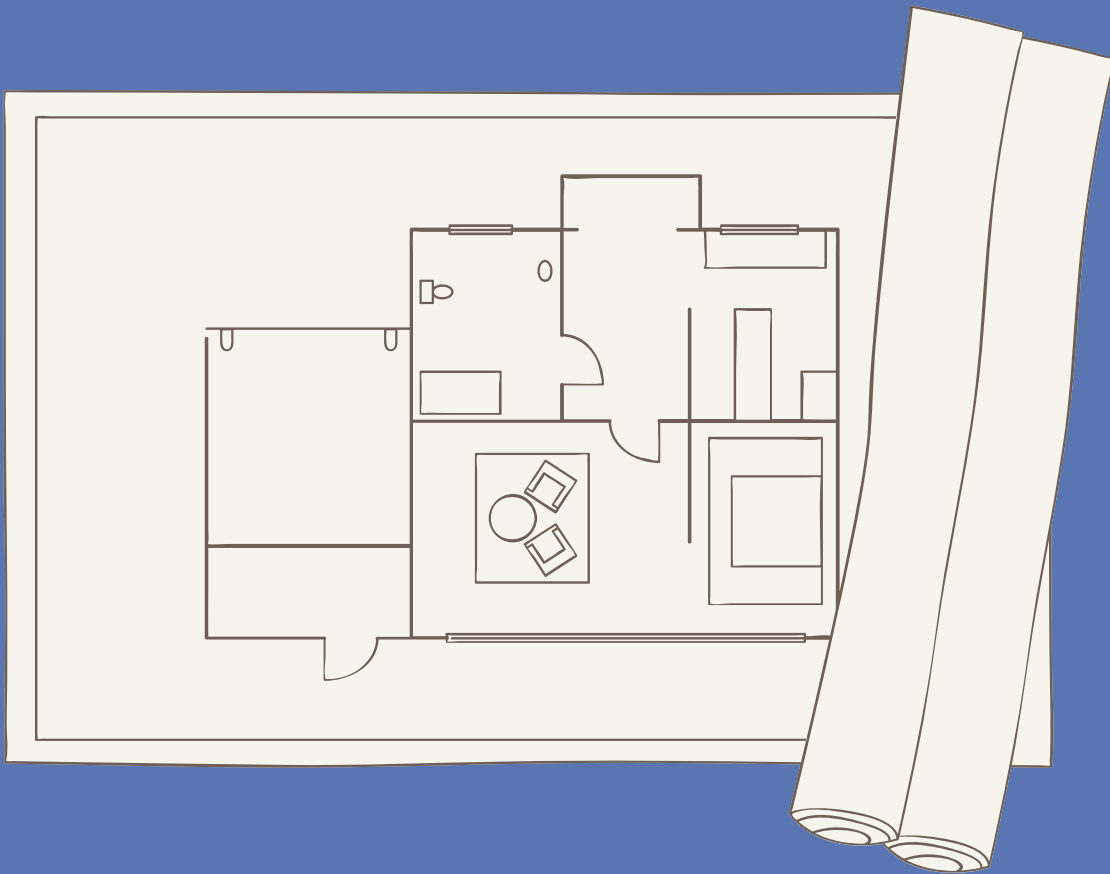


The Remote Sales Blueprint

Your Guide To Achieving Financial Freedom
Through Remote Sales



A decorative border consisting of several overlapping, curved blue bands of varying shades, framing the central text.

Sales is the #1 High Income Skill

Every Dollar Moves Because Of A Sale

If You Can Learn To Sell

You Now Control The Flow Of Money

If You Control The Flow Of Money...

You'll NEVER Be With Out It

Introduction

Welcome to The Remote Sales Blueprint, your comprehensive guide to mastering the art of remote sales. I'm Jacob May, the proud owner of The Real Sales Academy, the #1 sales training and placement company on planet Earth. I've dedicated my career to helping individuals like you achieve financial freedom through the powerful, dynamic world of sales. This manual is crafted with one goal in mind: to empower you with the skills, knowledge, and strategies needed to excel in remote sales.

The Changing Landscape of Sales

The sales landscape has undergone a dramatic transformation in recent years. The traditional image of a salesperson, armed with a briefcase and a firm handshake, has evolved. In today's digital age, remote sales have emerged as a formidable force, offering unparalleled opportunities for those willing to embrace new methods and technologies. The rise of the internet and the proliferation of digital communication tools have made it possible to connect with clients and close deals from anywhere in the world. This shift has opened doors to financial freedom for countless individuals, allowing them to achieve their dreams without being tied to a specific location.

In today's fast-paced, ever-evolving business landscape, remote work has become more than just a trend—it is a necessity. Companies worldwide are increasingly turning to remote sales teams to reach a broader audience, reduce overhead costs, and stay competitive. This shift opens up a world of opportunities for sales professionals, offering the flexibility to work from anywhere while tapping into a global market and creating the income you deserve.

Why Remote Sales?

Remote sales offer a unique blend of flexibility, autonomy, and potential for financial success. Imagine being able to craft your own schedule, work from the comfort of your home, or even travel the world while maintaining a successful career. This level of freedom is not only appealing but also achievable with the right approach and dedication. Remote sales can liberate you from the confines of a traditional 9-to-5 job, providing a pathway to financial independence and a lifestyle many only dream of.

The Real Sales Academy Approach

At The Real Sales Academy, we've honed our approach to sales training through years of experience and countless success stories. Our mission is to empower you with the tools and techniques that will not only make you a proficient salesperson but an exceptional one. We believe that sales are not just about closing deals; it's about building relationships, understanding needs, and delivering value. Our training is designed to instill these principles, ensuring you stand out in a competitive marketplace.

What You Will Learn (Table Of Contents)

In this book, you will find a step-by-step blueprint to becoming a top remote salesperson. We will cover the 7 Modules to unlock your financial freedom and the closer lifestyle you have always dreamed of.

Understanding Remote Sales

Reading the first chapter, "Understanding Remote Sales," is essential because it lays the foundation for your success in the remote sales arena. This chapter will provide you with a comprehensive overview of the unique dynamics and challenges of remote sales, helping you grasp the fundamental differences between traditional and remote selling. By understanding these core principles, you'll be better equipped to navigate the remote sales landscape, leverage digital tools effectively, and develop strategies tailored to a virtual environment. This knowledge is crucial for building a solid framework upon which you can build your remote sales expertise and ultimately achieve financial freedom.

The Sales Mindset

Reading the second chapter, "The Sales Mindset," is crucial because success in remote sales hinges not just on techniques and strategies but on cultivating the right mindset. This chapter delves into the mental attitudes and beliefs that drive top-performing sales professionals, emphasizing resilience, adaptability, and a growth-oriented outlook. By internalizing these mindset principles, you'll be prepared to overcome the unique challenges of remote sales, stay motivated in a solitary work environment, and consistently push towards your goals. Developing a strong sales mindset is the key to unlocking your potential and maintaining peak performance, regardless of external circumstances.

What You Will Learn (Table Of Contents Continued)

The Fundamentals

Reading the third chapter, "The Fundamentals," will equip you with the foundational skills and knowledge required to excel in remote sales. This chapter covers the core principles of life. In Sales the most common denominator to someone being successful in the workplace is being successful outside of the workplace. In this chapter we will dive into the depths of building a great life so that you can unlock hidden productivity, energy and motivation to sell to the best of your abilities.

Sales Basics

Reading the fourth chapter, "Sales Basics," is vital as it bridges the gap between theoretical knowledge and practical application in the remote sales environment. This chapter dives into the essential tactics, techniques and building blocks that every remote salesperson must master. By focusing on these basics, you'll develop a toolkit of actionable skills that can be immediately implemented in your daily sales activities. Mastering these foundational techniques ensures you can engage prospects, build rapport, and close deals efficiently, forming the cornerstone of your remote sales success and setting the stage for more advanced strategies in later chapters.

What You Will Learn (Table Of Contents Continued)

Appointment Setting

Reading the fourth chapter, "Appointment Setting," will teach you about the entry level role to sales and teach you the art of setting appointments. This is the first step in the remote sales process. This chapter provides you with the strategies and techniques to effectively reach out to prospects, capture their interest, and schedule meaningful conversations. By mastering appointment setting, you'll increase your opportunities to present your product or service, build stronger relationships with potential clients, and move them through the sales funnel. Understanding how to set appointments efficiently ensures that you can maximize your time, keep your sales pipeline full, and consistently work towards closing deals, ultimately driving your success in remote sales.

Closing

Reading the chapter "Closing" will focus on the pivotal moment in the sales process where deals are won or lost. This chapter provides you with the critical skills and techniques needed to effectively seal the deal, addressing common objections, negotiating terms, and confidently asking for the sale. Mastering the art of closing ensures that all your efforts in prospecting, presenting, and handling objections culminate in a successful transaction. Understanding how to close effectively not only boosts your conversion rates but also builds your reputation as a reliable and persuasive salesperson, directly contributing to your financial success and career growth in remote sales.

What You Will Learn (Table Of Contents Continued)

Landing A Sales Gig

Reading the final chapter, "Landing a Sales Gig," will equip you with the knowledge and strategies to secure a remote sales position in today's competitive job market. This chapter covers everything from crafting a compelling resume and acing virtual interviews to understanding what employers are looking for in top sales talent. By mastering these elements, you'll position yourself as a standout candidate, ready to demonstrate your skills and value to potential employers. Securing the right sales gig is the first step towards applying the techniques and insights gained from this blueprint, paving the way for your success and financial freedom in the remote sales industry.

Materials

The "Materials" chapter, located at the end of this workbook, is a comprehensive resource hub designed to equip you with essential tools for excelling in sales. It includes ready-to-use scripts for various sales stages, closing techniques, selling strategies, effective word tracks, and presentation decks. These materials serve as practical tools to enhance your performance in real-time sales situations, from initial contact to closing the deal. By utilizing these resources, you can streamline your process, build confidence, and consistently close more deals, ultimately increasing your success rate.

The Road Ahead

Embarking on a career in remote sales is a significant step toward financial freedom, but it's not without its challenges. This manual will provide you with the roadmap to navigate these challenges and emerge victorious. You will learn how to adapt to an ever-changing market, stay motivated, and continuously improve your skills.

It would be a lie if someone said achieving financial freedom through remote sales was easy. But I, Jacob May will walk you through every single step of the way and the nuances to achieve massive success.

Your Commitment

This journey will require dedication, resilience, and a willingness to adapt. But rest assured, with the guidance provided in this blueprint and the support of our community, you will be well-equipped to thrive in the world of remote sales.

Success in remote sales demands a commitment to continuous learning and self-improvement. As you delve into the chapters ahead, keep in mind that every bit of effort you invest will bring you closer to your goal of financial independence.

The Remote Sales Blueprint is designed for those who are ready to embrace this challenge head-on. Whether you're a seasoned sales veteran looking to transition to a remote role or a newcomer eager to make your mark in the sales industry, this guide will provide you with the tools and insights needed to succeed.

The Road Ahead

Embarking on a career in remote sales is a significant step toward financial freedom, but it's not without its challenges. This manual will provide you with the roadmap to navigate these challenges and emerge victorious. You will learn how to adapt to an ever-changing market, stay motivated, and continuously improve your skills.

It would be a lie if someone said achieving financial freedom through remote sales was easy. But I, Jacob May will walk you through every single step of the way and the nuances to achieve massive success.

Your Commitment

This journey will require dedication, resilience, and a willingness to adapt. But rest assured, with the guidance provided in this blueprint and the support of our community, you will be well-equipped to thrive in the world of remote sales.

Success in remote sales demands a commitment to continuous learning and self-improvement. As you delve into the chapters ahead, keep in mind that every bit of effort you invest will bring you closer to your goal of financial independence.

The Remote Sales Blueprint is designed for those who are ready to embrace this challenge head-on. Whether you're a seasoned sales veteran looking to transition to a remote role or a newcomer eager to make your mark in the sales industry, this guide will provide you with the tools and insights needed to succeed.

How To Use This Manual

Treat It Like an Open Note Test

Do not read The Remote Sales Blueprint like a typical book. Instead, approach it as if you are preparing for an open note test where you already have all the answers at your fingertips. Use it as a reference guide, revisiting sections and chapters as you encounter specific challenges or need to brush up on particular skills. Highlight key points, take notes, and apply the concepts in real-time to your sales activities. This dynamic, interactive approach ensures that you are constantly integrating and reinforcing the knowledge you gain.

Implement or Stay Broke

Simply reading this blueprint without taking action will leave you with zero new sales skills and still struggling financially. The true value of this guide lies in the application of its principles and strategies. You must actively implement the techniques, practice the methods, and continually refine your approach based on the insights provided. Success in remote sales requires dedication and proactive effort. By putting the blueprint into practice, you transform theoretical knowledge into tangible results, driving your progress towards financial freedom and career success.

Let's Get Started

The journey to becoming a successful remote salesperson begins now. Whether you're new to sales or looking to transition from a traditional sales role, this blueprint will guide you every step of the way. Prepare to transform your approach, elevate your skills, and unlock the door to a world of opportunities.

Welcome to “**The Remote Sales Blueprint**”. Your path to financial freedom through remote sales starts here.

Jacob May
Owner, The Real Sales Academy
The #1 Sales Training & Placement Company on Planet Earth



Module 1:

Understanding Remote Sales

Module 1: Understanding Remote Sales

What is Remote Sales?

Remote sales, also known as virtual or inside sales, is the process of selling products or services over the phone, via email, or through video conferencing without meeting clients face-to-face. This method leverages technology to connect with potential customers, build relationships, and close deals from a distance.

Remote sales have become increasingly popular due to advancements in communication tools and the growing trend of remote work. Your average workday will take place in front of a desktop or laptop computer outbound calling clients or doing demonstrations on zoom.

What is a Sales Call?

A sales call is an interaction between a salesperson and a potential customer, typically initiated by the salesperson. The purpose of a sales call is to understand the prospect's needs, present a solution, address any objections, and ultimately persuade them to purchase the product or service. Sales calls can be conducted via phone, video conferencing, or other digital communication platforms.

What is a Sales Job?

A sales job involves identifying potential customers, speaking with them to understand their needs, and offering solutions that meet those needs through the company's products or services. Sales professionals are responsible for generating revenue for the company by converting prospects into paying customers. This role requires strong communication skills, product knowledge, and the ability to build relationships with clients.

Module 1: Understanding Remote Sales

A Day in the Life of a Remote Salesperson

A typical day for a remote salesperson involves a mix of prospecting, outreach, meetings, and follow-ups. Here's a breakdown of what their day might look like:

Things To Note: Remote Sales reps are often prompted to schedule their own working hours so all of these are subject to change depending on your liking/preference.

- **Morning:** Start the day by joining the company morning meeting, reviewing emails, checking the sales pipeline, and planning the day's activities. This may include prospecting new leads, scheduling calls, and preparing for meetings.
- **Day Time:** Conduct sales calls or video meetings with prospects. This is the time to present products, answer questions, and address any concerns potential customers may have. This is where you will close deals, set appointments and make commission.
- **End Of Day:** Continue with follow-up calls and emails to nurture leads. This period is also used for updating CRM (Customer Relationship Management) systems with notes and next steps for each prospect.

Module 1: Understanding Remote Sales

Industries That Need Salespeople

Sales professionals are in demand across a wide range of industries, each requiring unique approaches to connect with customers and close deals. Some of the key industries include:

- **Technology:** Software, hardware, and tech services
- **Coaching & Consulting:** Courses, Events and information products
- **Healthcare:** Medical devices, pharmaceuticals, and health services
- **Finance:** Banking, insurance, and financial services
- **Real Estate:** Property sales and rental services
- **Manufacturing:** Industrial products and machinery
- **Retail:** Consumer goods and e-commerce
- **Telecommunications:** Mobile and internet services

Things To Note: Almost every single company on planet earth needs great sales people.

How a Remote Salespeople Gets Paid

Remote salespeople are typically compensated through a combination of base salary and performance-based incentives. The primary components of their compensation include:

- **Base Salary:** A fixed amount paid regularly, providing financial stability.
- **Commissions:** Earnings based on the number or value of sales made. This motivates salespeople to perform well.
- **Bonuses:** Additional financial rewards for meeting or exceeding sales targets.
- **Incentives:** Non-monetary rewards such as trips, gifts, or recognition for top performers.

Module 1: Understanding Remote Sales

The Two Positions on the Sales Floor

Appointment Setter

An appointment setter's primary role is to outbound call leads and schedule appointments for the closers. They identify potential customers, reach out via phone or email, and arrange meetings for closers. This role requires strong communication skills and the ability to handle rejection.

Closer

Closers take the appointments set by the appointment setters and work to convert these prospects into paying customers. They conduct detailed sales presentations, address objections, and negotiate terms to close deals. Closers need to be persuasive, confident, and skilled in handling objections.

How a Better Sales Skillset Leads to More Income

Having a strong sales skillset directly correlates with higher income potential. Sales professionals who excel in their roles are more likely to convert leads into customers, meet or exceed their targets, and earn higher commissions and bonuses.

Key skills that enhance a salesperson's effectiveness include:

- **Communication:** Clearly conveying the value of the product or service.
- **Persuasion:** Convincing prospects to take action.
- **Relationship Building:** Establishing trust and rapport with clients.
- **Problem-Solving:** Addressing customer concerns and finding solutions.
- **Time Management:** Efficiently managing tasks and prioritizing high-impact activities.

By continually improving these skills, remote salespeople can increase their conversion rates, close more deals, and ultimately achieve greater financial success.

Luckily for you, that's why we are here.

Module 1: Understanding Remote Sales

How Remote Sales Can Help You Live a Great Lifestyle and Achieve Financial Freedom

Remote sales offer an unparalleled opportunity to enjoy a flexible and rewarding lifestyle while working towards financial freedom. The ability to work from anywhere allows you to design your own schedule, giving you more control over your work-life balance. This flexibility can lead to improved mental health, reduced stress, and increased overall job satisfaction.

Moreover, the financial rewards in remote sales can be substantial. With a performance-based compensation structure, the more skilled and effective you become, the higher your earning potential. In Remote Sales there isn't an income cap, or trying to earn 2% wage increases. It is all based on how good you can get. Top-performing remote sales professionals can earn significant commissions and bonuses, leading to financial stability and freedom. This financial independence can enable you to pursue personal goals, invest in your future, and enjoy a higher quality of life.

Income Brackets:

Amazing Sales People: \$650k+

Great Sales People: \$450k+

Good Sales People: \$250k+

Average Sales People: \$100k+

By embracing remote sales and continuously honing your skills, you can create a fulfilling career that not only provides financial rewards but also offers the freedom to live life on your own terms. Where you can work where you want, when you want and make as much as you want.



Module 2:

The Sales Mindset

Module 2: The Sales Mindset

What is a Mental Model and How to Apply It

A mental model is a framework for thinking that helps you understand and navigate complex situations. In sales, mental models guide your approach to various aspects of the job, from prospecting to closing deals. By internalizing and applying these models, you can make more informed decisions, stay motivated, and consistently perform at a high level.

Call Math: Each Call Counts

Consider this: if you make 100 calls and close 1 deal worth \$1,000, each call is effectively worth \$10. This mental model is crucial because it shifts your focus from immediate results to the bigger picture. Understanding the value of each call helps you stay motivated, even when facing rejection, and emphasizes the importance of consistency and persistence in your sales efforts.

Embrace Being Bad at First

No one starts as an expert. Embracing the fact that you will be bad at first is vital. This mental model is important because it encourages you to take risks, learn from your mistakes, and continuously improve. Knowing that your only direction is up helps you maintain a positive attitude and resilience, essential traits for long-term success in sales.

Module 2: The Sales Mindset

Responsibility: Own Your Success

If you're prone to blaming others or seeing yourself as a victim, this isn't the career for you. Taking full responsibility for your actions and outcomes is a fundamental mental model. It empowers you to make changes, seek solutions, and take proactive steps toward your goals. Blaming others only hampers your growth and success.

Everything is a result of something they did or did not do. They don't blame anyone else for the client not buying or for other problems. They operate in a creator space, taking full responsibility for their actions and outcomes. This mindset empowers them to make changes and take control of their success.

Hunger > Skill

In the sales industry, hunger trumps skill. This mental model highlights the importance of drive and determination. Hungry salespeople are relentless, constantly seeking opportunities, and pushing themselves to achieve more. While skills can be learned and refined, hunger and motivation come from within and often make the difference between mediocrity and excellence.

Play a Bigger Game

Don't just aim for a single close or money; aim for bigger goals. This mental model is important because it shifts your perspective from short-term wins to long-term success. Playing a bigger game means setting ambitious goals, building lasting relationships, and continually striving for improvement. This mindset drives you to achieve more than just immediate sales.

Module 2: The Sales Mindset

The Never-Ending Game

The sales game is never-ending, and committing to the long haul is essential. This mental model emphasizes the importance of perseverance and continuous growth.

Sales is a marathon, not a sprint. By committing to ongoing learning and development, you position yourself for sustained success and adaptability in an ever-changing market.

Outflow is Spiritual

Every action has an equal and opposite reaction. This mental model underscores the importance of consistent effort and outreach. By putting in the work and maintaining a high level of activity, you create opportunities and attract positive results. Outflow leads to inflow, and the energy you put into your sales efforts will come back to you.

Work Hard and Apply Training

To the degree you work hard and apply the sales training, you will see success. This mental model highlights the direct correlation between effort and results.

Success in sales requires dedication, discipline, and the application of learned skills. The harder you work and the more you implement your training, the greater your achievements will be.

Module 2: The Sales Mindset

The Never-Ending Game

The sales game is never-ending, and committing to the long haul is essential. This mental model emphasizes the importance of perseverance and continuous growth.

Sales is a marathon, not a sprint. By committing to ongoing learning and development, you position yourself for sustained success and adaptability in an ever-changing market.

Outflow is Spiritual

Every action has an equal and opposite reaction. This mental model underscores the importance of consistent effort and outreach. By putting in the work and maintaining a high level of activity, you create opportunities and attract positive results. Outflow leads to inflow, and the energy you put into your sales efforts will come back to you.

Work Hard and Apply Training

To the degree you work hard and apply the sales training, you will see success. This mental model highlights the direct correlation between effort and results.

Success in sales requires dedication, discipline, and the application of learned skills. The harder you work and the more you implement your training, the greater your achievements will be.

Module 2: The Sales Mindset

Urgency: Act Fast

Acting with speed creates momentum and drives results. This mental model stresses the importance of urgency in sales. Opportunities can be fleeting, and acting quickly can make the difference between closing a deal and missing out. Conversely, acting slowly can lead to lost opportunities and stagnation. Speed matters in sales.

Ethics in Sales

Being ethical in sales results in huge benefits. This mental model emphasizes the importance of integrity and honesty. Ethical sales practices build trust, foster long-term relationships, and enhance your reputation. Customers are more likely to buy from and remain loyal to salespeople who they perceive as trustworthy and ethical.

Attitude is a Choice

Attitude is not a feeling; it is a choice. This mental model is crucial because a positive attitude directly impacts your interactions and outcomes. Clients do not want to deal with poor attitudes. Choosing to maintain a positive, proactive attitude can improve your performance, client relationships, and overall success in sales.

Module 2: The Sales Mindset

High Conviction in Your Product

Having a high conviction and solid belief in your product will help you sell it more effectively. This mental model underscores the importance of being passionate and knowledgeable about what you're selling. When you genuinely believe in your product's value, it resonates with clients and enhances your ability to persuade and close deals.

Commitment

Commitment is a combination of time, money, and energy. The greats give everything they have to win. It becomes their sole focus and purpose at that phase in their life to master the skill set. This level of dedication ensures that they are constantly improving and pushing towards their goals. Without total commitment, reaching the highest levels of success is nearly impossible.

Action

The greats don't measure their success by statistics alone; they measure outflow. They evaluate their days based on whether they gave everything they had. It doesn't matter if they made \$10,000 that day—if they didn't give it their all, it wasn't a good day. This mindset ensures that they consistently push their limits and maintain high levels of productivity and effectiveness.

Module 2: The Sales Mindset

Get in the Marketplace

Successful salespeople stay out of their heads. They don't dwell on people not picking up or the objections they receive. Instead, they focus on the next deal, the next call, and the next person who is going to buy. This forward-focused mindset keeps them motivated and prevents them from getting bogged down by setbacks.

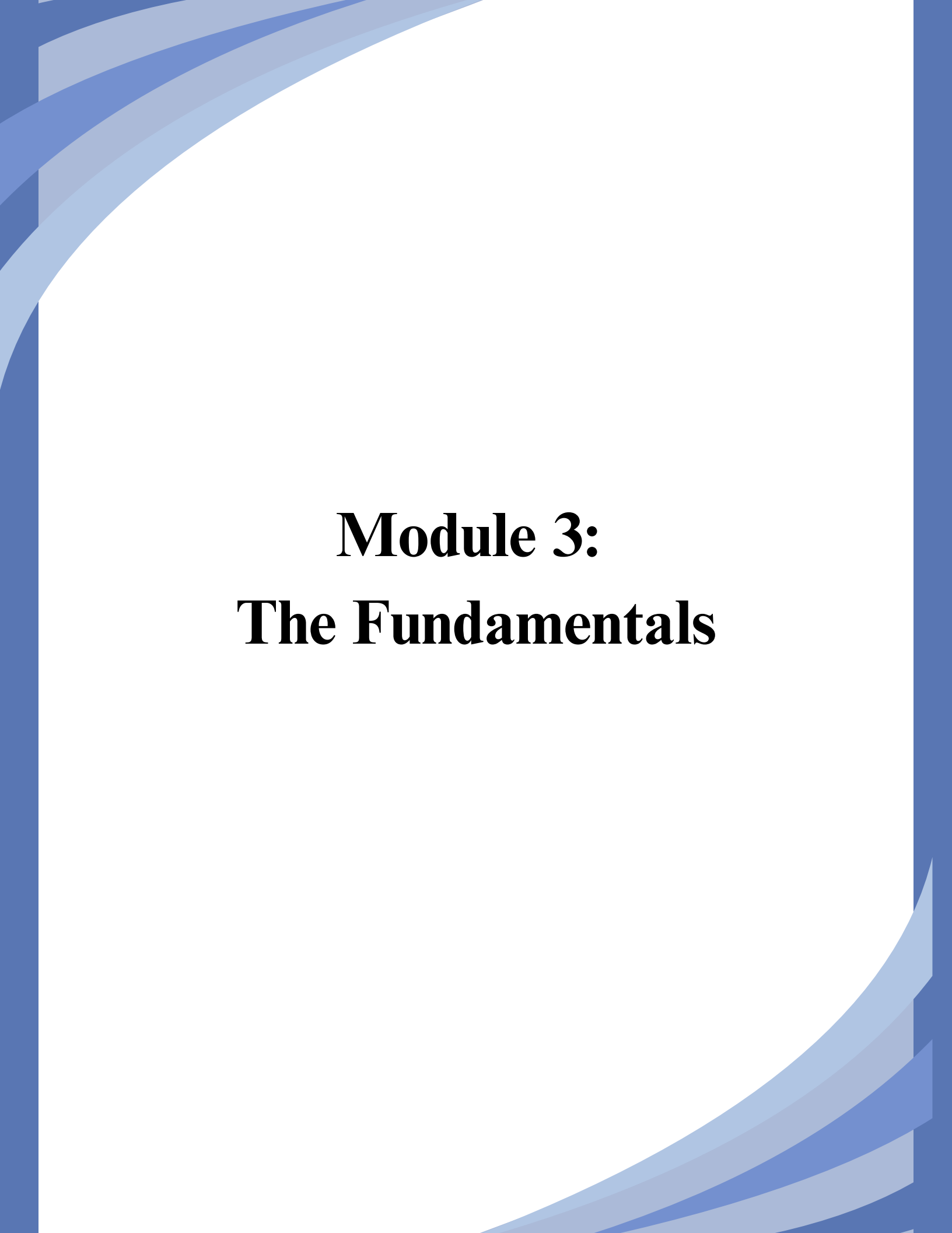
Speak Life

Great salespeople aren't negative. They don't talk down on themselves, their clients, or their peers. They bring and speak life into the people around them, flowing power and lifting others up rather than pushing them down to look taller. This positive attitude creates a supportive environment that fosters success.

Master Learners

The most successful people are master learners, dedicated to bettering themselves in all areas. They continuously learn how to optimize their space, hone their skills, and increase their outflow. This commitment to learning ensures they stay ahead of the curve and are always improving.

By embracing and applying these mental models, you will develop a resilient, effective sales mindset that not only drives immediate success but also positions you for long-term growth and financial freedom in the remote sales industry.



Module 3:

The Fundamentals

Module 3: The Fundamentals

Life Before Sales

Before we can even talk about sales, we need to talk about life. Achieving 100% capacity and productivity is crucial before you ever pick up a phone or speak to a client. The fundamentals stand for the core elements of life, which are essential for a great salesperson to succeed. Without these elements in order, even the best salesperson will struggle to make sales. The fundamentals include sleep, food, exercise, goals, training/education, inner circle alignment, and appearance.

Discipline and Character

Sales require you to give 100% every time. When you're on the phone with a client, if you come across as tired or lazy, you will miss deals. High energy is vital during presentations and closing. Beyond energy, the fundamentals instill a discipline within you. This discipline is necessary for greatness. You cannot push someone to do what you won't do yourself. If you take it easy in your own life, you can't convince someone else to make hard decisions or take fast action. To inspire others to do what they're supposed to do, you must first do the same.

Module 3: The Fundamentals

Life Before Sales

Before we can even talk about sales, we need to talk about life. Achieving 100% capacity and productivity is crucial before you ever pick up a phone or speak to a client. The fundamentals stand for the core elements of life, which are essential for a great salesperson to succeed. Without these elements in order, even the best salesperson will struggle to make sales. The fundamentals include sleep, food, exercise, goals, training/education, inner circle alignment, and appearance.

Discipline and Character

Sales require you to give 100% every time. When you're on the phone with a client, if you come across as tired or lazy, you will miss deals. High energy is vital during presentations and closing. Beyond energy, the fundamentals instill a discipline within you. This discipline is necessary for greatness. You cannot push someone to do what you won't do yourself. If you take it easy in your own life, you can't convince someone else to make hard decisions or take fast action. To inspire others to do what they're supposed to do, you must first do the same.

Module 3: The Fundamentals

Sleep

Lack of sleep is the #1 downfall for every salesperson. Without enough sleep, you lose stamina. Consider a scenario where a deal takes three hours to close for a \$15,000 commission, but you're too tired to see it through. Or imagine calling a list and stopping just before reaching the client who would buy, simply because you're exhausted. It won't work. Adequate sleep is non-negotiable.

Food

Eating the right foods is essential for fuel. Stop thinking of eating as comfort and start seeing it as fueling your body. Digestion is the most energy-consuming process your body performs. Consuming a lot of carbs like bread and cheese can leave you sleepy at your desk within 30 minutes. Eating healthy fuels your body for sustained energy and performance.

Goals

Having big goals, focusing on them, and writing them down daily leads to higher output and more dialed-in focus. Goals give you direction and motivation, driving you to achieve more. They serve as a constant reminder of what you're working towards and help you stay committed and productive.

Module 3: The Fundamentals

Sleep

Lack of sleep is the #1 downfall for every salesperson. Without enough sleep, you lose stamina. Consider a scenario where a deal takes three hours to close for a \$15,000 commission, but you're too tired to see it through. Or imagine calling a list and stopping just before reaching the client who would buy, simply because you're exhausted. It won't work. Adequate sleep is non-negotiable.

Food

Eating the right foods is essential for fuel. Stop thinking of eating as comfort and start seeing it as fueling your body. Digestion is the most energy-consuming process your body performs. Consuming a lot of carbs like bread and cheese can leave you sleepy at your desk within 30 minutes. Eating healthy fuels your body for sustained energy and performance.

Goals

Having big goals, focusing on them, and writing them down daily leads to higher output and more dialed-in focus. Goals give you direction and motivation, driving you to achieve more. They serve as a constant reminder of what you're working towards and help you stay committed and productive.

Module 3: The Fundamentals

Training and Education

In an industry where your income is solely based on how good you are at sales and handling objections, continuous training and education are critical. The better you get, the more money you make. This should be a core focus. Regularly improving your skills and knowledge will directly impact your success and earnings.

Exercise

Exercise compounds energy, makes you more presentable, and boosts self-confidence. Feeling good about yourself and being confident will lead to closing more deals. Physical fitness translates into mental sharpness, which is crucial for staying alert and persuasive in sales.

Inner Circle Alignment

Having your inner circle on the same page is vital. If the people around you are constantly negative and bringing you down, you'll never be successful with them in your life. You have to cut out those who drive doubt and negativity. There's no long-term way to keep negativity out besides cutting it out completely. Surround yourself with supportive and positive individuals.

Module 3: The Fundamentals

Training and Education

In an industry where your income is solely based on how good you are at sales and handling objections, continuous training and education are critical. The better you get, the more money you make. This should be a core focus. Regularly improving your skills and knowledge will directly impact your success and earnings.

Exercise

Exercise compounds energy, makes you more presentable, and boosts self-confidence. Feeling good about yourself and being confident will lead to closing more deals. Physical fitness translates into mental sharpness, which is crucial for staying alert and persuasive in sales.

Inner Circle Alignment

Having your inner circle on the same page is vital. If the people around you are constantly negative and bringing you down, you'll never be successful with them in your life. You have to cut out those who drive doubt and negativity. There's no long-term way to keep negativity out besides cutting it out completely. Surround yourself with supportive and positive individuals.

Module 3: The Fundamentals

Appearance

Even in a remote sales position, appearance is crucial. Getting ready for the day and feeling good about yourself and the way you present yourself will always come across positively. Would you want to buy from someone who looks professional or someone who appears immature and disheveled? Dressing well and maintaining good hygiene boost your confidence and credibility.

Summary

To boil it all down, these are the core tenets of your life. Executing these fundamentals to the highest degree and having a routine to maintain them will allow you to be productive at work and proficient in handling hard tasks. Commitment is a decision that manifests in the real world. If you're committed to becoming a professional salesperson, you have to act like one. Mastering these fundamentals will set the stage for your success in remote sales.



Module 4:

The Sales Basics

Module 4: The Sales Basics

Module Overview

B2C Vs B2B

Sales Process

Greeting

Gathering Intelligence

Presentation

Close

Follow Up

Hard Questions

Tonality

Certainty

Why Sales People Fail

Why People Buy

Everyone is A Deal

The Truth About Money

Communication

The Secret To Selling Anything

Module 4: The Sales Basics

B2B vs B2C

Before diving into the sales process, it's important to understand the distinction between B2B (business-to-business) and B2C (business-to-consumer) sales. B2B sales involve selling products or services from one business to another, often requiring more complex and longer sales cycles. B2C sales, on the other hand, involve selling directly to individual consumers, typically with shorter sales cycles and a focus on emotional triggers. Both types require different approaches and strategies, but the fundamental principles of sales remain consistent.

B2B - Focused

When selling B2B, it is crucial to understand that you are selling "implementation" – specifically, solutions that are quicker, easier, faster, and better. In this context, clients are looking for ways to streamline their operations, improve efficiency, and gain a competitive edge. Unlike B2C sales, where pain points are a primary driving factor, B2B clients focus more on the implementation benefits that reduce their operational burdens and enhance productivity. Thus, highlighting how your product or service simplifies processes and accelerates results is key to successful B2B sales.

B2C - Focused

When selling B2C you are selling transformation – the promise that your product or service will change the consumer's life. In B2C sales, clients typically have more pain points and personal problems, making them need your solution much more than clients in a corporate B2B setting. The focus is on how your offering can significantly improve their daily lives and address their individual needs, emphasizing the transformative impact it will have.

Module 4: The Sales Basics

B2B vs B2C

Before diving into the sales process, it's important to understand the distinction between B2B (business-to-business) and B2C (business-to-consumer) sales. B2B sales involve selling products or services from one business to another, often requiring more complex and longer sales cycles. B2C sales, on the other hand, involve selling directly to individual consumers, typically with shorter sales cycles and a focus on emotional triggers. Both types require different approaches and strategies, but the fundamental principles of sales remain consistent.

B2B - Focused

When selling B2B, it is crucial to understand that you are selling "implementation" – specifically, solutions that are quicker, easier, faster, and better. In this context, clients are looking for ways to streamline their operations, improve efficiency, and gain a competitive edge. Unlike B2C sales, where pain points are a primary driving factor, B2B clients focus more on the implementation benefits that reduce their operational burdens and enhance productivity. Thus, highlighting how your product or service simplifies processes and accelerates results is key to successful B2B sales.

B2C - Focused

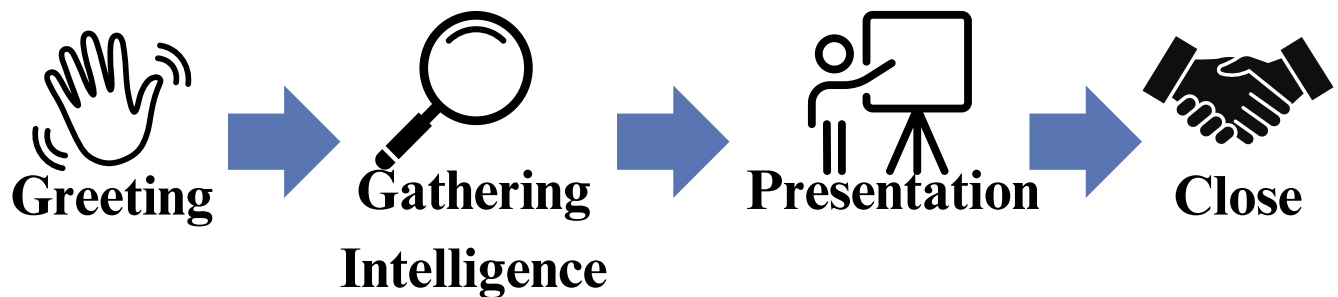
When selling B2C you are selling transformation – the promise that your product or service will change the consumer's life. In B2C sales, clients typically have more pain points and personal problems, making them need your solution much more than clients in a corporate B2B setting. The focus is on how your offering can significantly improve their daily lives and address their individual needs, emphasizing the transformative impact it will have.

Module 4: The Sales Basics

The Sales Process - Overview

This sales process is a simple, information-based approach designed to assist the client in making a decision, rather than resorting to mind games or manipulative tactics. This straightforward method includes four key stages: greeting, gathering intelligence, presentation, and close. Clients will often thank you for being so amazing, transparent, and straightforward because this approach aligns with their desire for honesty and clarity. By focusing on these core elements, you provide a seamless and positive experience that meets client expectations and fosters trust.

The Sales Process



Module 4: The Sales Basics

Step 1 - Greeting

The first step of the sales process is the greeting. This crucial stage sets the tone for the entire interaction. You have just four seconds to make a first impression, so it's essential to ensure the buyer feels comfortable. Often, salespeople rush and make the prospect feel cornered, which is counterproductive. Instead, take control of the call with confidence and immediately let them know why you're calling.

Establishing a clear and welcoming beginning paves the way for a productive and positive conversation.

Example:

Hello John?

This is Jacob here with XYZ Company (Good Morning / Good Afternoon)?

The reason for my call...

Please note a common mistake many salespeople make is asking, "How are you?"

This seemingly polite question can backfire, potentially leading to off-topic discussions or giving the prospect an opportunity to end the call prematurely. By being direct and professional, you set a focused and confident tone for the conversation.

Module 4: The Sales Basics

Step 2 - Gathering Intelligence

The second step of the sales process, gathering intelligence, is by far the most important stage. This stage is often considered the secret to successful sales. The quality of the questions you ask directly correlates with the quality of the answers you receive. In fact, 99% of the reasons deals don't close can be traced back to inadequate intelligence gathering. By asking insightful questions, you uncover the client's real pain points and problems, providing the foundation for a tailored solution. Discovering the right wants and needs leads to presenting the right product for the client, ensuring a better fit and higher satisfaction. This is primarily the job of the appointment setter, whose role is to dig deep and understand the client's true needs and challenges, giving you the ammunition needed to close the deal effectively.

Example:

What had you click the ad on our website?

Oh I was looking to have my roof replaced

How long have you been needing a replacement?

About 4 years

Why Now?

The roof is about to cave in

The better quality questions you ask, the better answers you get. The better answers you get, the better you can present a product or service and close the deal. Spend more time asking questions to uncover the depths of problems and pain that your ideal clients may be experiencing. Salespeople get paid for solving problems, and the bigger the problem you can find and help the client realize, the more money you will make. Clients don't need to know much more than if the product solves their problem, so focus on finding the problem rather than presenting a solution. By uncovering these specific details, you can tailor your solution to address the client's most pressing needs effectively.

Module 4: The Sales Basics

Step 3 - Presentation

The third step of the sales process is the presentation. In today's world, attention spans are shortening, so you don't need a super long presentation. Get to the point quickly. Use big claims to draw attention and spend a few short minutes explaining how the product works. Focus on selling the benefits of the product, not just the product itself. Emphasize how it will solve the client's problems and improve their situation. During the presentation, engage in constant trial closing and test for mental ownership to gauge the client's interest and readiness to buy. Think of your approach as being a sniper rather than a machine gun—be precise and targeted with your information. Building value in the product is essential, as it helps the client see its worth and aligns their needs with the benefits offered. People buy because of the benefits and the real pain that your product solves, so make sure to tie everything back to these core aspects.

Step 4 - The Close

The final part of the sales process is the close, and while closing is a critical component of the sales process, there is a distinct difference between closing and selling. Closing involves getting the client to take action, but it's about guiding them to a decision rather than pushing them into one. Confidence and certainty are key factors in closing deals, as they instill trust and reassurance in the client.

When you are in the close, you should remain emotionless and Spock-like, focusing on asking questions that help the client come to a decision. Successfully handling objections is also essential, as it addresses any remaining concerns the client may have. Remember, a closed deal is not just about signing a contract; it is about real money that has been transferred with a confirmation and a receipt. The ability to effectively close deals directly translates into revenue, making this step vital for achieving sales success.

Module 4: The Sales Basics

Greeting

Goal

The goal of the greeting is to put the buyer at ease, ensuring they stay on the phone and listen to you. This initial interaction sets the tone for the entire conversation, making it a critical step in the sales process.

Understanding the Greeting:

The greeting is crucial because it establishes the framework for the rest of the call. Here are the key elements to keep in mind:

Outbound Calls

When making outbound calls, it's essential to greet the prospect in a friendly and professional manner. Start with a simple "Good Morning" or "Good Afternoon" to establish a courteous tone.

The Reason for My Call

Immediately follow your greeting with the reason for your call. This should include a big claim that captures their attention and piques their interest.

This approach takes control of the call by clearly introducing yourself and stating the purpose of your call right away, which aligns with what clients want. For example, starting with "The reason for my call..." immediately establishes who you are and why you're reaching out. This will actually put the client at ease by realizing the tension of possibly wasting their time. Follow it with a big claim

Module 4: The Sales Basics

(Greeting Continued)

Example (Life Insurance):

“The reason for my call is I wanted to make sure you and your family were protected and taken care of in case of any accidents”

Lead Source

If you're working with warm leads, mention the lead source early in the conversation. This helps in establishing credibility and context for your call. Knowing where the lead came from can make the prospect more receptive to your message.

Framing Is Everything

Proper framing is crucial in the greeting. You need to quickly and clearly explain why you're calling and what the prospect stands to gain. This sets up the call for success and helps you avoid wasting time.

Do Not Waste Time

Get to the point as soon as possible. Prospects appreciate brevity and clarity. By being concise, you respect their time and increase the chances of keeping them engaged.

Module 4: The Sales Basics

(Greeting Continued)

Handling Objections in the Greeting

Handling objections during the greeting is an essential skill. The approach can be summarized as Acknowledge, Validate, and Hook:

1. **Acknowledge:** When a prospect raises an objection, first show that you've heard it. This demonstrates that you are listening and respect their concerns.
2. **Validate:** Next, make the prospect feel right about their objection. Agreeing with them shows empathy and understanding, which helps build rapport.
3. **Hook:** Finally, bring them back into the conversation with a question. This keeps the dialogue going without confrontation and avoids making you seem like a pushy salesperson.

Example

- **Prospect:** *"I'm not interested right now."*
- **Acknowledge:** *"I understand; it seems like now might not be the best time."*
- **Validate:** *"You're right to prioritize your time."*
- **Hook:** *"But if you could add \$5 million to your bottom line without much effort, wouldn't it be worth a few minutes to hear how?"*

This method is an effortless way to handle objections and keep prospects engaged while avoiding confrontation or coming off as a greasy salesperson.



Module 4: The Sales Basics

(Greeting Continued)

Summary Of The Greeting

The greeting is more than just a polite hello. It sets the stage for the entire sales call by establishing a professional tone, providing context, and framing the conversation. By quickly getting to the point and effectively handling objections, you can put the prospect at ease and keep them engaged, laying the groundwork for a successful sales interaction.

Module 4: The Sales Basics

Gathering Intelligence

Goal

The goal of gathering intelligence is to understand the buyer's wants, needs, and problems and to collect all necessary requirements. This step is pivotal in the sales process, as it sets the foundation for a successful appointment, presentation, and close.

Understanding the Importance of Gathering Intelligence

This is Where Sales are Made (or Lost)

Gathering intelligence is the critical stage where sales are either made or lost. The information you collect during this phase directly impacts your ability to present a compelling solution and close the deal.

If They Don't Answer Questions, It Will Not Close

If a prospect does not provide answers to your questions, closing the deal becomes nearly impossible. Engaging them in a meaningful conversation is essential for uncovering their true needs and pain points. You must find a way to penetrate real conversation because it is a guaranteed "let me think about it" objection if you don't.

Pain/Urgency/Product Objections & Stalls Can Be Solved Here

Addressing pain points, urgency, and potential objections during this stage helps in overcoming stalls later in the process. By understanding these elements, you can tailor your approach and provide solutions that resonate with the buyer.

Module 4: The Sales Basics

(Gathering Intelligence Continued)

This Sets Up the Appointment Set, Presentation & Close

The intelligence you gather sets the stage for the rest of the sales process. It informs the appointment setting, shapes your presentation, and provides the ammunition needed for a strong close.

People Do Things for Deep Reasons

Understanding the deep reasons behind a buyer's actions is crucial. For example, a business owner might buy a business course not just to make money, but because they can't sleep at night worrying about their business failing. Identifying these deeper motivations can significantly enhance your sales strategy.

Common Mistakes

Surface Level Conversation

Avoid having surface-level conversations. It's not about just getting answers; it's about getting the right answers. Digging deeper into the prospect's responses will reveal the true issues and needs.

It's Not About Who Gets Answers, But Who Gets the Right Answers

Effective intelligence gathering is not about how many questions you ask, but about the quality of those questions and the depth of the answers you receive.

Module 4: The Sales Basics

(Gathering Intelligence Continued)

Requirements for Gathering Intelligence

You cannot leave the gathering intelligence phase of the call until you have collected all the necessary information. This phase is crucial for understanding the buyer's true needs, pain points, and decision-making criteria. Without this comprehensive understanding, you risk presenting an irrelevant solution or failing to address key objections, which can derail the entire sales process. Thorough intelligence gathering ensures you are fully equipped to tailor your presentation and effectively close the deal.

Decision Maker

Identify the decision maker. This could be the prospect's spouse, business partner, or anyone else whose approval is necessary for the purchase.

Wherewithal

Determine if the prospect has the money (liquid capital) to make the purchase.
Assess their financial capability and readiness to buy.

Pain/Urgency

Evaluate whether your product solves a significant problem for the prospect.
Understanding their pain points and the urgency of their needs is crucial.

Product Fit

Ascertain whether the prospect believes that improving in certain areas would solve their problems. Ensure they see the connection between your product and their needs.



Module 4: The Sales Basics

(Gathering Intelligence Continued)

Summary Of The Gathering Intelligence Phase

Gathering intelligence is the most critical stage of the sales process. It involves understanding the buyer's wants, needs, and problems by asking the right questions and digging deep into their responses. This phase sets the foundation for the rest of the sales process, from appointment setting to closing the deal. Avoid surface-level conversations and focus on uncovering the deeper reasons behind the buyer's actions. By doing so, you will be better equipped to present a tailored solution and close the deal effectively.

Module 4: The Sales Basics

Presentation

Goal

The goal of the presentation is to build value and foster mental ownership in the client. By doing this, you align their needs with the benefits of your product, making it easier for them to see its relevance and value in their life or business.

Understanding the Presentation

Sniper, Not a Machine Gun

Your presentation should be concise and impactful, like a sniper shot, rather than long and rambling like a machine gun. Spending 30 minutes talking about every detail of your product is not effective. Instead, focus on delivering short, hard-hitting points that resonate with the client's needs and pain points.

Custom-Tailored Presentation

A successful presentation is customized to the client, based on the intelligence you gathered earlier. This tailored approach ensures that your points are relevant and compelling to the specific individual you are speaking to.

Show, Don't Tell

Demonstrate the benefits of your product rather than just telling the client about them. Use visuals, examples, and stories to make your points more vivid and memorable.

Module 4: The Sales Basics

(Presentation Continued)

Cadence

Follow a structured cadence to maintain clarity and impact:

1. **Big Claim:** Start with a bold statement to grab attention.
2. **Explain:** Provide a brief explanation that backs up your claim.
3. **Solve Pain:** Link your product to the client's specific pain points.
4. **Trial Close:** Test for mental ownership by asking questions that gauge the client's interest and readiness to buy.

Example (Building Value)

*“John, this water bottle is going to change your life (**BIG CLAIM**). This water is from a glacier in Antarctica and has been proven to age you back years (**EXPLAIN**). We go through all this effort so you can spend more time with your kids and family and the things that matter to you (**SOLVE PAIN**). What do you like about that? (**TRIAL CLOSE**)”*

Trial Close (Mental Ownership)

Engage the client with questions that help them visualize using the product and recognizing its benefits:

- *“What do you like about that?”*
- *“How could you see yourself using this?”*
- *“Does this solve your problem? How?”*

Module 4: The Sales Basics

(Presentation Continued)

Transition to the Close

Once you have built sufficient value and the client has mentally bought into the product, transition to the close by asking, “Have you seen or heard enough to make a decision?”

This is because our sales process is based around “making a decision” yes or no.

Repeat

Repeat this process for every significant aspect of your product until the client has complete mental ownership. By continually reinforcing the value and addressing their pain points, you set the stage for a seamless transition into the closing phase.

Summary Of The Presentation

The presentation is a critical stage in the sales process where you build value and foster mental ownership. Focus on delivering concise, impactful points tailored to the client's needs. Demonstrate the benefits rather than just describing them, and use a structured cadence of big claims, explanations, solving pain points, and trial closes. This approach ensures that your presentation is engaging and persuasive, setting up a smooth transition to the close.

Module 4: The Sales Basics

The Close

Goal

The goal of the close is to guide the client to make a decision and take action. This stage is where all your previous efforts in greeting, gathering intelligence, and presenting come together to culminate in a successful sale.

Understanding the Close

Difference Between Closing and Selling

While closing is a part of the sales process, it is distinct from selling. Selling involves building value and creating interest, whereas closing is about sealing the deal. Closing requires precision, confidence, and a strategic approach to ensure the client commits to the purchase.

Emotionless and Spock-Like Approach

When closing, maintain an emotionless and Spock-like demeanor. Instead of telling the client to do the deal, ask questions that help them arrive at the decision themselves. This method reduces pressure and allows the client to feel in control, increasing the likelihood of a positive outcome.

Module 4: The Sales Basics

(The Close Continued)

The Closing Process

Getting the Client to Take Action

Your primary objective during the close is to encourage the client to take action. This involves reinforcing the value proposition and addressing any final objections they may have.

Confidence & Certainty Close Deals

Confidence and certainty are crucial in closing deals. Your belief in the product and its benefits must be greater than the client's hesitation. When you project confidence, it reassures the client and builds trust.

Handling Objections

Handling objections effectively is a key component of closing. Rather than getting derailed by initial objections, acknowledge them, validate the client's concerns, and then dig deeper to uncover the real issue. This approach allows you to address the core objection and move towards closing the deal.

The only thing that stops deals is objections. At its core, an objection is the primary reason a prospect decides not to buy or continue with the sales process.

Effectively handling objections is crucial because it addresses the underlying concerns or hesitations that prevent a sale. The better you become at identifying and resolving these objections, the more successful you will be in closing deals. Mastery in this area not only increases your conversion rate but also boosts your earnings, as each resolved objection brings you one step closer to securing the sale. Therefore, refining your objection-handling skills is essential for maximizing your sales performance and income.

Module 4: The Sales Basics

(The Close Continued)

A Closed Deal is Money

Remember, a closed deal is not just about signing a contract; it represents real money and success. Each closed deal contributes to your revenue and reinforces your value as a salesperson.

The Closing Process Explained

Hear the Client

Make the client feel understood. Listen to their objections without interrupting and show empathy towards their concerns. Example: “Ohhh I completely understand. Tell me more.”

Dig & Collect

Understand that most initial objections are surface-level excuses. Dig deeper to uncover all the reasons the client might be hesitant. Keep probing until you reach the root cause of their objection. Example: “What are some of your other concerns?”

Tie Down

Once you have identified the real objection, tie down by confirming it with the client. For example, you might ask, "If we solved the money issue, would there be any other reason you wouldn't proceed?" This helps you focus on the true barrier to closing the deal.

Logic

Use logical reasoning to address the real objection. If it's a financial issue, discuss payment plans or additional value. Persist with logical arguments until the client sees the sense in proceeding with the deal.

Module 4: The Sales Basics

(The Close Continued)

Summary Of The Close

The close is a critical stage where you guide the client to make a decision and take action. Distinguish between selling and closing, and approach the close with precision and confidence. Be emotionless and strategic, asking questions that help the client reach a decision. Handle objections by digging deeper to uncover the real issue, and use logical reasoning to address it. Remember, a closed deal represents real money and success, making this stage vital for achieving your sales goals.

Module 4: The Sales Basics

Follow Up

Goal

Follow-up is critical in the sales process. Only about 5% of deals close on the first call, while a staggering 70% of all deals close after the 10th to 15th contact. The goal of following up is to maintain consistent and creative communication with your clients, ensuring that you remain at the forefront of their minds both before and after the sale.

What is Follow Up?

Follow-up involves a persistent, stream-like approach rather than a one-time effort. Your objective is to find innovative and engaging ways to stay in front of your client, fostering a relationship that endures through the sales cycle and beyond. This continuous engagement is vital whether you are:

- Following up between the appointment set and the closing call.
 - Following up if the client doesn't buy immediately.
- Following up after the client makes a purchase to ensure satisfaction and encourage repeat business.

Module 4: The Sales Basics

(Follow up Continued)

Creative Ways to Follow Up

Being creative with your follow-up methods can significantly increase your chances of staying top-of-mind and making a positive impression. Here are some innovative strategies:

- **Selfie Video:** Send a personalized video message to make your follow-up more engaging and personal.
- **Text:** A quick text message can be a more immediate and informal way to check in with your client.
- **Written Letter:** Sending a handwritten note can add a personal touch that stands out in the digital age.
- **Emails:** Regular email updates can keep clients informed and engaged.
- **Manager Taps:** Have your manager reach out to reinforce the importance of your offer and show additional support.
- **VAFU (Value Added Follow-Up) Gifts:** Small, thoughtful gifts can keep your brand top-of-mind and show appreciation.
- **Memes & Gimmicks:** Light-hearted, humorous content can break the ice and make your follow-ups more memorable.
- **Social Media:** Engage with your clients on social media to stay connected and relevant in their daily lives.
- **“Thought of You”:** Simple messages that show you are thinking of them can keep the relationship warm and open for future business.



Module 4: The Sales Basics

(Follow up Continued)

Summary Of Follow Up

Follow-up is a critical component of the sales process, significantly increasing the chances of closing deals. By adopting a persistent, creative approach and maintaining a well-organized pipeline, you can ensure consistent engagement with your clients. Remember, the majority of deals are closed after multiple contacts, so never underestimate the power of a well-executed follow-up strategy.

Module 4: The Sales Basics

Asking Hard Questions

Goal

The goal of asking hard questions is to understand their importance and to equip yourself with the right questions to navigate through sales conversations effectively. Hard questions are crucial for uncovering the true needs, of your clients and entering real communication

Understanding Hard Questions

Confronting the Boogie Man

Hard questions allow you to confront the underlying issues that may be holding your client back. They stop all the superficial, nice-guy conversations and bring the real issues to the forefront.

Real Communication vs. Fake Communication

Asking hard questions fosters real communication between you and the client, as opposed to fake, surface-level interactions. This depth of communication is essential for building a genuine connection and understanding the client's true needs.

Building Trust

When you ask hard questions, you demonstrate to the client that you are genuinely interested in solving their problems. This approach builds trust, as clients appreciate honesty and transparency in the sales process.

Module 4: The Sales Basics

(Hard Questions Continued)

Sensing Uncertainty

Any time you sense uncertainty from the client, it's a cue to ask hard questions. These questions help clarify doubts and provide a clearer path forward.

Client Reluctance

If a client is reluctant to proceed, hard questions can address the root of their hesitation. By tackling these issues head-on, you can move the conversation forward productively.

Avoiding Fake Conversations

Fake conversations lead to fake clients who will eventually back out or ghost you. Hard questions ensure that you are having meaningful, impactful conversations that lead to real, committed clients.

Pro Tip

You need high levels of certainty to pull off asking hard questions effectively. Confidence in your product and your ability to address the client's needs is key.

Module 4: The Sales Basics

(Hard Questions Continued)

Examples of Hard Questions

1. Why would/wouldn't you do this?
2. What's your real concern?
3. What problem does this solve for you?
4. How much of what I'm saying do you actually believe?
5. Sir, is this real or are you just playing with me?
6. What is the worst that happens if you do this?
7. How could you justify investing _____?
8. If I solved _____, would there be any other reason you do not do this?

Summary Of Asking Hard Questions

Asking hard questions is a critical part of the sales process. It helps confront the real issues, fosters genuine communication, builds trust, and moves the conversation forward. These questions are particularly useful when you sense uncertainty or reluctance from the client. To ask hard questions effectively, you need a high level of certainty and confidence. By mastering this skill, you can ensure that your conversations are meaningful and lead to committed, long-term clients.

Module 4: The Sales Basics

(Hard Questions Continued)

Examples of Hard Questions

1. Why would/wouldn't you do this?
2. What's your real concern?
3. What problem does this solve for you?
4. How much of what I'm saying do you actually believe?
5. Sir, is this real or are you just playing with me?
6. What is the worst that happens if you do this?
7. How could you justify investing _____?
8. If I solved _____, would there be any other reason you do not do this?

Summary Of Asking Hard Questions

Asking hard questions is a critical part of the sales process. It helps confront the real issues, fosters genuine communication, builds trust, and moves the conversation forward. These questions are particularly useful when you sense uncertainty or reluctance from the client. To ask hard questions effectively, you need a high level of certainty and confidence. By mastering this skill, you can ensure that your conversations are meaningful and lead to committed, long-term clients.

Module 4: The Sales Basics

Tonality

Understanding Tonality

Tonality refers to the variations in your voice that emphasize certain words or phrases and capture the listener's attention. The way you use your voice can significantly impact how your message is received and understood by the client.

The Importance of Tonality in Sales

Using the right tone can help you convey confidence, empathy, urgency, or reassurance, depending on the situation. Mastering tonality can make your communication more effective and engaging, ultimately leading to better sales outcomes.

Big Claims, Explanation, and Presenting

When making big claims, explaining something important, or presenting your product, use a high-energy, loud, and certain tone. This approach grabs the client's attention and conveys enthusiasm and confidence in what you're saying.

Module 4: The Sales Basics

(Tonality Continued)

Emphasizing Key Points

To emphasize key points, slow down your pace for certain words or statements and shift your tone either lower or higher. This change in pace and pitch highlights important information and ensures the client focuses on these critical aspects.

Solving Pain

When addressing a client's pain points, use a lower, softer, and slower tone. This approach demonstrates empathy and understanding, making the client feel heard and validated. It also helps in building a connection and trust.

Handling Objections

Handling objections requires a tone that conveys hesitation and understanding initially, followed by a hook or a dig. This means you acknowledge the objection with a tone that shows you understand their concern and then shift to a more assertive tone to guide them back into the conversation and address the objection effectively.

Module 4: The Sales Basics

(Tonality Continued)

Examples of Tonality in Action

1. **Big Claims/Explanation/Presenting:** “This product will revolutionize your workflow!” (High energy, loud, and certain)
2. **Emphasizing:** “The key feature... is its unparalleled speed.” (Slow pace, shift tone)
3. **Solving Pain:** “I understand this has been a challenge for you. We’re here to help.” (Lower, softer, and slower tone)
4. **Handling Objections:** “I get that you’re concerned about the cost... but let’s explore how this investment will pay off.” (Hesitation, understanding, then hook)

Summary Of Tonality

Tonality is a powerful tool in sales that helps you emphasize key points, convey emotions, and guide the client through the conversation. By mastering different tones for making big claims, emphasizing important information, solving pain points, and handling objections, you can make your communication more engaging and effective. Remember, the way you say something can be just as important as what you say, so use your voice strategically to enhance your sales interactions.

Module 4: The Sales Basics

Certainty

Understanding Certainty in Sales

Certainty is a fundamental element in the sales process. The primary reason people do not buy is because they are uncertain. A deal is successfully made when the salesperson's conviction and certainty about the deal are greater than the client's conviction and certainty to avoid the deal.

The Power of Certainty

Certainty/Altitude

People tend to buy when they feel certain. They are naturally drawn to people and things that exude confidence and reliability. Most buyers prefer a guaranteed, tangible benefit (one bird in the hand) over potential, uncertain benefits (two in the bush). Your altitude—or your perceived position of authority and confidence—stems from your professionalism, knowledge, and ethical behavior.

Building Certainty

Certainty is built on a foundation of "knowingness" and ethics. Knowing your product inside out, understanding your client's needs, and maintaining high ethical standards contribute to your credibility and authority. When clients perceive you as a knowledgeable and ethical professional, their certainty in your offering increases.

Module 4: The Sales Basics

(Certainty Continued)

Example of Certainty

A simple yet powerful example of certainty is the statement: "The sky is blue." This statement is universally accepted and undisputed, illustrating a clear and undeniable fact. Similarly, when presenting your product or service, your assertions need to be delivered with the same level of clarity and confidence, leaving no room for doubt.

Creating Certainty in Sales

1. **Knowledge and Preparation:** Being thoroughly prepared and knowledgeable about your product and the client's needs is crucial. This preparation allows you to address any concerns confidently and provide precise information that reassures the client.
2. **Confidence in Delivery:** Deliver your message with unwavering confidence. Your tone, body language, and choice of words should all convey a high level of certainty. This confidence helps the client feel secure in their decision to buy from you.
3. **Consistency and Reliability:** Demonstrate reliability through consistent follow-up, meeting promises, and maintaining a professional demeanor. Reliability builds trust, and trust fosters certainty.
4. **Ethical Behavior:** Always act with integrity. Clients are more likely to trust and buy from a salesperson who is honest and transparent. Ethical behavior reinforces your credibility and the client's confidence in your offering.

Module 4: The Sales Basics

(Certainty Continued)

Example Dialogue

Salesperson: *"Our software will increase your team's productivity by 30% within the first month. We have implemented this solution with numerous clients, all of whom have seen significant improvements. This is a guaranteed outcome when you choose our software."*

Client: *"But what if it doesn't work for us?"*

Salesperson: *"I understand your concern, but based on our extensive experience and the consistent results we've achieved, I am confident this solution will work for your team as well. Just like the sky is blue, the results we promise are certain."*

Summary Of Certainty

Certainty is the cornerstone of successful sales. Clients buy when they feel certain about the product and the salesperson. By building your knowledge, delivering with confidence, being consistent, and maintaining ethical standards, you can create a strong sense of certainty that persuades clients to commit to the deal.

Remember, your conviction and certainty must always surpass the client's uncertainty to secure the sale.

Module 4: The Sales Basics

Why Salespeople Fail

Understanding Failure In Sales

Before achieving success in sales, it's essential to understand why salespeople fail. By recognizing common pitfalls, you can avoid them and expedite your journey to success. The sales profession can either lead to a dream life or become a slow, painful demise by a thousand paper cuts. Many salespeople quit or get fired within the first 90 days because they lose the internal battle to succeed in the industry.

Common Reasons for Failure

Small Goals

One of the most common reasons salespeople fail is that their goals are too small. Simply aiming to make money is not enough to sustain motivation and drive in the long term. Ambitious, meaningful goals provide the fuel needed to persevere through challenges.

Fundamentals Are Out

Neglecting the fundamentals is another major reason for failure. Without a solid foundation in the basics of sales, it's difficult to build a successful career. Mastering the fundamentals ensures you have the skills and knowledge necessary to perform effectively.

Module 4: The Sales Basics

(Why Salespeople Fail Continued)

Breaking the Laws

Ignoring the established principles and best practices of sales often leads to failure. These "laws" are tried and tested methods that provide a roadmap to success. Breaking them usually results in inconsistent and subpar performance.

Believing in a Fantasy Land

Many salespeople fail because they believe in the fantasy of a get-rich-quick scenario. Sales is not an easy path to instant wealth; it requires consistent effort, learning, and adaptation. Disillusionment sets in quickly when reality doesn't match these unrealistic expectations.

Getting Emotional

Allowing emotions to take control can derail a salesperson's progress. Sales requires resilience and the ability to stay focused and composed, even in the face of rejection and setbacks. Emotional instability can lead to poor decision-making and burnout.

Call Reluctance

Fear of making calls is a common issue that hampers success in sales. Call reluctance stems from fear of rejection or failure, preventing salespeople from reaching out to potential clients and making the necessary contacts to succeed.

Module 4: The Sales Basics

(Why Salespeople Fail Continued)

Pro Tip: Controlling Your Mental State

The ability to control your mind and overcome doubt, uncertainty, and negativity is crucial for success in sales. Mental resilience is the variable that can make or break your career.

The Reset: A Secret to Overcoming Bad Days

When facing a bad day, a difficult call, or feeling demotivated and emotional about your progress, performing a "reset" can help you regain focus and motivation.

Steps to a Reset

1. **Get a Pen and Paper:** Write down your thoughts to gain clarity.
2. **Write Down "Today I Showed Up Because...":** List all the reasons you are committed to your job.
3. **List Until You Can't Think of More:** Keep writing until you exhaust all your reasons.
4. **Build Courage:** Use these reasons to build enough courage and motivation to make the next call.



Module 4: The Sales Basics

(Why Salespeople Fail Continued)

Summary Of Why Salespeople Fail

Salespeople fail for a variety of reasons, including setting small goals, neglecting fundamentals, breaking established sales principles, falling for the get-rich-quick myth, allowing emotions to take control, and experiencing call reluctance. Understanding these pitfalls and learning to control your mental state are crucial for overcoming challenges. Utilizing techniques like the "reset" can help you stay motivated and focused, ensuring you maintain the resilience needed to succeed in sales. By avoiding common downfalls and mastering your mindset, you can significantly increase your chances of success in the sales industry.

Module 4: The Sales Basics

Why People Buy

Understanding Why People Buy

“People buy because it solves a problem or because they just love it... and unless you’re selling Corvettes or Chanel bags, learn to solve problems.” - Jacob May

In the sales profession, it's crucial to understand that the marketplace pays based on value, and solving a problem is inherently valuable. As a salesperson, you are essentially a professional problem solver. The ability to identify, understand, and address your client's problems is the key to making a sale.

The Value of Solving Problems

Problems = "Pain"

Clients buy products or services to alleviate a problem or pain point they are experiencing. The first step in the sales process is to identify and understand the buyer’s specific problem. This insight allows you to offer a solution that directly addresses their needs, making your product or service highly valuable to them.

Understanding Wants and Needs

Salespeople often fail to truly understand the buyer’s wants and needs. Piercing through surface-level conversations and engaging in real communication is essential. By digging deeper, you can uncover the underlying issues and motivations driving the buyer's decisions.

Module 4: The Sales Basics

(Why People Buy Continued)

Steps to Solving Problems

Identify the Problem/Pain

Begin by identifying the client's problem or pain point. This step involves asking probing questions and actively listening to their responses to understand what issues they are facing.

Understand the Pain

Once the problem is identified, delve deeper to understand the pain they are feeling. How is this problem affecting their business or personal life? What are the consequences of not addressing this issue?

Quantify the Problem

Quantifying the problem helps to make the impact more tangible. Use numbers to illustrate the cost of the problem. For example, if a client is losing \$1,000 per week due to poor follow-up, you can highlight how much this issue is costing them annually.

Present a Solution

Present your product or service as the solution to their problem. Explain how it addresses their specific pain points and the benefits it offers. Use the information gathered during the previous steps to tailor your presentation to their needs. Don't waste time showing them things that do not matter. Use a custom tailored presentation where the first thing you do is show them how a certain piece of your product solves their problem and then ask them to buy.

Module 4: The Sales Basics

(Why People Buy Continued)

Close the Deal

Finally, guide the client towards taking action by closing the deal. Reinforce the value of your solution by how it will alleviate their problem. Address any remaining objections and help them see the logical benefits of making the purchase.

Pro Tips

Appointment Setters

Appointment setters should focus on making outbound calls to identify if the product or service can help the potential client. Their goal is to gather information about the client's problems and determine if a solution can be offered.

Make It Logical

During the closing phase, make it logical for the client to take action. Quantifying the problem in financial terms often helps. For example, if a client's poor follow-up is costing them \$48,000 per year, and your solution costs \$5,000, it becomes a logical investment.

Example

If someone is considering Real Sales Academy and they are missing one deal per week due to inadequate follow-up, and their average deal is worth \$1,000, you can demonstrate that their problem is costing them \$48,000 per year. Therefore, investing \$5,000 in your solution is a logical decision to address this significant financial loss.

Module 4: The Sales Basics

(Why People Buy Continued)

Summary Of Why People Buy

People buy because they want to solve a problem or because they have a strong desire for the product. As a salesperson, your role is to be a problem solver. Understand the client's pain points, quantify the impact of the problem, present a tailored solution, and close the deal. By focusing on solving problems, you add value to your clients and increase your chances of making successful sales.

Module 4: The Sales Basics

Everyone Is A Deal

Understanding the Potential in Every Prospect

Many salespeople make the mistake of disqualifying (DQ) prospects too quickly. While it's true that certain requirements must be met to close a deal—such as the client having the financial capability—there's always a way to derive value from every interaction. The essence of a successful salesperson lies in recognizing that everyone spends money daily, and it's up to you to ensure that they choose to spend it with you rather than someone else.

Everyone Will Buy, But From Whom?

It's important to understand that every person you interact with has the potential to become a customer. They will eventually spend their money, but the question is whether it will be with you or with someone else. Your job as a salesperson is to turn every prospect into some form of revenue, regardless of initial objections or hesitations.

The Reality of Objections

All objections, at their core, are often just reasons to conserve resources rather than expand. They are usually barriers clients put up out of uncertainty or hesitation. As a salesperson, your role is to navigate these objections and find a way to provide value, ensuring that both you and the client benefit.

Module 4: The Sales Basics

(Why People Buy Continued)

Turning Every Person into Revenue

Bumping Down to Alternative Products

If a client can't afford your main package, offer them a more affordable alternative such as an ebook or a subscription to your YouTube channel. This way, you still generate revenue and maintain a relationship with the client, potentially leading to future sales.

Seeking Referrals

Even if the client doesn't buy immediately, ask for referrals. A satisfied prospect who sees value in your offer might know someone else who could benefit from it. Referrals can be a powerful way to expand your client base without additional marketing costs.

Exploring Third-Party Funding Options

For clients who are interested but lack immediate funds, look for third-party financing options. Helping clients find ways to afford your product can turn a potential no into a yes.

Involving the Decision Maker

Sometimes, the person you're speaking with isn't the final decision-maker. Offer to call their spouse or business partner right there on the call to expedite the decision-making process. This approach shows initiative and helps move the sale forward.

Module 4: The Sales Basics

(Why People Buy Continued)

Persistence and Value

There should never be a word, sentence, objection, or tone that causes you to give up on a client and stop servicing them. As long as you continue to provide value, you create opportunities for revenue. Remember, persistence is key. By continuously finding ways to engage and offer value, you ensure that both you and your company win.

Examples of Maximizing Every Interaction

1. **Downgrade Offer:** If the main product is too expensive, suggest a more affordable alternative, ensuring the client still benefits from your offerings.
2. **Referral Request:** Ask the client for referrals, which can lead to new prospects who may be more ready to buy.
3. **Funding Solutions:** Assist the client in finding financing options to make the purchase more manageable.
4. **Decision Maker Engagement:** Involve the key decision-makers directly in the conversation to speed up the approval process.

Summary Of Everyone Is A Deal

In sales, it's crucial to view every interaction as an opportunity. By understanding that everyone is a potential deal and finding creative ways to overcome objections and provide value, you can turn any prospect into revenue. Whether it's through offering alternative products, seeking referrals, finding funding solutions, or engaging decision-makers, there's always a way to make the sale. Persistence and a value-driven approach will ensure success for both you and your company.

Module 4: The Sales Basics

The Truth About Money

Understanding the Nature of Money

Money Isn't Real

Money, at its core, is completely artificial. It's merely a digit on a screen, and the government has the ability to print trillions more at the click of a button. This understanding can be liberating because it reveals that there is no true shortage of money on this planet. As a salesperson, it's not your job to create money; rather, your role is to position yourself within the flow of money, helping it move faster and in larger quantities.

Facilitating the Flow of Money

Your job as a salesperson is to stand in the flow of money and act as a catalyst, accelerating its movement. By doing so, you facilitate transactions that might otherwise take longer or not happen at all. This perspective shifts your focus from generating money to collecting it, which is a critical mindset shift for success in sales.

The Mindset Shift: Collecting Money

You're not supposed to make money; you're supposed to collect it. This mindset shift changes how you approach your role. Instead of feeling pressure to generate money, understand that money is already flowing all around you. Your task is to tap into that flow and direct it towards your products or services.

Module 4: The Sales Basics

(The Truth About Money Continued)

Relationship With Money

Negative Relationships with Money

Most people have a negative relationship with money, often rooted in bad data they received while growing up. Many Americans are taught to view money with suspicion or guilt, leading to internal objections and discomfort when discussing or handling money. This negative mindset can be a significant barrier to success in sales.

Overcoming Money Objections

To succeed, you must overcome these internal objections and develop a positive relationship with money. This involves reprogramming your mindset to view money as a tool that facilitates growth and opportunity rather than something to be feared or avoided.

The Abundance Mindset

Embracing Abundance

Great salespeople possess an abundance mindset when it comes to money and success. They talk about money confidently and view the prices they ask for as a steal compared to the value they provide. This confidence in the worth of their product or service makes it easier for clients to justify the investment.

Belief in the Product

Successful salespeople don't feel bad for collecting money from others because they genuinely believe in the value of their product. This belief translates into their sales pitch, making them more persuasive and trustworthy. When you are convinced of the value you offer, it's easier to ask for and collect money without hesitation.



Module 4: The Sales Basics

(The Truth About Money Continued)

Summary Of The Truth About Money

Understanding the truth about money is essential for success in sales. Recognizing that money is an artificial construct and there is no shortage of it can liberate you from limiting beliefs. Your role is to facilitate the flow of money, not create it.

Shifting your mindset to focus on collecting money and developing a positive relationship with it is crucial. Embrace an abundance mindset and believe in the value of your product. This confidence will help you overcome internal objections and succeed in collecting money from clients, ultimately leading to greater success in your sales career.

Module 4: The Sales Basics

Communication

The Art of Communication in Sales

There are many salespeople, but few truly know how to communicate effectively. Understanding the nuances of genuine communication is what sets successful sales professionals apart from those who merely pitch to deaf ears.

Understanding True Communication

Beyond Surface Level Conversation

Most sales reps engage in surface-level conversation, which fails to capture the client's true needs and concerns. Truly communicating is different from just talking to people; it involves a deeper, more meaningful exchange. The #1 mistake salespeople make is staying on the surface, which prevents them from building a genuine connection with the client.

Putting the Buyer at Ease

What often stands in the way of effective communication is the salesperson's lack of skill in putting the buyer at ease and controlling the conversation. Successful communication involves creating a comfortable environment where the client feels heard and understood.

Expressive Sales Calls

Think of the difference between small talk with strangers and the deep, knee-to-knee conversations you have with loved ones. Sales calls should resemble the latter, where the interaction is expressive and engaging. This level of communication fosters trust and openness, essential for closing deals.

Module 4: The Sales Basics

(Communication Continued)

Pro Tips for Effective Communication

The Tennis Match Analogy

Communication in sales is like a tennis match: you talk, they talk, and it goes back and forth. It's a dynamic exchange where both parties are actively engaged.

Controlling the Conversation

A common myth is that the person asking questions controls the conversation. However, the true control lies with the person who is getting answers. By steering the conversation towards meaningful responses, you maintain control and guide the interaction towards a successful outcome.

Example of Effective Communication

Ineffective Example:

- Sales Rep: *"On a scale from 1-10, where are you at?"*
- Client: *"I love the product, but I just have a concern about x, y, z."*

Most salespeople would run with this and answer questions without probing deeper.

Effective Example:

- Sales Rep: *"That is a great concern and I'll get you all the information about x, y, z, but if you had to pick a number for where you're at right now, what number would it be?"*

This approach acknowledges the client's concern while maintaining control over the conversation to get an answer to their question so that the sales rep can gauge their level of interest. Having control over a conversation allows you to check the boxes needed in order to have a quick and effective close as well as steer from surface-level talk to real communication.

Module 4: The Sales Basics

(Communication Continued)\

Moving Beyond Surface-Level Talk

Effective communication requires probing deeper to understand the client's true feelings and concerns. By leaning in and asking follow-up questions, you can move past superficial responses and engage in a meaningful dialogue that addresses the core issues.

Summary Of Communication

Communication is a critical skill in sales, yet it is often misunderstood. Truly effective communication goes beyond surface-level conversation and involves a deeper, more meaningful exchange. By putting the buyer at ease, engaging in expressive interactions, and controlling the conversation by getting answers, you can build trust and understanding. Remember, communication is like a tennis match, with a dynamic back-and-forth that leads to successful outcomes. Mastering this skill will significantly enhance your ability to connect with clients and close deals.

Module 4: The Sales Basics

The Secret To Selling Anything

The 3 Tens

You can be a great salesperson without mastering every technique if you understand and embrace the 3 Tens. These are the cornerstones of conviction that can drive your sales success: being sold on yourself, your product, and your company.

1. Sold on Yourself

Having high conviction in yourself is crucial. You must believe that you are meant to be successful and that you are the right person for clients to buy from. This self-belief radiates confidence and helps establish trust with your clients. When you are convinced of your own value, clients are more likely to be convinced too.

2. Sold on Your Product

You must have an unwavering belief that your product is not only different but the best product available. This conviction enables you to speak passionately and persuasively about its benefits and value. When you truly believe in your product, it becomes easier to transfer that belief to your clients.

3. Sold on Your Company

Being convinced that your company operates ethically, takes care of its clients and employees, and consistently provides value is essential. This belief reassures clients that they are making a wise choice by doing business with your company. It also strengthens your position as a trustworthy representative of a reputable organization.

Module 4: The Sales Basics

(The Secret To Selling Anything Continued)

Understanding the Power of Conviction

A sale is made when a salesperson's conviction and certainty are greater than the client's doubts, and they can effectively transfer this conviction to the client. When you are 100% sold on yourself, your product, and your company, you become impervious to objections because you simply cannot believe in their validity.

Invincibility through Conviction

If you are completely sold on what you are offering, no objection can sway you. This invincibility comes from a deep-rooted belief that what you are selling is the best option available. For example, if someone tried to convince you that the sky is brown, you would easily come up with countless reasons to refute that statement. Similarly, when you are convinced of your product's value, you can confidently counter any objection.

The Importance of Total Belief

If you are not entirely sold on what you are selling, it will be extremely challenging to convince others to buy. Doubts and uncertainties can undermine your persuasiveness and make clients hesitant. Therefore, cultivating total belief in yourself, your product, and your company is fundamental to sales success.

Module 4: The Sales Basics

(The Secret To Selling Anything Continued)

Exercise: Building Your Conviction

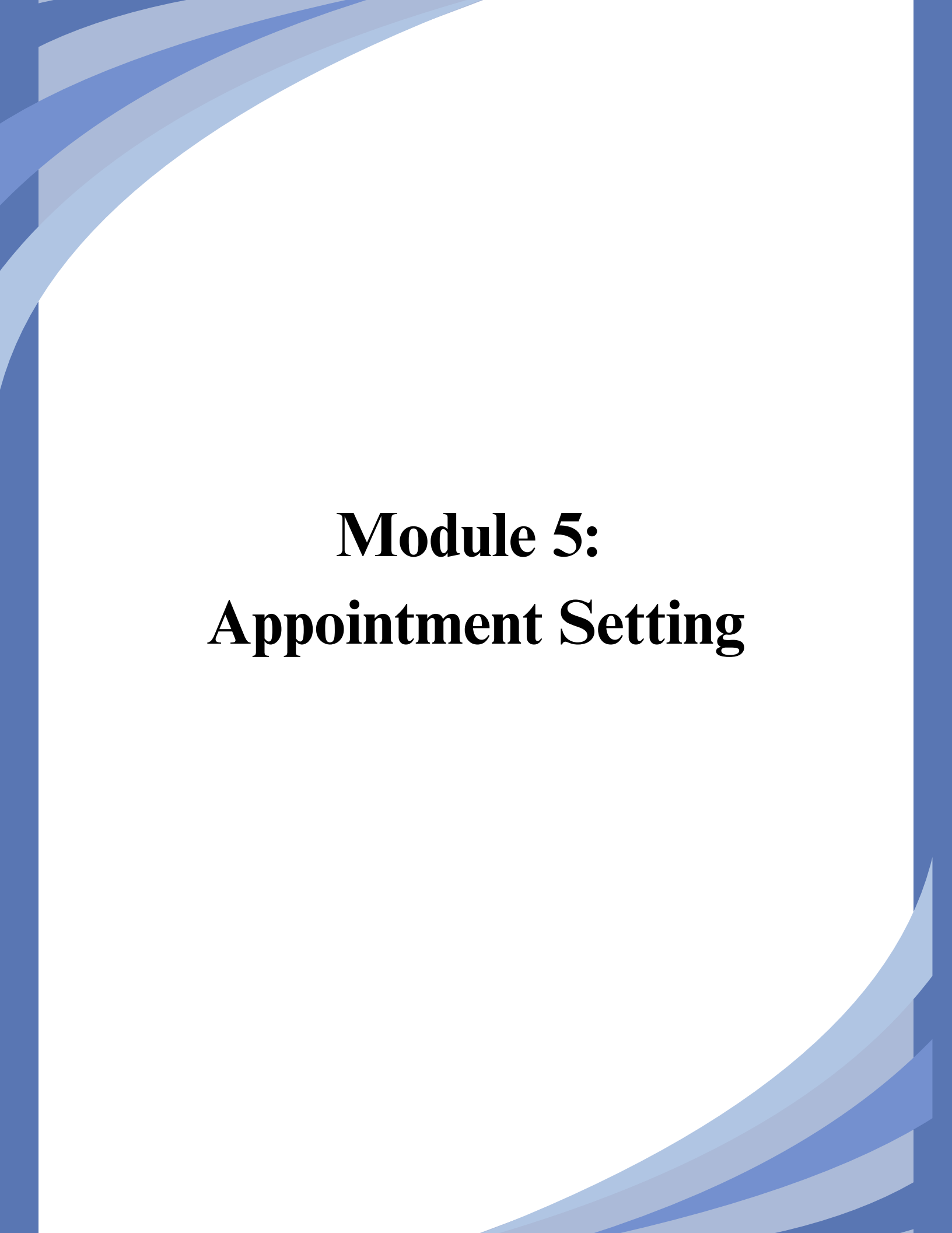
To solidify your belief, take some time to list out all the reasons you are sold on yourself, your product, and your company. Reflect on the following questions:

1. Why should someone buy from me?
2. Why should they choose my company?
3. Why should they buy now instead of waiting until tomorrow?
 4. Would I buy this product?
 5. Would I buy from myself?

Answering these questions will help you strengthen your conviction and prepare you to transfer this certainty to your clients.

Summary Of The Secret To Selling Anything

The secret to selling anything lies in the 3 Tens: being sold on yourself, your product, and your company. When you have high conviction in these three areas, you become a powerful salesperson capable of transferring your certainty to your clients. This invincibility shields you from objections and enhances your persuasiveness. By cultivating a deep belief in your value, your product's excellence, and your company's integrity, you can significantly improve your sales performance and close more deals.



Module 5:

Appointment Setting

Module 5: Appointment Setting

Module Overview

The Job Of Appointment Setting

The Reality Of Cold Calls

The Greeting

Gathering Intelligence & Pain

Always Give The Buyer An Out

Setting The Appointment

Appointment Locking

Things To Look Out For

Confirmation Process

Module 5: Appointment Setting

The Job Of Appointment Setting

Goal

The primary goal of appointment setting is to **set a qualified appointment that will show up on time, ready to buy**. This requires not only identifying potential clients but also ensuring they are genuinely interested and available for a scheduled meeting. An effective appointment setter sets the stage for a successful sales process by securing reliable and interested prospects.

The Appointment Setting Process

The process of appointment setting involves three main stages: Greeting, Gathering Intelligence, and Hook, Set & Lock Appointment. Each stage is crucial for ensuring that the appointment is meaningful and likely to result in a sale.

Greeting

The greeting is your first interaction with the prospect. It should be warm, professional, and engaging. The aim is to put the prospect at ease and establish a positive rapport from the outset.

Gathering Intelligence

Once the greeting has been established, the next step is to gather intelligence. This involves asking insightful questions to understand the prospect's needs, pain points, and potential interest in your product or service. The information gathered here is critical for tailoring your pitch and ensuring the appointment is worthwhile.

Module 5: Appointment Setting

(The Job of Appointment Setting Continued)

Hook, Set & Lock Appointment

After gathering sufficient intelligence, you need to hook the prospect's interest, set the appointment, and lock it in. This involves presenting a compelling reason for the prospect to attend the appointment and confirming the details to ensure they will show up.

Hook Example

Here's an example of how to hook the prospect effectively:

"I know what you're thinking... What is this guy trying to sell me? All I'm proposing is a quick 20-30 minute Zoom call with my enrollment director where we can show you how we are going to blow up your business through finding, training, and helping you retain salespeople. If we could add \$5 million to your bottom line, would it be worth checking out?"

(Always remember to leave the buyer an out)

"Perfect, and if you didn't see the value, we would NOT expect you to move forward. We want this to be a win-win situation."

Set

Once the prospect is hooked, the next step is to set the appointment. Offer specific options to make it easy for the prospect to commit:

- *"What day works best for you, later today or tomorrow?"*
- *"Are you free in the morning or the afternoon?"*

By providing specific choices, you make it easier for the prospect to say yes and commit to a time.



Module 5: Appointment Setting

(The Job of Appointment Setting Continued)

Summary Of The Job Of Appointment Setting

The job of appointment setting is a critical first step in the sales process. The goal is to secure a qualified appointment with a prospect who will show up on time, ready to buy. By following a structured process of greeting, gathering intelligence, and hooking, setting, and locking the appointment, you can significantly increase the likelihood of a successful sale. Remember, the quality of the appointments you set directly impacts the overall success of the sales process.

Module 5: Appointment Setting

The Reality Of Cold CALLs

Understanding the Challenge

While we've covered a lot of positivity in this course, it's time to confront the harsher realities of cold calling. Outbound calls, no matter how warm the lead might be, represent a game that very few people are truly cut out to play. This is not a game for the weak.

The Harsh Realities

- **No Immediate Results:** There will be days when you make hundreds of calls without seeing immediate results or even pick ups.
- **Rejection:** You will encounter people who hang up in your face.
- **Time Wasters:** Some people will waste your time, showing initial interest but never intending to follow through.

Despite these challenges, reaching out to people is the essence of business. It's essential to be prepared for these realities and develop resilience to thrive in the world of cold calling.

Module 5: Appointment Setting

(The Reality Of Cold Calls Continued)

Tips for Handling Cold Calls

Leverage Marketing

Effective marketing can make leads warmer and easier to convert. Find an offer / sales gig backed by strong marketing efforts to improve your chances of success.

Work Your Power Base

Tap into your existing network of people you know. These connections can be more receptive and can provide referrals, making your job easier.

Utilize Social Media

Identify and reach out to people on social media who have similar interests or follow related content. This can be a more engaging and less confrontational way to make connections.

Building a Pipeline

The Importance of a Pipeline

Building a pipeline is crucial for sustaining your sales efforts and reducing the need for constant cold calling. A pipeline is essentially a list of clients you are working with and following up on.

Follow-Up Sheets

Effective follow-up is the #1 sales secret. By maintaining a detailed follow-up sheet, you can manage your pipeline efficiently. This approach allows you to make money without having to make 700 cold calls a day.

Module 5: Appointment Setting

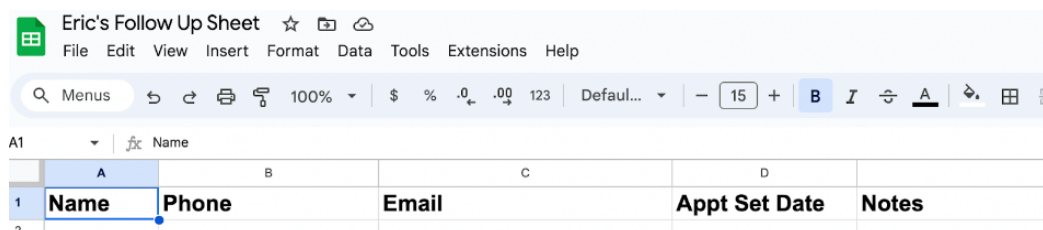
(The Reality Of Cold Calls Continued)

Organizing Your Pipeline

Having an empty pipeline can be demoralizing. To avoid this, organize your entire book of business on a Google Sheet. Here's a suggested format:

- Client Name
- Contact Information
 - Status
- Last Contact Date
- Next Follow-Up Date
- Notes

This organization will help you keep track of your leads, ensure timely follow-ups, and manage your sales process more effectively. It should look like this:



The screenshot shows a Google Sheet titled "Eric's Follow Up Sheet". The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The toolbar shows various icons for editing and formatting, including a search bar, undo, redo, print, link, 100% zoom, currency, percentage, decimal, thousandths, default font, bold, italic, underline, text color, background color, and insert table. The sheet has a grid with columns A through E and rows 1 through 2. The header row (row 1) has the following labels: A: Name, B: Phone, C: Email, D: Appt Set Date, E: Notes. The second row (row 2) is currently empty.

	A	B	C	D	E
1	Name	Phone	Email	Appt Set Date	Notes
2					



Module 5: Appointment Setting

(The Reality Of Cold Calls Continued)

Summary Of The Reality Of Cold Calls

Cold calling is a challenging but essential part of the sales process. While it's not for the faint-hearted, success in this area can significantly impact your business. Leverage marketing to warm up leads, utilize your existing network, and engage with potential clients on social media to improve your results. Building and maintaining a pipeline through diligent follow-up is crucial to sustaining your sales efforts and achieving long-term success. Remember, resilience and organization are key to thriving in the world of cold calls.

Module 5: Appointment Setting

The Greeting

Understanding the Importance of the Greeting

The greeting in a sales call is much more than just saying hello. It sets the tone and establishes the objective of the call: to get the buyer on the phone and listening to you. Building rapport through superficial small talk is often ineffective. Instead, genuine rapport is built through the deal itself by addressing the buyer's needs and providing real value.

Key Elements of the Greeting

1. State the Reason for Your Call

Always begin by clearly stating the reason for your call. This transparency helps to immediately engage the buyer and establish a clear purpose for the conversation.

2. Transition to Gathering Intelligence

After stating the reason for your call, move directly into gathering intelligence by asking your first question. This smooth transition keeps the conversation focused and demonstrates your intent to understand and address the buyer's needs.

Module 5: Appointment Setting

(The Greeting Continued)

Pro Tip: Attitude Matters

Having a positive and confident attitude can melt away most objections during the greeting. Your tone and demeanor can make a significant difference in how the buyer perceives you and whether they are willing to engage.

Signs the Buyer Is Not Put at Ease

- **Not Answering Your Questions:** If the buyer is not responding to your questions, they are likely not comfortable or engaged.
- **Wanting to Get Off the Call:** Indications that the buyer is eager to end the call suggest they are not at ease.
- **Continuously Pelting You with Questions:** If the buyer is bombarding you with questions, it may indicate defensiveness or discomfort.

Module 5: Appointment Setting

(The Greeting Continued)

Understanding RDRs (Reactionary Defense Responses)

What Are RDRs?

Reactionary Defense Responses are automatic reactions that buyers use to defend themselves against unsolicited calls. These responses can include claiming to be busy or in a meeting, but if they picked up the phone, it's likely they are available to talk.

Handling RDRs

To handle RDRs effectively, you need to recognize them for what they are and remain unphased. Stay in the pocket, maintain your composure, and ask a question that redirects the conversation towards helping the client.

Walmart Analogy: Think of RDRs like a shopper's initial resistance to a salesperson in a store. The shopper may say they are just looking, but with the right approach, the salesperson can still assist them and make a sale.

Module 5: Appointment Setting

(The Greeting Continued)

Tips for an Effective Greeting

Heavy Agreement & Good Hooks

Using heavy agreement and effective hooks can keep the buyer engaged and reduce resistance. Agree with their initial statements to build a sense of understanding and rapport.

Great Attitude

A positive and enthusiastic attitude can make the buyer feel more comfortable and willing to listen. Confidence and friendliness are key components of a successful greeting.

Framing

Properly framing your call can help set expectations and put the buyer at ease. Clearly state what you hope to achieve and how it will benefit them.

Preempting Objections

Bringing up potential objections before the buyer does can take the power out of them. Address common concerns proactively to show that you understand their perspective and are prepared to handle it.

Module 5: Appointment Setting

(The Greeting Continued)

Example of a Successful Greeting

Sales Rep: "Hello, [Client's Name], this is [Your Name] from [Your Company]. The reason for my call is to discuss how we can help streamline your sales process and potentially increase your revenue by up to 20%. To be sure im not wasting your time, what do you currently do for business?"

Handling an Objection:

Client: "I'm really busy right now."

*Sales Rep: "I completely understand, and the last thing I would expect you to have time for is a cold call. The good news is 15 seconds with me could make you an extra 250 thousand dollars so check this out... **Insert Gathering Intelligence Question**

Summary Of The Greeting

The greeting is a critical part of the sales call that sets the stage for the entire conversation. By clearly stating the reason for your call, transitioning smoothly into gathering intelligence, and maintaining a positive attitude, you can effectively engage the buyer. Recognizing and handling RDRs with composure, using heavy agreement, good hooks, and preempting objections are all strategies that will help you succeed in this crucial phase.

Module 5: Appointment Setting

Gathering Intelligence & Pain

The Most Important Part of the Sales Process

Gathering intelligence and identifying the client's pain points are crucial steps in the sales process. This phase lays the groundwork for closing deals by ensuring you have the necessary information and understanding of the client's needs to attach to your product.

Understanding the Process

Closing Deals with Requirements and Pain

To close deals effectively, you must gather all the requirements and understand the pain points associated with your client's needs. This involves probing and asking the right questions to get real, substantive answers. It's essential to draw your lines in the sand early to establish a clear understanding of why the client needs your product and how it can solve their problems.

The Salesperson's Role

As a salesperson, your job is to probe deeply and obtain genuine answers from the client. This requires a skill set that includes framing and reframing questions to dig deeper and uncover the client's true motivations and pain points.

Module 5: Appointment Setting

(Gathering Intelligence & Pain Continued)

Drawing Lines in the Sand

Drawing lines in the sand means establishing the fundamental reasons behind the client's interest in your product. Here's how you can structure your questions to achieve this:

1. **Initial Questions:** Focus on the feature and undeniable things you must agree on.
 - Example(Sales Training):

"Why is improving your sales skills important to you right now?"

- Purpose: Establish the importance of sales and the client's motivation.

2. **Goals and Dreams:** Ask about their goals, wants, needs all while pressing for pain.

- Example(Sales Training):

"What are your long-term goals, and how do you see improved sales skills helping you achieve them?"

- Purpose: Establish targets and uncover deeper reasons for their interest.

3. **Bridging Sales and Pain:** Connect their need for sales skills with solving their pain points.

- **Example (Sales Training):**

"How does doing sales training and getting help you achieve X"

- Purpose: Identify the real reasons they are looking at sales training and how your product can solve the surface level problem as well as the deep pain/problems.

Module 5: Appointment Setting

(Gathering Intelligence & Pain Continued)

Framing and Reframing

The Importance of Framing

Framing is the context in which information is presented and viewed. It's crucial when you encounter pushback or resistance to your questions. Proper framing helps you reframe the conversation to get the necessary answers.

Example of Framing

Sales Person: *"How much money do you make?"*

Client: *"I don't want to answer that."*

Salesperson: *"Hey, I completely understand. The last thing I'd expect you to do is to tell a stranger your personal details. The only reason we ask is because if we're going to build you a custom roadmap to take you from where you're at to your goals and dreams, we have to know where you're starting from. So let me ask you..."*

This approach acknowledges the client's concern, validates their hesitation, and then hooks them back into the conversation by explaining why the question is essential. This provides the critical context in which the questions have to be viewed to get the answers you're looking for.

Example:

You gain 5 pounds

Positive Frame:

You are trying to bulk up

Negative frame:

You are trying to lose weight

Module 5: Appointment Setting

(Gathering Intelligence & Pain Continued)

Pro Tips

Acknowledge, Validate, and Hook

When facing resistance, always acknowledge the client's concerns, validate their feelings, and then provide a hook to bring them back into the conversation. This method ensures the client feels heard and understood while guiding them towards providing the necessary information.

Frame Questions to Get Deeper Answers

Reframing questions is a skill that helps you move past surface-level responses and uncover the real motivations and pain points of the client. This depth of understanding is crucial for tailoring your pitch and closing the deal.

Summary Gathering Intelligence & Pain

Gathering intelligence and identifying pain points are the most critical parts of the sales process. By drawing lines in the sand early and framing your questions effectively, you can uncover the client's true needs and motivations. This deep understanding allows you to tailor your approach and connect their pain points to your product, setting the stage for a successful close. Always remember to acknowledge, validate, and hook when facing resistance, and use framing to dig deeper and get the real answers you need.

Module 5: Appointment Setting

Always Give the Buyer an Out

Understanding the Power of Giving the Buyer an Out

Giving the buyer an out is a powerful strategy in the sales process. It involves reassuring the buyer that they are in control and that they are not obligated to make a purchase unless they see the value. This approach diffuses objections, calms nerves, and builds trust, making the buyer more comfortable and open to the conversation.

Key Mental Model

In our version of sales, the goal is to get the buyer to make a decision, not necessarily to buy our product, although that is the best outcome. By prioritizing the buyer's decision-making process, we create a pressure-free environment that encourages genuine engagement and trust.

Module 5: Appointment Setting

(Always Give The Buyer An Out Continued)

Benefits of Giving the Buyer an Out

Reassurance and Control

By telling the buyer, "If you don't see value, don't do this," you reassure them that they are the decision-maker. This simple statement can significantly reduce their anxiety about being pressured into a purchase and makes them more receptive to the information you provide.

Building Trust

When buyers know they have an out, they are more likely to stay with you throughout the entire process. This openness allows for a more honest and productive dialogue, where the buyer feels their concerns are acknowledged and respected.

Diffusing Objections

This approach helps to address unspoken objections and fears. When buyers are given the freedom to walk away, they are less likely to be hung up on price or other potential deal-breakers. Instead, they focus on the value and benefits of your product.

Module 5: Appointment Setting

(Always Give The Buyer An Out Continued)

Examples of Giving the Buyer an Out

Appointment Setting

During the appointment setting, you can use this strategy to put the prospect at ease:

"Now don't worry, if you don't see the value in this, we would NOT expect you to do it. We want this program to be a win-win situation."

This statement reassures the prospect that there is no obligation, which can increase their willingness to engage in the appointment.

Discussing Price

When discussing the pricing of your product, you can use a similar approach:

"Now, what I want you to notice is the package pricing is \$1.5k, \$5k, or \$10k, but I wouldn't expect you to justify \$10k or even 10 cents until you see the value. So just try and make sense of those numbers as I go through the presentation."

This approach ensures that the buyer feels no immediate pressure to commit to a price, allowing them to focus on understanding the value proposition first.




Module 5: Appointment Setting

(Always Give The Buyer An Out Continued)

Summary Of Always Give The Buyer An Out

Always giving the buyer an out is a strategic approach that reassures them they are in control of their decision. This strategy builds trust, diffuses objections, and helps maintain the buyer's focus on the value of your product rather than the pressure to make a purchase. By consistently offering an out, you create a more comfortable and productive sales environment, ultimately leading to better outcomes for both you and the buyer. Remember, the goal is to guide the buyer to a decision, not to force a sale.



Module 5: Appointment Setting

(Always Give The Buyer An Out Continued)

Summary Of Always Give The Buyer An Out

Always giving the buyer an out is a strategic approach that reassures them they are in control of their decision. This strategy builds trust, diffuses objections, and helps maintain the buyer's focus on the value of your product rather than the pressure to make a purchase. By consistently offering an out, you create a more comfortable and productive sales environment, ultimately leading to better outcomes for both you and the buyer. Remember, the goal is to guide the buyer to a decision, not to force a sale.

Module 5: Appointment Setting

Setting The Appointment

Understanding the Process

Setting the appointment involves three key components:

1. Finding a time that works for the prospect
2. Ensuring all decision-makers are involved
3. Handling hinder objections effectively

By mastering these components, you can increase the likelihood of successful appointments and ultimately, successful sales.

Finding a Time

The first step in setting an appointment is to find a time that works for the prospect. This involves being flexible yet assertive to ensure the appointment is scheduled promptly.

Example Script

- Sales Rep: *"Great, so what time works best for you, later today or tomorrow?"*

- Prospect: *"Tomorrow works for me."*

- Sales Rep: *"Okay, perfect. And will that be AM or PM?"*

By providing specific options, you make it easier for the prospect to commit to a time.

Module 5: Appointment Setting

(Setting The Appointment Continued)

Decision Maker Check

It's crucial to ensure that all relevant decision-makers will be present at the appointment. This step helps avoid unnecessary delays and increases the chances of a positive outcome.

Example Script

- Sales Rep: *"I look forward to seeing you tomorrow at 6 PM EST. Now, would there be anyone else that you'd want buy-in from before moving forward?"*
- Prospect: *"Yes, I'd like my partner to be involved."*
- Sales Rep: *"Great, let's make sure they can join the call as well."*

By confirming the involvement of all decision-makers, you set the stage for a more productive appointment.

Module 5: Appointment Setting

(Setting The Appointment Continued)

Handling Hinder Objections

When setting the appointment, some clients may want to schedule it far in advance. However, statistics show that show-up rates drop dramatically after 48 hours from the initial phone call. It's essential to handle these objections effectively to ensure the appointment is scheduled within a reasonable timeframe.

Example Script

- Prospect: *"Yeah, let's do next week sometime."*

- Sales Rep: *"Of course, John, I would love to meet with you next week. I'm sure you're super busy. But let me ask you, if a million bucks was knocking at your door, how fast would you answer? Well, good, that's exactly what this is, so let's get this done either today or tomorrow. What time works best?"*

By acknowledging the prospect's preference, validating their busy schedule, and then hooking them with a compelling reason to schedule sooner, you increase the chances of securing a timely appointment.

Summary Of Setting The Appointment

Setting the appointment is a crucial part of the sales process that requires finding a suitable time, ensuring all decision-makers are involved, and handling objections effectively. By following these steps and using the provided scripts, you can improve your appointment-setting success rate. Remember, the goal is to ensure the appointment is scheduled promptly and that all relevant parties are present, creating the best possible conditions for a successful outcome.

Module 5: Appointment Setting

Appointment Locking

Understanding Appointment Locking

Appointment locking is the process of testing the validity and commitment of the appointment you just set. It's a crucial step to ensure that the prospect is genuinely interested and likely to show up. Many prospects may agree to an appointment just to get off the call or because they find it hard to say no. By effectively locking the appointment, you can decrease no-shows and increase your success rate as a setter.

Importance of Appointment Locking

Increasing Show Rates

Decreasing no-shows directly correlates with the amount of money you'll make as a setter. A higher show rate means more opportunities to present your product and close deals.

Common Pitfalls

Most setters neglect appointment locking for two main reasons:

- 1. Laziness or Forgetfulness:** Some setters simply forget to lock the appointment or don't see it as necessary.
- 2. Fear of Blowing the Deal:** Others are too scared that by probing further, they might lose the prospect. However, addressing potential doubts early can actually strengthen the commitment.

Module 5: Appointment Setting

(Appointment Locking Continued)

Appointment Locking Example

Here's how you can lock an appointment effectively:

Sales Rep: *"Would there be any reason, besides a zombie apocalypse, that we don't connect?"*

Prospect: *"No, I can't think of any reason."*

Sales Rep: *"Great, and why would you give us 30 minutes on [X DATE]?"*

Prospect: *"Because I want to improve my sales process."*

Sales Rep: *"Perfect. What problem would that solve for you?"*

Prospect: *"It would help me close more deals and increase my revenue."*

By asking these questions, you are confirming the prospect's commitment and making them articulate the reasons why the appointment is valuable to them. This helps to solidify their engagement and reduces the likelihood of them not showing up.

Module 5: Appointment Setting

(Appointment Locking Continued)

Understanding the Process

Regurgitating Information

When the client repeats back the reasons for the appointment, it shows how well they've connected the dots and serves as a heat check for their commitment. This is similar to the trial close in a presentation, where you gauge the client's readiness to move forward.

Testing Commitment

By making the client verbalize their reasons for attending the appointment, you test their commitment and ensure they see the value in the meeting. This step helps you identify any lingering doubts and address them on the spot.

Summary Of Appointment Locking

Appointment locking is a vital step in the appointment-setting process that ensures the prospect is genuinely committed and likely to show up. By decreasing no-shows, you increase your chances of success and make more money as a setter. Don't skip this step out of laziness or fear. Instead, use it as an opportunity to confirm the prospect's commitment and address any potential doubts. Asking questions like, "Would there be any reason besides a zombie apocalypse we don't connect?" and "What problem would that solve for you?" helps solidify the appointment and sets the stage for a productive meeting.

Module 5: Appointment Setting

Things To Look Out For

Understanding the Pitfalls in Appointment Setting

When you're on the front lines dealing with people all day, there are a few significant pitfalls that most appointment setters face. Appointment setting is a simple task, but the little details matter a lot in this game. Recognizing and addressing these details can significantly improve your success rate.

Fake Answers

When asking questions, sometimes clients will give you “fake answers” to stretch the truth into something it's not. These answers are often vague or overly optimistic and do not reflect the true situation. To determine if an answer is valid, you need to probe deeper or ask hard questions to cut to the real data and force genuine communication. Anytime you sense uncertainty, hard questions should be your go-to strategy.

How to Identify Fake Answers

- **Probing Deeper:** If an answer seems off, ask follow-up questions to get more details.
- **Asking Hard Questions:** Direct, hard questions can reveal the truth and clarify uncertainties.

Module 5: Appointment Setting

(Things To Look Out For Continued)

Real Pain

Many salespeople tend to keep the conversation at a surface level, which is a significant problem when gathering intelligence. Anytime a client mentions things that are bothering them, problems, or concerns, you should push and probe deeper. This approach is akin to putting your thumb on a wound to understand the extent of the pain.

How to Identify Real Pain

- **Listening for Concerns:** Pay close attention to any mention of problems or discomfort.
- **Probing for Details:** Ask detailed questions about the issues they face to understand the depth of their pain.

Bad Questions

A common mistake in appointment setting or sales, in general, is asking questions that yield bad answers. Bad answers kill momentum in the deal and make it hard to move forward. Bad questions are often too open-ended and do not lead the client through the process effectively.

Examples of Bad Questions

- *"How are you doing?"*: Too open-ended and not related to the sales process.
- *"So do you want to give us 15 minutes for a call with the enrollment director?"*:
This question can easily lead to a negative response.

Module 5: Appointment Setting

(Things To Look Out For Continued)

Examples of Good Questions

- *"What time works best later today or tomorrow?"*: Direct and leading, making it easier for the client to commit.
- *"Would there be any reason besides a zombie apocalypse we don't connect?"*: Adds humor and tests commitment.

Summary Of Things To Look Out For

Being aware of fake answers, real pain, and bad questions is crucial for effective appointment setting. By probing deeper, asking hard questions, and identifying real pain points, you can ensure that your conversations are meaningful and productive. Avoid bad questions that can derail the process and focus on asking direct, leading questions that move the deal forward. By paying attention to these details, you can significantly improve your success rate as an appointment setter.

Module 5: Appointment Setting

(Confirmation Process Continue)

Confirmation Process

The Importance of Confirming Appointments

Confirmed appointments directly translate to more revenue. As an appointment setter, you work tirelessly, making hundreds of calls to secure appointments. However, all that effort is in vain if the clients do not show up for their scheduled meetings with the closer. Implementing a robust confirmation process ensures that your hard work pays off and that your appointments lead to productive sales conversations.

Understanding the Confirmation Process

The Value of Confirmed Appointments

If a client blows out despite your efforts to confirm the appointment and stay in communication, they were not a genuine prospect. Canceling on clients who do not confirm builds value in what you do and reinforces the importance of commitment.

Module 5: Appointment Setting

(Confirmation Process Continue)

The Importance of Confirming Appointments

Confirmed appointments directly translate to more revenue. As an appointment setter, you work tirelessly,

The Confirmation Process

Step 1: Set the Appointment

Once you set the appointment, end the call and proceed to the next step of confirming the appointment.

Step 2: Create a Group Chat

Make a group chat that includes the client, yourself, and the closer. Send a selfie video introducing yourself and mentioning the details of the appointment. This adds a personal touch and helps the client remember the appointment.

Step 3: Night Before Text

Send a text the night before the appointment to confirm their availability. If the appointment is scheduled several days in advance, maintain daily communication through follow-up videos, content, or brief texts to keep the client engaged.

Example Text:

Hello (Name), This is (Your Name) again with the Real Sales Academy. Just wanted to reach out to confirm you're still available for tomorrow at (X TIME) on Zoom. Please text back with a reply confirming you'll be in attendance. Just to let you know, speed is essential as we have limited spots and we will fill it if we don't receive word back from you.

Module 5: Appointment Setting

(Confirmation Process Continue)

Step 4: Day-of Appointment

On the day of the appointment, send a text reminding the client of their scheduled time. This reinforces the commitment and serves as a final check-in.

Example Text:

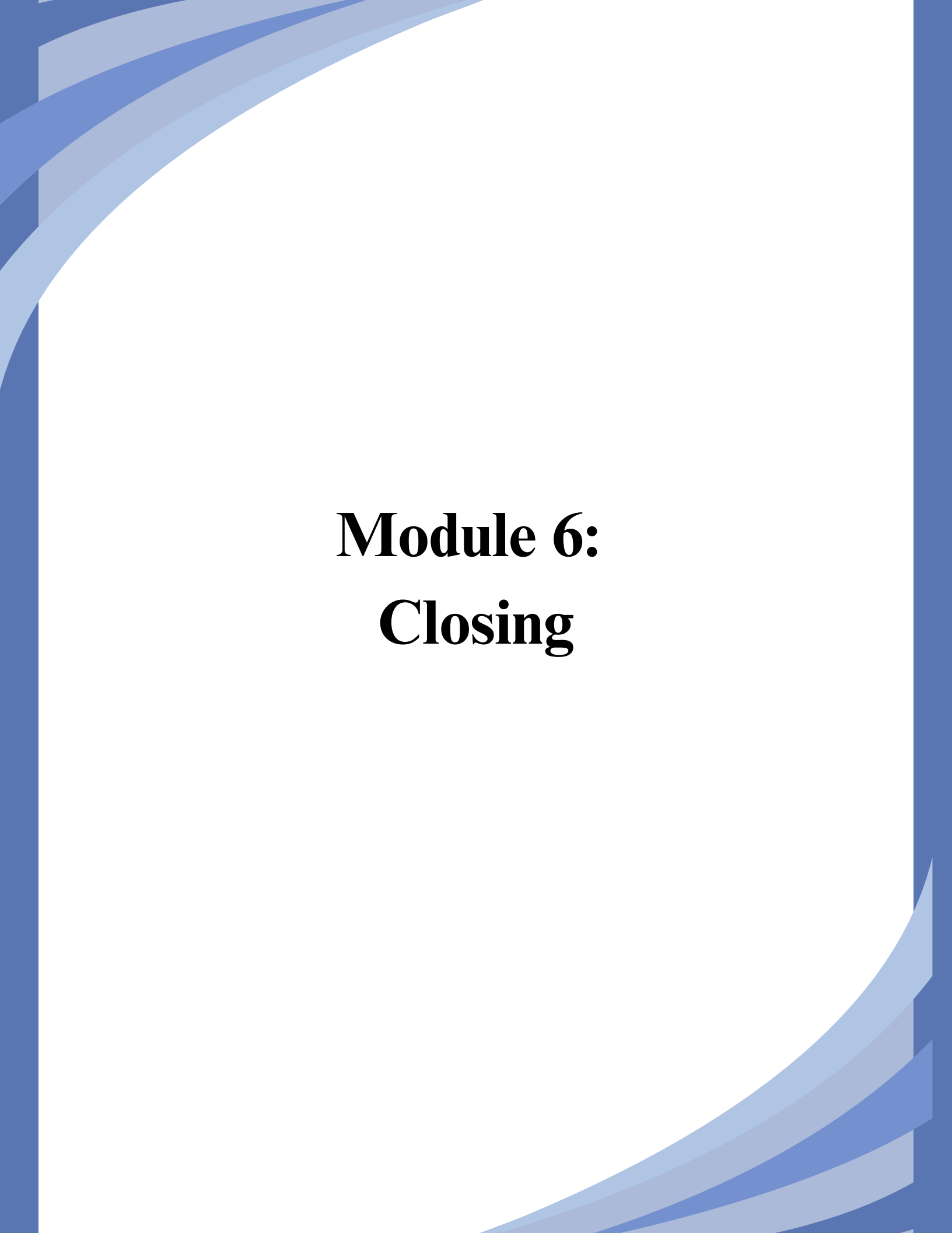
Hello (Name)! Today is the big day! We're super excited to meet you on Zoom today at (X TIME) to show you the Real Sales Academy. Please send a quick reply confirming you'll be ready at that time.

Step 5: Persistent Calling

On the day of the appointment, if you haven't received a confirmation, call the client repeatedly until they answer and confirm. There is no limit to how much you can call to secure that confirmation.

Summary Of The Confirmation Process

The confirmation process is a critical step in ensuring that your appointments convert into valuable sales conversations. By setting the appointment, creating a group chat, sending nightly and daily reminders, and persistently calling until you receive confirmation, you increase the likelihood of your clients showing up ready to engage. Remember, confirmed appointments are key to maximizing your revenue and validating the hard work you put into setting each meeting.



Module 6:

Closing

Module 6: Closing

Module Overview

What Is The Close
Requirements To Closure
Reasons Closers Fail
What Are Objections
Types Of Objections
The REAL Objection
Closing Process

Module 6: Closing

What is the Close?

Understanding the Close

The close is a critical step in the sales call where you get the buyer to take action. It represents 100% of your earnings, as it is the point at which potential turns into actual revenue. Without closing the deal, everyone loses—the client misses out on a valuable solution, and you miss out on a commission. A closed deal means money collected, not just a verbal or written agreement.

The Importance of the Close

- **MONEY COLLECTED:** A deal is only truly closed when money has been collected. Verbal or written agreements are not enough.
- **Objection:** At this stage, objections need to be handled differently than earlier in the call.
- **Mind Game:** The close is a precision-based mind game, not one of force. It's about guiding the client logically to the decision to buy.
- **Repetition and Practice:** The skill of closing is developed through repetition and consistent practice.

Module 6: Closing

(What Is The Close Continued)

Selling vs. Closing

Different Skill Sets

Selling and closing are two completely separate skill sets. Understanding the difference is crucial for mastering both aspects of the sales process.

- **Selling:** This involves creating interest and building an emotional connection with the client. It's about engaging the client and presenting the product's benefits.
- **Closing:** This is a logical process where you guide the client to make a decision. If you find yourself speaking more than the client during this stage, you are still selling, not closing.

Emotional vs. Logical

- **Selling is Emotional:** This phase is about connecting with the client on an emotional level and sparking interest.
- **Closing is Logical:** The closing phase is about making a logical argument that leads the client to a decision. It requires a different approach and mindset.

Module 6: Closing

(What Is The Close Continued)

The Reality of Closing

Insistence and Persistence

The reality of closing is that 90% of deals require insistence and persistence. Clients often have reservations or procrastinations that need to be overcome through a persistent and insistent approach.

Conviction

A deal is closed when the seller's conviction to sell is higher than the buyer's conviction to wait or not buy. This conviction must be evident and persuasive.

Universal Application

Everything in life is a sale, and you have to close everyone. Whether it's selling an idea, convincing someone to agree with you, or closing a business deal, the principles of closing apply universally.

Summary Of What Is The Close

The close is the decisive moment in the sales process where you turn potential into profit. It's a logical step that requires precision and skill, developed through practice and repetition. Understanding the difference between selling and closing, and knowing how to handle objections and apply insistence and persistence, are key to mastering the close. Remember, a closed deal means money collected, and achieving this requires a higher conviction than the buyer's resistance. Embrace the mindset that everything in life is a sale, and closing is a skill that can be applied universally.

Module 6: Closing

Requirements For Closure

Understanding the Necessity of Requirements

Closing a deal is impossible without meeting certain fundamental requirements.

Recognizing and addressing these requirements early in the sales process, particularly during the Gathering Intelligence phase and the Appointment Set, is crucial. If these requirements are not met, you cannot physically close the deal. As soon as you notice one of them is missing, you need to evacuate the close.

The Role of the Sales Process

A well-executed sales process lays the groundwork for a smooth closing. If the sales process was conducted correctly, with thorough gathering of intelligence and proper appointment setting, closing the deal should be straightforward. The key is to ensure that all requirements are met before attempting to close.

Module 6: Closing

(Requirements For Closure Continued)

Essential Requirements for Closure

Decision Maker

The decision maker must be present for the close. If the person you're speaking with does not have the authority to make the purchasing decision, the deal cannot proceed. Confirming the presence of the decision maker during the Gathering Intelligence phase is crucial.

Wherewithal

The client must have the financial means to make the purchase. Without the necessary funds or financing, even the best sales pitch will fail. Ensuring financial capability early on saves time and prevents wasted effort.

Sold on Product

The client must be convinced that your product is the best solution for their needs. If they are not fully sold on the product, addressing their concerns and reinforcing the product's value is essential before attempting to close.

Urgency

There must be a sense of urgency for the client to take action. Without urgency, the client may delay the decision indefinitely. Highlighting the immediate benefits and potential drawbacks of delaying can help create this sense of urgency.

Module 6: Closing

(Requirements For Closure Continued)

Beware of Misusing Requirements

While these requirements are critical, they should not be used as excuses to avoid seeking closure. Always aim to close the deal, but recognize when one of these essential elements is missing. If someone cannot make the decision, the deal won't happen. This is why improving your skills in the Gathering Intelligence phase will have the most significant impact on your closing rate.

- **Decision Maker:** Ensure you're speaking with the person who has the authority to make the purchase.
- **Wherewithal:** Confirm the client has the budget or financing available.
- **Sold on Product:** Make sure the client sees the product as the best solution.
- **Urgency:** Create a sense of immediate need or benefit.

Summary Of Requirements For Closure

Meeting the requirements for closure is essential for a successful deal. These requirements should be identified and confirmed during the Gathering Intelligence phase and the Appointment Set. If the sales process is done right, closing should be easy. Always be aware of the need for the decision maker, financial capability, conviction in the product, and a sense of urgency. Improving your ability to gather this information will significantly enhance your closing success. Remember, these requirements are not excuses but essential elements to ensure a smooth and successful close.

Module 6: Closing

(Requirements For Closure Continued)

Beware of Misusing Requirements

While these requirements are critical, they should not be used as excuses to avoid seeking closure. Always aim to close the deal, but recognize when one of these essential elements is missing. If someone cannot make the decision, the deal won't happen. This is why improving your skills in the Gathering Intelligence phase will have the most significant impact on your closing rate.

- **Decision Maker:** Ensure you're speaking with the person who has the authority to make the purchase.
- **Wherewithal:** Confirm the client has the budget or financing available.
- **Sold on Product:** Make sure the client sees the product as the best solution.
- **Urgency:** Create a sense of immediate need or benefit.

Summary Of Requirements For Closure

Meeting the requirements for closure is essential for a successful deal. These requirements should be identified and confirmed during the Gathering Intelligence phase and the Appointment Set. If the sales process is done right, closing should be easy. Always be aware of the need for the decision maker, financial capability, conviction in the product, and a sense of urgency. Improving your ability to gather this information will significantly enhance your closing success. Remember, these requirements are not excuses but essential elements to ensure a smooth and successful close.

Module 6: Closing

Reasons Closers Fail

Understanding Why Closers Fail

Closers play a pivotal role in the sales process, and their effectiveness directly impacts the success of the deal. When deals fail to close, it's often due to specific reasons that revolve around the closer's actions or mindset. Understanding these reasons is crucial for improving closing rates and achieving sales success.

Reasons Closers Fail

1. They Don't Attempt the Close

One of the primary reasons closers fail is because they don't even attempt to close the deal. Fear of rejection, uncertainty, or lack of confidence can prevent them from asking for the sale.

2. They Stop Attempting the Close

Persistence is key in closing. Some closers may attempt the close once but give up too easily when faced with objections or resistance. Successful closers know that multiple attempts are often necessary.

3. Handling the Wrong Objections

Addressing objections is essential, but handling the wrong objections can derail the closing process. Closers must identify the real concerns of the client and address them directly rather than getting sidetracked by less significant issues.

Module 6: Closing

(Reasons Closers Fail Continued)

4. They Get Sold

Instead of selling the product, some closers get "sold" by the client's objections or concerns. This occurs when the closer starts believing the client's reasons for not buying, which undermines their confidence and ability to close the deal.

5. Lack of Commitment to the Close (Creativity)

Closing requires creativity and commitment. Closers who lack these qualities may not explore all possible avenues to secure the deal. Being creative in addressing objections and finding solutions is crucial for successful closing.

6. They Are Out of Ethics

Ethics play a significant role in sales. Closers who operate unethically can lose the trust of the client, making it impossible to close the deal. Maintaining high ethical standards is essential for building long-term relationships and successful sales careers.

7. No Pain Attached to Not Closing

Effective closers highlight the pain or consequences of not closing the deal. If the client doesn't see the negative impact of not purchasing, they may lack the motivation to proceed. Closers must emphasize what the client stands to lose by not buying.

8. Lack of Experience and Training

Inexperienced closers or those who lack proper training may struggle to handle objections, build rapport, or navigate the closing process effectively. Continuous learning and practice are essential for developing closing skills.

Module 6: Closing

(Reasons Closers Fail Continued)

9. Negative Attitude and Energy

A closer's attitude and energy significantly influence the client's decision. Negative attitudes or low energy can create doubt and resistance in the client's mind. Maintaining a positive and enthusiastic demeanor is crucial for successful closing.

Key Insight

These are the primary reasons a closer does not close a deal. Notice how all of them revolve around the closer's actions and mindset. Salespeople stop sales, and salespeople make sales. Clients do not make or break deals; the responsibility lies with the closer.

Summary Of Reasons Closers Fail

Understanding the reasons closers fail is the first step towards improving closing rates. Closers must attempt the close, persist despite objections, handle the right objections, avoid getting sold, stay committed and creative, maintain ethics, highlight the pain of not closing, gain experience and training, and keep a positive attitude and energy. By addressing these areas, closers can enhance their effectiveness and achieve greater success in their sales efforts. Remember, it's the closer's actions and mindset that determine the outcome of the deal, not the client's decisions.

Module 6: Closing

What Are Objections

Sales Objection Defined

A sales objection is an indication that a specific reason is preventing a buyer from purchasing a product or service from you. In other words, it is a reason or excuse for not taking action immediately.

Understanding Objections

All Objections Are Not Created Equally

Not all objections hold the same weight or significance. Some objections are merely complaints, while others are genuine barriers that need to be addressed. It's crucial to differentiate between the two to handle them effectively.

The Power of Objections

Objections can carry tremendous power and energy. They can evoke emotions, create hard resistance, and even lead to overreactions. As a salesperson, it's essential not to let objections get you down or become a victim to them. Instead, view objections as an opportunity to build trust and demonstrate the value of your product or service.

Module 6: Closing

(What Are Objections Continued)

The Root of Objections

Most objections arise from a lack of trust or certainty. Understanding the source of these objections can help you address them more effectively. Typically, objections fall into one of the following trust factors:

- 1. Trust in You:** The client's confidence in you as the salesperson.
- 2. Trust in the Product:** The client's belief in the product's ability to meet their needs.
- 3. Trust in Themselves:** The client's self-assurance in making the right decision.
- 4. Trust in Past Experiences:** The client's previous experiences with similar products or services.
- 5. Trust in Success:** The client's confidence that the product will lead to success.
- 6. Trust in Failure:** The client's fear of making a wrong decision and failing.

Note on Objections

Objections should never be seen as a reason not to pursue the deal. If the requirements for a sale are met, the deal is closable, regardless of the objections raised. Remember, everyone spends money every day, and objections are merely hurdles to be overcome, not roadblocks.




Module 6: Closing

(What Are Objections Continued)

Summary Of What Are Objections

Objections are an inevitable part of the sales process, but they do not have to be deal-breakers. By understanding the nature of objections and their underlying causes, you can better address and overcome them. Differentiate between complaints and real objections, and use the opportunity to build trust and demonstrate value. Never let objections deter you from closing a deal. If the fundamental requirements are in place, the deal is always within reach. Keep in mind that objections often stem from a lack of trust or certainty, and your role is to resolve these concerns effectively.



Module 6: Closing

Types Of Objections

Understanding Objections

Buyers can present an unlimited variety of reasons why they cannot buy today. However, these reasons can be categorized into three main types of objections. As a closer, your job is to identify which category the objection falls into and handle it accordingly.

Categories of Objections

1. Product Objections

Product objections make up about 90% of real objections. These objections arise when the buyer either doesn't think the product is the right fit for their needs or there is a lack of trust in the product itself.

Examples:

- *"I don't think this product will solve my problem."*
- *"I've heard mixed reviews about this product."*

Module 6: Closing

(Types Of Objections)

2. Money Objections

Money objections can be split into two sub-categories: justification and physical affordability. These objections occur when the buyer either cannot justify the expense or physically does not have the funds available.

Examples:

- "I can't afford this right now."
- "This product is too expensive for what it offers."

3. Hinder Objections

Hinder objections are essentially stalls or delays. These are not real objections but rather excuses buyers use to avoid making an immediate decision. About 90% of the objections you hear will fall into this category.

Examples:

- "I need to think about it."
- "I need to talk to my partner first."

Handling Complaints vs. Objections

It's important to differentiate between complaints and objections. Complaints are expressions of dissatisfaction or issues that do not directly prevent a sale. They are not true objections and should be acknowledged but not treated as deal-breakers.

Example of a Complaint:

- "I wish this product came in different colors."

Module 6: Closing

(Types Of Objections)

Key Insights

- **Product Objections:** Address these by reinforcing the product's benefits, providing testimonials, and building trust in the product.
- **Money Objections:** Handle these by offering financing options, demonstrating the product's value, and helping the buyer justify the expense.
- **Hinder Objections:** Overcome these by creating urgency and addressing underlying concerns (Product or Money Objections)

Summary Of The Types Of Objections

Understanding the types of objections is crucial for effectively closing deals. By categorizing objections into product, money, and hinder, you can tailor your approach to address the specific concerns of the buyer. Remember, complaints are not true objections and should be treated differently. Mastering the art of handling objections involves recognizing their type and responding with appropriate strategies to turn potential roadblocks into opportunities for closing the sale.

Module 6: Closing

The REAL Objection

Understanding the Real Objection

In the world of sales, while there can be many reasons why a buyer might hesitate to make a purchase, there is usually only one REAL objection that carries the power to stop the deal from moving forward. Identifying and addressing this objection is critical to closing the sale.

The Power of the Real Objection

Tremendous Weight and Power

The real objection carries tremendous weight and power. Unlike complaints or minor concerns, the real objection is a significant barrier to the sale. You can often feel the difference in the buyer's hesitation and resistance when the real objection is at play.

Complaints vs. Real Objections

Complaints do not stop deals; they are minor issues that can be easily addressed. The real objection, however, is a substantial reason that prevents the buyer from moving forward. This objection is often unspoken and requires skill and persistence to uncover.

Module 6: Closing

(The Real Objection Continued)

Finding the Real Objection

Asking Hard Questions

To uncover the real objection, you must ask hard questions. These questions probe deeper into the buyer's concerns and hesitations, revealing the true reason they are not ready to commit. This process requires patience, empathy, and the ability to ask the right questions without making the buyer feel pressured.

Recognizing the Unspoken Objection

Most of the time, the real objection is unspoken. Buyers may not articulate their true concerns directly, either because they are unsure themselves or because they are hesitant to reveal their reasons. Your job is to read between the lines and understand what is really holding them back.

Indicators of the Real Objection

When you reach the point where you're handling objections, and the deal still isn't closing, this indicates that you have not yet identified the real objection. Persistent resistance, despite addressing surface-level concerns, signals that a deeper issue remains unaddressed.

Module 6: Closing

(The Real Objection Continued)

Your Role in the Close

Finding the Real Reason

Your entire job in the close is to find the real reason the buyer is hesitant to move forward and handle it effectively. This involves:

- 1. Listening Carefully:** Pay close attention to what the buyer is saying and not saying.
- 2. Probing Deeply:** Use targeted questions to uncover the root cause of their hesitation.
- 3. Addressing the Objection:** Once identified, address the real objection with empathy, logic, and reassurance.

Summary Of The Real Objection

The real objection is the true barrier that prevents a deal from closing. Unlike complaints, which are minor issues, the real objection carries significant weight and power. Finding and addressing this objection requires asking hard questions, recognizing unspoken concerns, and persistently probing deeper into the buyer's hesitations. Your role as a closer is to uncover the real reason for the buyer's hesitation and handle it effectively, ensuring that all barriers to the sale are removed. This skill is critical for closing deals and achieving sales success.

Module 6: Closing

The Closing Process

Understanding the Closing Process

The closing process is a step-by-step method designed to address objections and guide the client towards a purchase decision. By following this structured approach, you can effectively handle the real objection and increase your chances of closing the deal.

Closing Process Defined

The closing process is defined as the step-by-step method used when facing objections during the close. This structured approach ensures that you address the client's concerns systematically and logically, leading them to a decision.

Module 6: Closing

(The Closing Process Continued)

The 4-Step Process Overview

1. Hear the Client

The first step is to genuinely listen to the client's concerns. This involves active listening, acknowledging their objections, and showing empathy. By understanding their perspective, you can better address their needs.

Example:

Client: *"I'm not sure this product is worth the investment."*

Sales Rep: *"I understand your concern. Can you tell me more about what makes you hesitant?"*

2. Dig & Collect

After hearing the client, the next step is to dig deeper and collect more information. Ask probing questions to uncover the root cause of their objection. This step helps you gather all the necessary details to address their concerns effectively.

Example:

Sales Rep: *"What specific aspects of the investment are you worried about? Is it the upfront cost, or are there other factors involved?"*

Module 6: Closing

(The Closing Process Continued)

3. Tie Down

Once you have gathered sufficient information, the next step is to tie down the real objection. Confirm that you have identified the main concern and address it directly. This step ensures that you are tackling the right issue and not just surface-level complaints.

Example:

Sales Rep: "So, if we could find a way to make the upfront cost more manageable, would that address your concern?"

4. Logic

The final step is to use logic to overcome the objection. Present a logical argument that addresses the client's concern and shows why moving forward is the best decision. Use data, testimonials, or comparisons to reinforce your points.

Example:

Sales Rep: "Many of our clients felt the same way initially, but they found that the investment paid off within the first few months due to the increased efficiency and savings. We also offer flexible payment plans to make the initial cost more manageable."

Module 6: Closing

(The Closing Process Continued)

Understanding the Process

Time and Energy Efficiency

Following this process saves you time and energy by ensuring that you are handling the real objection every time. It prevents you from wasting effort on irrelevant concerns and keeps the conversation focused on the key issue.

Handling the Real Objection

This process is designed to help you identify and address the real objection. When done correctly, it ensures that you are not distracted by minor complaints or surface-level issues. The only factors that can prevent this process from working are if the fundamental requirements are not met or if there is a genuine usage issue with the product.

Summary Of The Closing Process

The closing process is a systematic approach to handling objections and guiding the client to a purchase decision. By following the four steps—hearing the client, digging and collecting information, tying down the real objection, and using logic—you can effectively address the client's concerns and close the deal. This process saves time and energy, ensuring that you focus on the real objection and handle it efficiently. Remember, the key to successful closing is identifying the main concern and addressing it with empathy, thoroughness, and logical reasoning.



Module 7:

Landing A Sales Gig

Module 7: Landing A Sales Gig

Module Overview

The Reality Of Sales Jobs & Interviewing

Humble, Hungry & Smart

Interview Preparation

Module 7: Landing A Sales Gig

The Reality of Sales Jobs and Interviewing

Understanding the Reality

Entering the world of sales can be a thrilling yet daunting experience. It's essential to understand that not all sales opportunities are created equal. While some opportunities can lead to substantial earnings, others might leave you empty-handed. Here's a closer look at what to expect and how to navigate the landscape of sales gigs and interviewing.

Diverse Opportunities

There are some sales opportunities where you can make over \$10,000 in your first month. However, there are also positions where you might not get paid at all. This variability makes it crucial to thoroughly research and evaluate each opportunity.

The Interviewing Process

The interviewing process in sales can be unpredictable. There will be times when you rock an interview, yet you won't hear back. You might send out hundreds of applications and receive no responses. Additionally, the dream offer you secure might turn out to be less than ideal.

The Challenge of Sales

Sales is not an easy profession. The rejection rate can be high, and the demands are significant. However, with the right approach and mindset, you can find the opportunity that aligns with your goals and offers the rewards you seek.

Module 7: Landing A Sales Gig

(The Reality Of Sales Jobs & Interviewing Continued)

Importance of Vigilance

Given the uncertainties in sales, it's crucial to pay close attention during your job search and interview process. Your future success in sales literally depends on making informed and strategic decisions.

Define Your Goals

To find the right sales opportunity, start by defining what you're looking for. Consider what type of sales role aligns with your career aspirations and personal goals.

- **A Sales Opportunity as a Vehicle:** View sales opportunities as vehicles that can drive you toward your professional and financial goals.
- **Great Learning Experiences:** Smaller companies often provide great learning experiences. In these environments, you may take on a higher role immediately and gain exposure to various departments.
- **Great Money Opportunities:** Larger companies might offer more substantial upfront earnings but may also require long-term commitment and a specific sales focus.

Work Your Plan

Develop a plan that outlines what will benefit you the most. This plan should consider your career goals, financial needs, and personal preferences. Working your plan will help you stay focused and make decisions that align with your long-term objectives.

Module 7: Landing A Sales Gig

(The Reality Of Sales Jobs & Interviewing Continued)

A Good Business Has Seven Things

When evaluating potential sales opportunities, look for businesses that demonstrate the following characteristics. These factors can indicate a solid foundation and a higher likelihood of success:

- 1. Great Marketing**
- 2. Great Marketing**
- 3. Great Marketing**
- 4. Great Marketing**
- 5. Great Marketing**
- 6. A Sales Team**
- 7. High-Priced Products**

Effective marketing is repeated multiple times because it is crucial for generating leads and creating demand. A dedicated sales team and high-priced products can also indicate a company's ability to support its sales force and offer lucrative opportunities.

Summary Of The Reality Of Sales Jobs & Interviewing

Navigating the world of sales gigs and interviewing requires a clear understanding of the landscape and a strategic approach. Not all opportunities are equal, and it's essential to define what you're looking for, evaluate potential employers carefully, and work your plan. Remember, your future in sales depends on making informed decisions and choosing opportunities that align with your goals. By focusing on businesses with strong marketing, dedicated sales teams, and high-priced products, you increase your chances of finding a rewarding and successful sales career.

Module 7: Landing A Sales Gig

(The Reality Of Sales Jobs & Interviewing Continued)

A Good Business Has Seven Things

When evaluating potential sales opportunities, look for businesses that demonstrate the following characteristics. These factors can indicate a solid foundation and a higher likelihood of success:

- 1. Great Marketing**
- 2. Great Marketing**
- 3. Great Marketing**
- 4. Great Marketing**
- 5. Great Marketing**
- 6. A Sales Team**
- 7. High-Priced Products**

Effective marketing is repeated multiple times because it is crucial for generating leads and creating demand. A dedicated sales team and high-priced products can also indicate a company's ability to support its sales force and offer lucrative opportunities.

Summary Of The Reality Of Sales Jobs & Interviewing

Navigating the world of sales gigs and interviewing requires a clear understanding of the landscape and a strategic approach. Not all opportunities are equal, and it's essential to define what you're looking for, evaluate potential employers carefully, and work your plan. Remember, your future in sales depends on making informed decisions and choosing opportunities that align with your goals. By focusing on businesses with strong marketing, dedicated sales teams, and high-priced products, you increase your chances of finding a rewarding and successful sales career.

Module 7: Landing A Sales Gig

(The Reality Of Sales Jobs & Interviewing Continued)

A Good Business Has Seven Things

When evaluating potential sales opportunities, look for businesses that demonstrate the following characteristics. These factors can indicate a solid foundation and a higher likelihood of success:

- 1. Great Marketing**
- 2. Great Marketing**
- 3. Great Marketing**
- 4. Great Marketing**
- 5. Great Marketing**
- 6. A Sales Team**
- 7. High-Priced Products**

Effective marketing is repeated multiple times because it is crucial for generating leads and creating demand. A dedicated sales team and high-priced products can also indicate a company's ability to support its sales force and offer lucrative opportunities.

Summary Of The Reality Of Sales Jobs & Interviewing

Navigating the world of sales gigs and interviewing requires a clear understanding of the landscape and a strategic approach. Not all opportunities are equal, and it's essential to define what you're looking for, evaluate potential employers carefully, and work your plan. Remember, your future in sales depends on making informed decisions and choosing opportunities that align with your goals. By focusing on businesses with strong marketing, dedicated sales teams, and high-priced products, you increase your chances of finding a rewarding and successful sales career.

Module 7: Landing A Sales Gig

Humble, Hungry & Smart

Understanding the Ideal Traits

In my experience hiring, training, and working closely with over 1,000 sales reps, I have identified a framework that consistently leads to success. This framework focuses on three core traits: being humble, hungry, and smart. Business owners and sales leaders seek these qualities because they know that all great salespeople already have jobs. The goal is to find individuals with the most potential and develop them into top-performing salespeople.

The Three Core Traits

Humble

Being humble means recognizing that you don't know everything and being willing to put in the work to improve. Humble salespeople show up every day ready to learn and grow. They are open to feedback and understand that continual improvement is key to becoming the best salesperson they can be.

Characteristics of Humble Salespeople:

- Open to learning and feedback
- Acknowledges their limitations and seeks to improve
- Consistently puts in the effort to grow and develop

Module 7: Landing A Sales Gig

(Humble, Hungry & Smart Continued)

Hungry

Hungry salespeople have a deep sense of purpose and big goals that drive them. They are motivated by their ambitions and are willing to outwork and outperform others to achieve their dreams. In the sales industry, the most successful individuals are those with a relentless drive to succeed.

Characteristics of Hungry Salespeople:

- Driven by big goals and dreams
- Outworks and outperforms peers
- Maintains a strong sense of purpose and motivation

Smart

Smart salespeople are knowledgeable, quick-witted, and able to figure things out rapidly. They understand their products and the market, and they can adapt to new information and situations with ease. Being smart in sales means not just having intelligence, but also possessing the ability to apply it effectively in real-world scenarios.

Characteristics of Smart Salespeople:

- Quick learners who understand their products and market
 - Able to adapt and think on their feet
- Applies intelligence effectively to solve problems and close deals

Module 7: Landing A Sales Gig

(Humble, Hungry & Smart Continued)

Integrating These Traits into Your Approach

When interacting with potential employers or clients, it's important to demonstrate these traits consistently. Your actions and words should reflect your humility, hunger, and intelligence.

Example: Demonstrating Humility and Hunger

If you don't know the answer to a question, use it as an opportunity to show your humility and hunger:

Response: "I don't know the answer to that right now, but I'm committed to finding out and will get back to you as soon as possible. I'm eager to learn and ensure I have all the information needed to provide the best service."

Summary Of Humble, Hungry & Smart

The traits of being humble, hungry, and smart are crucial for success in sales. By embodying these qualities, you position yourself as an ideal candidate for any sales role and demonstrate your potential for growth and high performance. Remember to consistently show your willingness to learn, your drive to succeed, and your ability to think and adapt quickly. These traits will not only help you land sales gigs but also excel in them, building a successful career in sales.

Module 7: Landing A Sales Gig

Interview Preparation

Understanding the Importance of Interview Prep

The interview is your first sale for any company. It's your opportunity to demonstrate that you are the best candidate for the role and to convince the interviewer of your potential. Proper preparation is crucial to make a strong impression and secure the job.

The Eye Test

First impressions matter. Ensure you pass the eye test by looking sharp, smelling good, and appearing clean and groomed. Your appearance sets the tone for the interview and demonstrates your professionalism.

Attitude and Approach

Your attitude and approach are critical. Companies often hire for attitude and train for skill. Show enthusiasm, confidence, and a positive demeanor. Be ready to roleplay or even hit the phones during the interview, as many companies will want to see you in action.

Module 7: Landing A Sales Gig

(Interview Preparation Continued)

Frameworks to Remember

The Presentation Framework

When telling a story about yourself or discussing your experiences, always aim to sell yourself. Avoid being scared or reserved; confidently share your story to highlight your strengths and motivations.

Example:

"John, this story is going to blow your mind. I started in sales because I was watching my mom clip coupons, and I couldn't stand seeing her struggle. So, I invested all my money and hundreds of hours mastering the craft. I want to work at this company to reach my goals and dreams, blow up your company, and eventually run the sales team for you, giving you more time to do what you love."

Acknowledge, Validate, Hook

If asked questions such as, "Why should we pick you?" use this framework to respond effectively.

Example:

"That is a great question, John, and I'm with you. But if you want to make an extra million bucks this year, give me a shot."

Module 7: Landing A Sales Gig

(Interview Preparation Continued)

Humble, Hungry, Smart

Everything you say should emphasize these three qualities. This framework ensures you stay on track and present yourself as the ideal candidate.

Trajectory > Track Record

If you lack experience, focus on your potential and willingness to work hard. Explain that hiring you, with your trajectory of growth and commitment, is more valuable than hiring someone experienced but complacent.

Example:

"They could hire an experienced guy who might not work hard, or they can hire me, someone who will work tirelessly, figure things out, and help blow up the company."

Closing the Interview

Closing the interview is a crucial part of demonstrating your sales skills. Use this closing technique:

Ask:

"So John, have you seen or heard enough to make a decision?" and extend your hand for a handshake.

If there is hesitation or a no, follow up with:

"On a scale from 1-10, how confident are you in hiring me?"

Then ask:

"What would you need to see or know about me to make it a 10?"

After addressing their concerns, close again with:

"So when do I start?" and extend your hand again.

Module 7: Landing A Sales Gig

(Interview Preparation Continued)

Knowledge of the Company

Research the company thoroughly. Throughout the interview, mention specific details about the company and express your enthusiasm for their products or services.

Example:

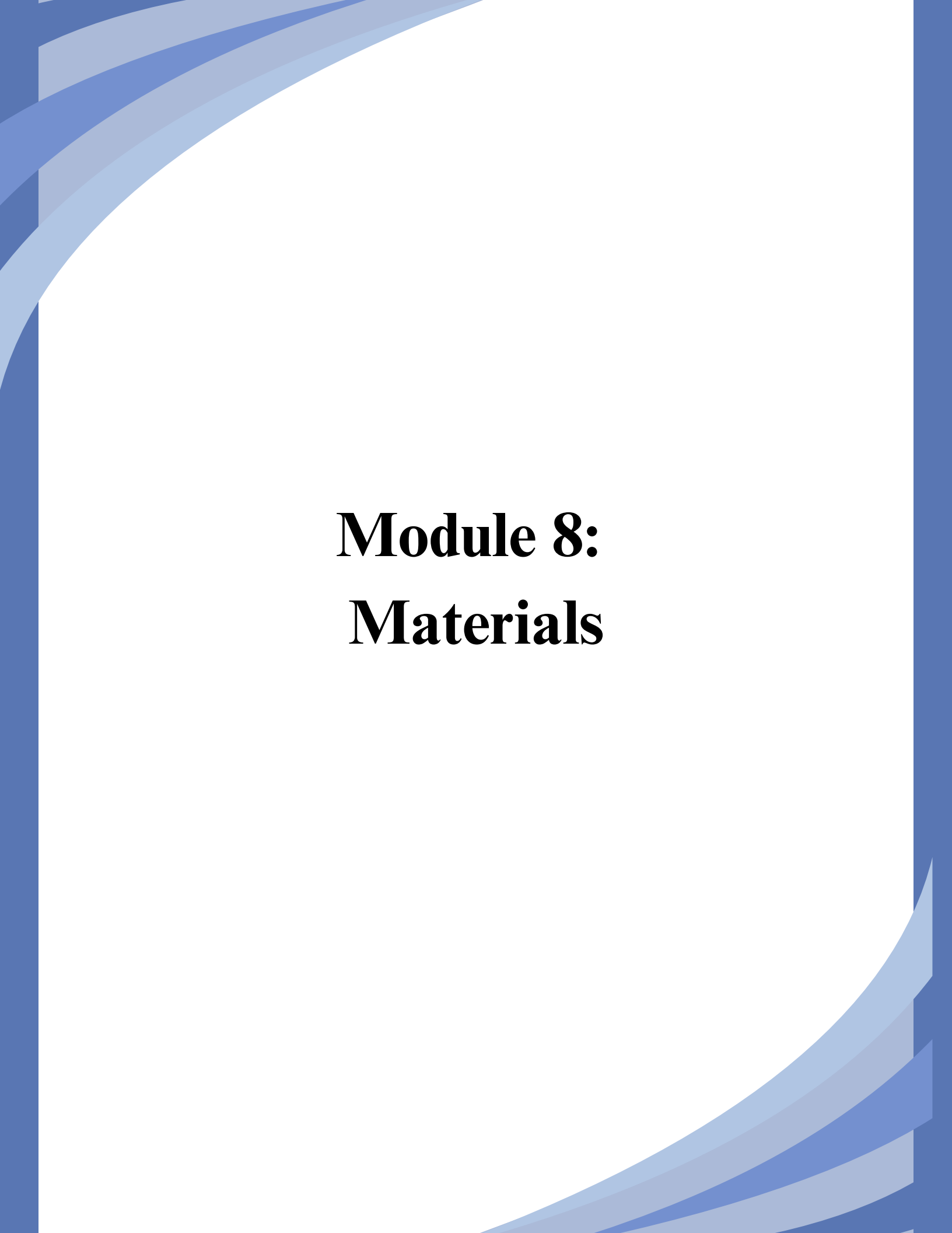
"I love your product and the way it works. I know a few people who could benefit from it, and I've already reached out to them about it."

Flexibility

If you are exploring multiple opportunities, go all-in on every interview. Secure the job offer and then decide which opportunity suits you best. This approach not only gives you options but also provides valuable experience in closing interviews and securing jobs.

Summary Of Interview Preparation

Preparation is key to nailing a sales interview. Present yourself well, maintain a positive attitude, and be ready to demonstrate your skills. Use the presentation framework to tell your story compellingly, focus on your potential over your track record, and always close the interview effectively. Research the company thoroughly and show your enthusiasm for their products or services. Finally, be flexible and open to multiple opportunities, refining your interview skills along the way. This preparation and approach will set you up for success and help you secure the best sales gig for your career.



Module 8: Materials

Message from the Author, Jacob May

“Sales absolutely changed my life forever. What is in this book right here took me from making \$7.25 an hour to making over \$20,000 a month in just six months' time. I promise that if you buckle in, study, and practice, your life will be changed forever. This workbook is more than just a guide—it's a blueprint for transforming your career and achieving financial freedom. Commit to it, and you will see extraordinary results.

Now that the teaching is done and you know what to do, I provided another chapter called “Materials” use this section for practice and live calls. These are the exact things me and my company say on sales calls. This way you have all of the tools.”

I wish you the best,

Jacob May



Module 8: Materials

Module Overview

Appointment Setting Scripts

Presentation Practice Scripts

Greeting Objection Rebuttals

Closing Materials



Module 8: Materials

Appointment Setting Scripts

Business To Consumer Appointment Setting Script

Hello ____ This is _____ from the Real Sales Academy Good Morning/Afternoon
The reason for my call is my CEO Jacob May noticed you downloaded the high ticket sales toolkit and wanted to make sure you got access, did you receive it?
Okay perfect and he also wants to ensure success and get to know our client base
So let me ask you

- What had you interested in high ticket sales?

- Awesome, how much money do you want to make this year?

- How does learning sales help you get closer to that?

- And let me ask you... why is it important that we work on _____ to help you hit _____? So now I know what you're thinking... who is this guy and what is he trying to sell me.... right?

All I'm proposing is a quick 15-20 minute zoom call with my enrollment director where we are going to show you exactly how you can make 250k+/year by answering questions for other companies. The only thing you need is the training and the connections and we'll supply both of those...

All of this is great and all but If we could even help you get a little bit closer to (**X GOAL**) would this be worth checking out?

Awesome. So I now want to make it clear we are looking at an investment into your education to help you better your future and hit your goals. So I want to make sure we're on the same page, how much money do you have set aside to invest into your education at this moment?

Module 8: Materials

Appointment Setting Scripts

Business To Consumer Appointment Setting Script Continued

Perfect and if you didn't see the value we would NOT expect you to move forward.

We want this to be a win win situation. so what time works best later today or tomorrow? AM or PM?

Okay great I look forward to seeing you tomorrow at 6pm EST. Now would there be anyone that you'd want to see this before moving forward? (if yes get them on the call)

Okay, perfect.

Now, Jacob always asks us to make sure everyone does the homework before the Enrollment Interview.

Now don't worry, it's nothing crazy. We just have 3 quick 5 minute videos for you to watch and take notes on, write your goals down and then clear your calendar for the call coming up soon.

Do you think you can get that done before the call on (LIST DATE AND TIME)? Okay perfect I'll email it over shortly...

Would there be any reason besides a zombie apocalypse we don't connect?

And why would you give us the 30 minutes?

What problem would that solve for you?

How would that make you feel if we could fix that for you?

Ok got it so just to be sure you are not nice guying me will you actually show up?

Okay perfect I'll get my recommendation letter to my enrollment director.

Module 8: Materials

Appointment Setting Scripts

Business To Business Appointment Setting Script

Hello _____ This is _____ from The Key Hire Agency Good Morning/Good Afternoon

The reason for my call today is Jacob wanted me to reach out and see if we could add 5 million dollars to your bottom line this year. But to be sure I'm not wasting your time

Do you currently have a sales team?

What's the hardest part about growing your team?

If I could solve that problem, what would that mean to you? What would it be worth?

Let me ask you sir... Why is it even important that we close that gap?

I know what your thinking.... What is this guy trying to sell me.

All I'm proposing is a quick 20-30 minute zoom call with my enrollment director where we can show you how we are going to blow up your business through finding/training and helping you retain salespeople.

If we could add 5 million to your bottom line would it be worth checking out?

Module 8: Materials

Appointment Setting Scripts

Business To Business Appointment Setting Script Continued

Perfect and if you didn't see the value we would NOT expect you to move forward.
We want this to be a win win situation. What day works best, Later today or tomorrow?

Are you free Am or Pm?

Okay great I look forward to seeing you tomorrow at 6pm EST. Now would there be anyone that you'd want to see this before moving forward? (if yes get them on the call)

Okay, perfect.

Would there be any reason besides a zombie apocalypse we don't connect?

And why would you give us the 30 minutes?

What problem would that solve for you?

Okay perfect I'll get my recommendation letter to my enrollment director. See you then.

Module 8: Materials

Presentation Practice Scripts

Transition From Gathering Intelligence

Big Claim, Explain, Solve Pain

Business Course

So this is gonna be perfect for you! The wealth academy is a 5 Thousand dollar interactive business training course tailored to your problems.

Big Claims:

- This is gonna change your life
- This is going to make you a millionaire
- This is how we are going to change your life

Explain:

- By learning the exact strategies on how to build a business you'll have the tools to make the money you want to make
- Imagine getting mentored by someone who has executed and won at those exact problems you're having
- You log in every day and grab a tool and implement it into your business.
- This is like an open note test. You'll have all of the answers in front of you

Solve Pain:

- But this is all so that you can spend time with your family
- So that you can have the freedom you deserve
- So that you can create the life of your dreams
- So you can stop worrying about if your children are going to eat

Trial Close:

- What do you like about that?
- Could you see yourself using this?
- How could you justify spending 5,000 on a business course?
- If half of what I said is true.... Would it be worth it

Module 8: Materials

Greeting Objection Rebuttals

Acknowledge - Validate - Hook

Im busy right now

“Of course your busy john its a tuesday morning I bet you have about 15 fires your dealing with right now. But once I add 5 million bucks to your bottom line you'll be glad you took the call so check this out...”

Stop Calling me

“DONE! This will be the last time I call you. Im sure the 3 calls a day for the past few weeks have been really annoying but either im crazy or I got something that works check this out...”

Im currently working with another company

“Yes I know, Thats exactly why im calling you today. Your paying double for half of the results that we can get you. And A guy like you isnt one that likes to waste money or time so let me get to the point and show you this...”

Call me tomorrow

“DONE! Ill throw you on the calendar for tomorrow I know a guy like you doesnt have time for a cold call. But to be sure I dont waste even more of your time tomorrow let me ask you...”

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Money Objection Framework

Understand

- There are 2 “money” objections that can get mixed up (Wherewithal & Worth)
- Money is never a reason to NOT slap a card (Use your inventory & flexibility)

Step 1: Categorize The Objection

“ Now John, when you say the money... Is it that you don’t physically have the money? Or is it that it’s hard to justify spending the money on this?”

If they can’t justify the money

- Leave the logic part of the close
 - You have a **product or trust objection** that is *covered as a money objection*

If it’s wherewithal

“ Thank you for opening up and sharing that, we would never let money stop us from helping you. If we could find a figure or a plan that works would there be anything other reason you wouldn't pull the trigger?

- Find a payment plan/figure that works for you and the client OR switch products and downsell.
- **It’s common as salespeople to put people on too much product.**
- Do not use that as an excuse to not insist for the client to do the deal

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Spouse Objection Framework

Understand

- People often use the spouse as a smokescreen to nice guy you and resist taking action immediately.
- The key to this objection is to ask the spouse questions through the client to find the real objection.
- If it is the spouse you will 100% have to hammer and hard. If it's a real deal they'll stick with you, the fake ones will blow out and you'll never speak to them again
- Sometimes you simply won't have the DM, and they physically can't do it without the other party.

Step 1: Dig & Collect

“ John, the last thing you should do is make a decision without approval from everyone... But let me ask you... What concerns would the wife have?... ****LIST OPTIONS**** Money? Trust? Budget? Time? Me? The Company? Etc.

If he bites on the list (money, time etc.)

- Leave the logic part of the close (You have the wrong objection)
- Go back to dig and collect and refunnel the deal to logic

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Spouse Objection Framework Continued

If he says the wife will be in

List of closes

- “John, if she’s in then let’s do it!”
- “John your wife doesn’t need you asking her questions, she needs you to bone up and take care of the family”

Probe: “When was the last time you spent *X Amount of Money* Without the wife involved?”

- “John, if you knew you had to talk to the wife... Then why’d you hop on the call today?”
- “John, what is the worst that would happen if you did this right now? Would she leave you?”
- John Just because you’re committing now, I’m going to..” (MAKE HIM A DEAL) “This is a right now deal John. This will be off the table tomorrow because my manager would kill me for doing this. But I want to help you and make this happen for you”

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Hinder Objection Framework

Understand

- Hinder objections are 100% of the time FAKE OBJECTIONS
- 100% time they are complaints & Cover ups that DO NOT NEED TO BE HANDLED
- Very rare when the client gives you Hinder Objections, you have to Isolate the hinder and then hammer logic and how waiting/stalling doesn't make sense...
(Use incentives/Opportunity costs Etc.)
- When you hammering throw dig and collect questions in as bait to find something else

The Process To Handling Hinder Objections

YOU DON'T

- You can't handle something that is fake....
- You shouldn't even be in the logic part of the close with a Hinder Objection
- Hinders are for weak people with no urgency.

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Pain & Truth Closes

Understand

- Almost all of your deals WILL require insistence.
- If and When you run out of closing materials or you don't know your next move..

Pain & Truth Are Your Go To

Pain

- This will only be effective if the Gathering Intelligence was done correctly
- These are examples. Use the framework of how they are set up
- Feel comfortable saying 2,3,4,100 of these back to back in a row
- “ John, theres 1,000 reasons to not do this... But here is why you do it **(LIST OFF PAIN)**

Examples:

- How long do you want to not have enough money to buy your kids shoes?
- The worst case scenario is your family is in the same horrible position... Best case is you can finally have the dream life you're looking for”
- “John, your business has been dying for years... How long do you want to keep waking up not knowing if you're going to make money?”

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Pain & Truth Closes Continued

Truth

- People cling to the truth. Truth is respected even when it's harsh. Use it.
- By saying the truth and making the client say it you establish a "stable datum" that the client can cling to for certainty
- " Look John, the truth is (LIST OFF TRUTHS)

Examples:

- I hear successful people all the time talk about how they did not wait, about how they took the risk and went all in... Do you think that's fake or real?"
- If you don't have life insurance your family's life will collapse if god forbid something happens to you.. You know in your heart you cannot let that happen"
- John, if you don't do this... Would you still have **X Problem**... And do you actually want to solve that problem?"

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Critical Questions Close

Understand

- When you're in the close you know the client should be speaking more
- This comes from you hitting the ball into their court with... Questions
- You're questions need to be hard, direct and filled with certainty
- You should know the answer or at least where it guides you before you ask it.
- Getting yes's and leading the buyer to a logical decision.

FRAME WORK: Critical Questions, Crack, Bait question, Close

I cannot possibly describe every scenario, question or answer. So i'm going to give you an example and explain it

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Critical Questions Close Continued

Example

“ Hey John, quick question before I let you go here...” (PSYCH haha)

Critical Questions

“You’ve been struggling with sales for how long again?” 5 Years

“And does this type of training even solve your problem?” Yes of course

“What about our training actually solves that problem?” X,Y,Z Let him explain

“And if you could snap your fingers and raise your income.. Would you?”

Immediately!

CRACK!

“So John, the reason why you’ve been struggling for 5 years is because you do this every time you make a decision.. You wait. That’s why you don’t have the life you want yet. Is because you wait and you never move. Just like the clients you talk to.... The information to become successful is available and its been 5 years... So let me ask you..

Bait Question

“ Do you actually want sales training?” Yes of course blah blah blah

Close

“Great, let's get you started... Visa, Mastercard or American Express”

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Momentum Closes

Understand

- When you're in the logic phase, lots of the time you need logical momentum to close
- This consists of asking questions and getting the answers you were looking for then asking for the close
- My favorite is the 3 yes close (3 yeses then close)
- You can do it after 1 question that gives you any answer you were looking for (it's about momentum nothing else)
- The specific questions do not matter. As long as it's logical to the buyer

3 Yes Close

Set

"John, I have 3 questions before I hang up on myself here today. Can I ask them real quick?"

Ask

"John, do I have you on the right product?" Yes

"Do you physically have the money?" Yes

"Do you want to retire you mom" Yes

Close

"If it's yes to all 3 then let's do this! You ready?"

Module 8: Materials

Closing Materials
(After you have the 1 real objection)

Surrender Closes

Understand

- This is a pure play on emotions to find out the real objection
- Only a wicked, dedicated and committed sales guy would do these
- Use these when the client is being tough for no reason and has low urgency

1.Surrender

“ John, it’s my fault we couldn’t get you on the product here today. The sad thing is I know how much your life and your family’s life would change if you did this...

So i have to ask...”

“ What did i do wrong?”

What could we have done better?”

“What’s not perfect?”

“Can you tell me the real reason why we weren't able to get you in?”

Note

- The specific questions do not matter
- It’s about tonality - Sound almost defeated - surrender to the deal not being closed
- Then try and pull out the real objection

2.Do It For Me

“ John, if you can’t do this for your success.. Can you do it for mine?”

BEG

“I Haven't gotten a deal yet today and my manager is going to kill me”

“John this is how I feed my family, you know it's the right thing to do, so lets do it”

“You want me to be successful right john?”

Module 8: Materials

Closing Materials
(After you have the 1 real objection)

Surrender Closes

Understand

- This is a pure play on emotions to find out the real objection
- Only a wicked, dedicated and committed sales guy would do these
- Use these when the client is being tough for no reason and has low urgency

1.Surrender

“ John, it’s my fault we couldn’t get you on the product here today. The sad thing is I know how much your life and your family’s life would change if you did this...

So i have to ask...”

“ What did i do wrong?”

What could we have done better?”

“What’s not perfect?”

“Can you tell me the real reason why we weren't able to get you in?”

Note

- The specific questions do not matter
- It’s about tonality - Sound almost defeated - surrender to the deal not being closed
- Then try and pull out the real objection

2.Do It For Me

“ John, if you can’t do this for your success.. Can you do it for mine?”

BEG

“I Haven't gotten a deal yet today and my manager is going to kill me”

“John this is how I feed my family, you know it's the right thing to do, so lets do it”

“You want me to be successful right john?”

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Ben Franklin Close

Understand

- Pure logic
- This is a pros & cons list
- Always do the cons first and down play them “That’s it?” “Just the money, time etc?”
- Read this word for word
- Stat stuff the pros list with word tracks
- List the main objection before they do (It takes power from it)

Ben Frank Close

“John, are you familiar with one of our founding fathers Benjamin Franklin?”

“He's a big inspiration and what he would do when he was faced with a difficult decision he would make a pros and cons list”

“So let’s do that. And if the pros outweigh the cons.. I’m going to ask you to do the deal.

If they don’t? I’ll hang up on myself”

“So let’s start with the cons...”

Word Tracks

Cons

- “John only the money, time, spouse? That’s it??”

Pros

- John you forgot to add the 8pm calls...Do you even like those?

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Ben Franklin Close

Understand

- Pure logic
- This is a pros & cons list
- Always do the cons first and down play them “That’s it?” “Just the money, time etc?”
- Read this word for word
- Stat stuff the pros list with word tracks
- List the main objection before they do (It takes power from it)

Ben Frank Close

“John, are you familiar with one of our founding fathers Benjamin Franklin?”

“He's a big inspiration and what he would do when he was faced with a difficult decision he would make a pros and cons list”

“So let’s do that. And if the pros outweigh the cons.. I’m going to ask you to do the deal.

If they don’t? I’ll hang up on myself”

“So let’s start with the cons...”

Word Tracks

Cons

- “John only the money, time, spouse? That’s it??”

Pros

- John you forgot to add the 8pm calls...Do you even like those?

Module 8: Materials

Closing Materials

(After you have the 1 real objection)

2 Roads Close

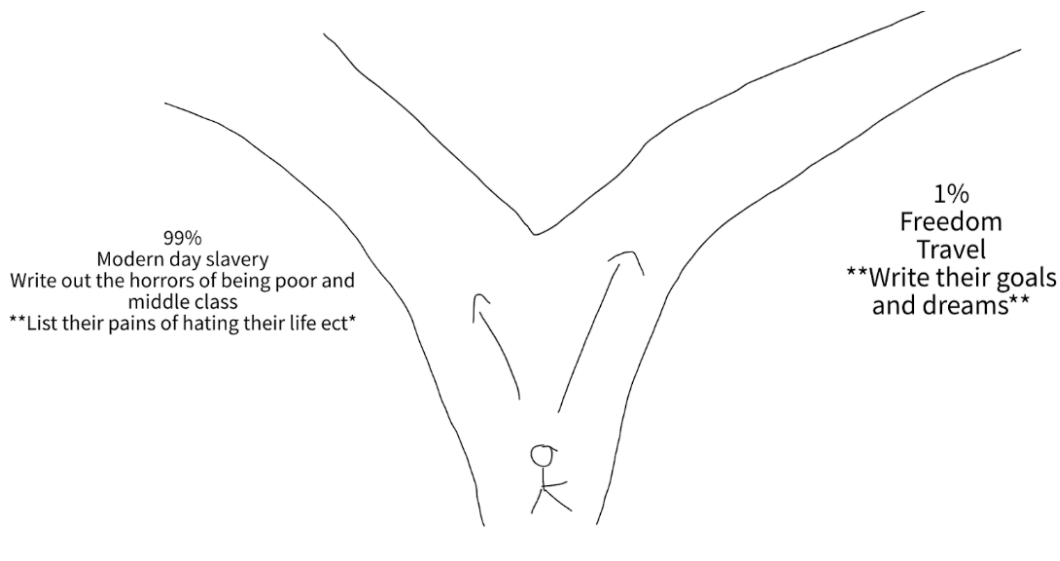
Understand

- This is my favorite close
- You draw 2 roads on the zoom whiteboard or paper if in person
- Discuss the winners on the right and losers on the left
- Use truth about the 99% and the 1%
- Tell them that they can't be a 1%er acting like a 99%er
- List out the life of the 99%
- List out the life of the 1%

This is simply a truth play

Draw it out and tell them they have 2 options

Yes or No



Module 8: Materials

Closing Materials

(After you have the 1 real objection)

Takeaway and Worst Case Scenario

Understand

- These closes can come off disrespectful if you don't do this the right way
- This is a last resort and will result in most people hanging up on you
- There is a time and place to use this

Takeaway Close

“John, maybe you're right. This program isn't for you. We are looking for people that want to move quickly and create the life of their dreams. Not people who want to sit, wait and think about it. So I want to say thanks for your time but maybe this isn't for you.”

Then go silent and wait....

Note

- If they show interest “wait wait I really want to do it” go back in
- If they agree you just lost a prospect
- There are a ton of forms of this type of close where you take it away. This is just an example to test how serious they are.