

# **TOP PLAYER ANALYSIS AND**

## **WINNERS WRITING**

### **PROCESS**

**Business Type:** *Marketing Agency*

**Business Objective:** *1k\$ in Revenue this Month*

**Funnel:** *B2B DIRECT SALES funnel*

### **WINNER'S WRITING PROCESS**

#### **1. Who am I talking to?**

*((High tickets clients like Agencies: SMMA , Marketing agencies [could be in the same niche] Big Discord Business Servers like etc... [NOT TO TARGET] - Cafes , restaurants , clothing brands etc...or people having small businesses on discord [waste of time])*

#### **2. Where are they now?**

*They are focusing on their business and how to get more clients...**get their attention by your outreach.***

#### **3. What do I want them to do?**

- 1. Get their attention by a good outreach*
- 2. Try booking a call somehow , text sucks.*
- 3. Somehow convince them that your leads are high quality [never try selling for too cheap or they would just think you have a low quality lead]*

#### **4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

1. *Make them feel safe around you [ they should feel they are at the right place]*
2. *Show testimonials [**Convince them your service is better then others**]*
3. *Make a trust, a bond with your client so you can convert them into a big sale*

## DRAFT

### EXAMPLE FUNNEL – B2B DIRECT SALES FUNNEL



## FUNNEL

### 1. **Receive DM/EMAIL/COLD CALL** *((Getting Attention))*

*((No one even reads an email , focus more on DM on discord and insta and COLD CALLING))*

### 2. **Check Online presence** *((Building trust and desire))*

*(( Whenever outreach always give your website [[www.codeferno.com](http://www.codeferno.com)] and testimonials to build trust and desire))*

### 3. **Book Sales Call** *((Convert that attention/trust/desire into money))*

### 4. **Attend the sales call** *((Convert that attention/trust/desire into money))*

- *Always be nice*
- *Dress professionally and accordingly*

- Always be nice
- Take ownership

## 5. **Sell**

- Never get to Salesy , if they do not want your service just say “ **appreciated your time have a nice day and hope we do business in the future** “
- After getting the client and providing them the service don't just sit like a dummy but also keep a bond with the client and make more money in the long term

## **CURRENT PROBLEMS AND HOW TO SOLVE THEM** 📌

- Low ticket clients

(( Instead of cold outreach on small service sellers on discord.... outreach more to big agencies on discord and on Instagram , and prefer cold calling >>> cold outreach ))

- Bad outreach

(( Small team , not a eye catching script , instead of focusing outreach on all socials , focus on insta , discord , twitter ))

- Small team

(( Use these Servers to mass hire outreachers, more outreachers = more sales ))

Servers:

<https://discord.gg/2jQQP7pD>

<https://discord.gg/zQ9pr5Jk>

<https://discord.gg/UvUuJmGc>

<https://discord.gg/connectify-jobs-hire-marketplace-1041086031165915177>

<https://discord.gg/VGbXg2CT>

<https://discord.gg/xFXZWnHH>

<https://discord.gg/friends-jobs-eggways-1194651832488828958>

<https://discord.gg/publish-advertising-grow-your-server-1132758806682685621>

<https://discord.gg/WsDcS6d2>

<https://discord.gg/hire-talent-find-jobs-975253371609055302>

<https://discord.gg/UHpUqP8W>

<https://discord.gg/HS4nNzM5>

<https://discord.gg/X79wvrQW>

## **SCRIPT**

"Hey [Business Owner]! Are you finding it tough to get high-quality leads and book appointments for your business? No worries you are at the right place , At Code Ferno, we specialize in helping businesses like yours scale with top-notch leads and efficient appointment setting for very affordable pricing. Let us take your business to the next level!!

[Call link]

[Testimonials] (optional)