

Strive for the Ideal

Goal: Close 1000EUR Project

1. Upsell my clients on a 1000EUR Project (Problem: Both of my clients are currently on vacation one will return on August 23rd, the other on August 25th)
 - a. Discovery Project needs to bring in results AKA money In for my client
 - i. Already secured this with one of my first clients (2000EUR money in for them with one Email to their list of 84 customers)
 - ii. The Email campaign with my second first client is currently running and I will get the results once she is back from her vacation on August 25th
 - b. Pitch them on a big project that fits their current situation and will bring them massive results
 - i. Analyze their current business situation and needs
 - ii. Look at what top players are doing
 - iii. Come up with an applicable marketing solution for their current problems and get feedback from TRW chats on it
 - iv. Make a detailed plan and presentation on how exactly this project will work
 1. What will be changed or added to their funnel
 2. Stats on expected results (e.g. “there are 400 monthly searches for Day Spa in our city”)
 - a. Use simple logic and Top player examples as prove
 3. Costs
 4. Dream state on how their business will look after the project
 - a. Use an important goal they already shared during the first sales meeting with them

- v. Overdeliver with FV before the pitch to increase your perceived value
 - 1. Already finished FV for both of my clients and I'll either send it over to them once they return home or give it to them in the meeting (get advice from TRW on what would be better)

2. Close a new client for a 1000EUR Discovery Project

a. Have a sales call or meeting scheduled

- i. Test your way to success with the Outreach message
 - 1. Different local businesses, or businesses all over Germany with the same type of business as the clients you already have?
- ii. Open the email
 - 1. Short SL making them curious
 - 2. Something that's relevant to them
- iii. Read the email
 - 1. Short with only a few sentences
 - 2. No long paragraphs, leave spaces
 - 3. Make sentences as short as possible
- iv. Respond to the email and ask for a call/meeting
 - 1. A business outcome they care about
 - 2. Trust in the idea
 - a. Something that worked well for a competitor that's in the same niche and situation as them
 - b. Simple logic and proof by linking claim to an aspect of their individual business
 - 3. Trust in Me
 - a. Social proof of 2 other clients and great results for one
 - b. Local (part of the same tribe)

b. Getting them to say yes to a 1000EUR Discovery Project during the Sales Call/Meeting

- i. Use Micah's Sales Tactic to close 1k and above Discovery Projects
 - 1. Go into the meeting prepared

- a. Look at top player funnels, their target market and current situation of their business
- b. Go through the SPIN Questions on the Sales call with the only focus of getting every Piece of relevant info you need
- c. Schedule them on another call
- d. Once done you analyze their business and top players with the extra info you gathered and put together a detailed pitch presentation
 - i. What will be changed or added to their funnel
 - ii. Stats on expected results (e.g. “there are 400 monthly searches for Day Spa in our city”)
 1. Use simple logic and Top player examples as prove
 - iii. Costs
 - iv. Dream state on how their business will look after the project
 1. Use an important goal they already shared during the first sales meeting with them and present the long-term vision
- e. Take one important piece from the presentation and present it as the Discovery Project
- f. Close them on the 1000EUR half up front, half at the end deal