Sales Training Call — Brit Forrester

DM Conversations, Follow-Up Calls & Positioning

Intro: Why This Training Matters

Most people are chasing the "winning script," but the reality is most scripts are already good. What's usually missing is positioning — the slight verbiage shifts that determine whether someone takes the next step, feels chased, or feels overwhelmed with information.

Today's session covers a few core sales hacks, then opens up for Q&A. The goal: walk away able to implement immediately, and come back next session with real examples (screenshots, conversations) for a group audit.

Mindset: Sales as an Act of Service

A lot of people feel "salesy" or "pushy" discomfort around sales in this industry — nobody wants to feel like a car salesman. The reframe: think of the sales process as benefiting **both** parties, not just you.

The prospect doesn't yet have the belief in the industry, company, product, or team that you do. Your job is to advocate for their "why" when they don't have the confidence to yet — that's an act of service, not manipulation.

Mental check: when hesitating to ask for the sale, ask yourself — *"Who am I robbing of this opportunity by staying quiet?"* This shifts the focus off your own fear and onto the person you can help.

Two failure modes to avoid:

- **Too scared to sound salesy** → you hold back and the person misses out.
- **Too focused on the commission/rank/sale** → it becomes about you, not them.

The fix in both cases: lead with value, ask more questions, be interested rather than trying to be interesting. Better questions → better information → stronger positioning for the invite.

Confidence Is Contagious

If you're wobbly about the product, comp plan, or opportunity, the prospect feels it. Compare:

- ❌ "I think this could be for you... maybe? What do you think?"
- ✅ "I know this is going to help you move from A to B. The next step is jumping on a call, or going through the webinar and bringing your biggest takeaways so we can unpack them together."

If you notice yourself feeling wobbly, treat it as a signal — go find the gap (training, testimonials, upline support) and close it. Your prospect has to *borrow* your confidence since they don't have their own yet. If you're not confident, they can't be either.

Sales Hack #1: The "Yes Ladder"

Concept: Get small, incremental "yeses" from the lead before asking for the big yes (a purchase, a call booking, a product selection). Each small yes makes the next yes easier — momentum makes it harder for someone to suddenly say no.

How to build one — without needing new questions: Simply reflect back what the lead has already told you. Example flow in the DMs:

1. Ask open questions to uncover pain point, desire point, and what they've already tried that didn't work.
2. Reflect it back as a confirming question:
    - *"Just to confirm I've got this right — you want location independence and to choose what your Monday mornings look like. Is that right?"* → Yes.
    - *"And what's currently keeping you from that is needing to go into a 9–5. Is that correct?"* → Yes.
    - *"You've tried digital marketing before, but it didn't work because social media felt hard to nail. Is that right?"* → Yes.
3. By the time you present the offer, you're not saying "here's a webinar about Amare" — you're saying: *"Based on what you've shared, the next step is this webinar that shows you how to get flexibility on Monday mornings without answering to a boss, and simplifies social media."*

The positioning is dramatically stronger because it's built on their own words, not a generic pitch. You don't need new information to build a yes ladder — just pain point, desire point, and what hasn't worked, reflected back before the invite.

Sales Hack #2: Assumptive Language

Concept: Speak as if the prospect has already said yes — remove the grey area of "are you interested or not."

Weak (avoid):

> "I'm really excited for you to potentially look at joining the team. Do you have any questions, or when do you think there'd be a good start date?"

Strong (assumptive):

> "What I'm most excited for you is getting your product sent out Monday morning. I can't wait for you to meet the team Thursday night, come to conference, and jump on our first coaching call together."

This applies just as much in the DMs when inviting someone to look at a product. Common weak spot: *"Which product do you want to look at?"* or *"Which bundle is best for you?"* — this signals you don't know, and the prospect (who knows even less) gets overwhelmed and ghosts.

Better: Based on their stated pain point and desire point, confidently recommend a specific bundle:

> "Based on what you've said, this is what I recommend moving forward. What are you most excited to try?"

They borrow your confidence because they're new to the product — they don't have their own conviction yet.

Sales Hack #3: Decision Urgency (Done With Integrity)

Urgency gets a bad reputation because it's often faked — false scarcity ("only 3 spots left") or deprivation-based framing ("you'll miss out if you don't act now"). This creates negative feelings and misalignment.

Reframe: Urgency should be about **rewarding fast action**, not punishing inaction.

Examples of reward-based urgency:

- An extra 1:1 call to help them hit their first $10K
- Access to an extra tool
- A free bonus product

Time-boxing still works (e.g., "the next 3 people who join get X within 24 hours") — but the framing is a bonus for moving now, not a penalty for waiting.

Mindset shift: urgency isn't about forcing a "yes" — it's about getting someone *off the fence*, whether that lands as yes or no. A "no" now isn't necessarily a no forever; they may need another exposure point later. Getting a clear no sooner is more valuable than staying in limbo. This also reduces your own attachment to the outcome — which prevents "commission breath" (desperation energy that prospects can sense).

Buyers tend to take as much time as they're allowed to decide — so external, integrity-based urgency helps move them to a decision either way.

Sales Hack #4: Emotional vs. Logical Buyers

Most buyers sit somewhere on a spectrum between emotional and logical decision-making. Reading which side someone leans toward lets you tailor your approach.

Emotional Buyer

- Decides based on feeling/intuition — *"Does this feel right? Do I feel safe taking this step?"*
- Justifies the purchase with logic *afterward*.
- Talks about how they feel or want to feel; less focused on price, data, or research upfront.

How to present to them: Lead with feeling and identity outcomes.

> "Let's get you feeling closer to that. This webinar shows you how to feel ease and flow on Monday mornings, and more flexibility in your life."

Logical Buyer

- Decides based on information and analysis — ROI, odds of success, testimonials, comparisons to competitors.
- Talks about logistics and facts; more hesitant to open up emotionally.

How to present to them: Lead with data and proof points.

> "45 minutes of your time will teach you X, Y, Z. Here's a success story that built X result in X timeframe."

Same webinar, same product — different framing depending on who you're talking to. Most network marketers use one generic script regardless of the person; adapting your positioning to the individual's communication style is what makes you stand out and feel less "cookie cutter."

Implementation Homework

Before applying this to new conversations, go back through your **last 20 DM conversations** and audit them:

- Am I using assumptive language, or leaving grey area?
- Am I building a yes ladder by reflecting back pain/desire points?
- Have I identified whether this person is an emotional or logical buyer, and adjusted accordingly?
- Am I creating integrity-based urgency (rewarding action) or deprivation-based urgency (punishing inaction)?
- Where did a conversation stall, get "friend-zoned," or go quiet — and what could I have said differently?

Bring one practiced conversation example to the next session for group feedback/audit.

Q&A Highlights

On ManyChat / automated keyword responses

Rather than auto-sending the resource (webinar, freebie, etc.) the instant someone comments a keyword, send an automated reply that asks a question first (e.g., *"Tell me more about what you're wanting to work towards"*) to get them talking before you personally jump in. This works well up to a moderate lead volume; at high volume (50+ leads/day), a qualifying form before personal follow-up may be more manageable.

Meghan's contribution

Shared plans to fold this training into the team's automated "closer" messaging for added context, and gave an example of a natural, non-salesy DM exchange that started from a casual comment rather than an intentional pitch — reinforcing the idea of asking genuine questions rather than defaulting to a script or "sending them straight to something."

On presenting product/pricing after qualifying a lead

Before offering a product or price:

1. Confirm pain point, desire point, and what they've already tried that didn't work.
2. Ask what they're willing to invest **per week** (not per month — weekly framing tends to surface a higher number) toward solving this over the next 4 weeks.
3. Select a single product/bundle recommendation that (a) matches their stated goals, and (b) comes in roughly $10–20 **under** their stated budget.
4. Present *one* offer — not a full catalog. A single, well-matched, under-budget recommendation removes price objections before they come up (they already told you they can afford it) and avoids the common failure mode of the prospect defaulting to the cheapest, least-effective option out of confusion.

Presenting a full product list or cart share tends to overwhelm prospects, leads them to under-purchase, sets them up for a poor product experience, and reduces repeat customers.