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STEP 1 - Prior to Sales Call - Preparation

5 minutes before the call make sure you do all of the following:

- Make sure that you are in a quiet room with no interruptions
- Use your phone with headphones so that your hands are free for taking notes and expressing
- Make sure that you are recording the phone call
- Print out the survey questions and have them in front of you
- Have a pen and notepad in front of you
- Don't have a screen in front of you, dim your screen or close your laptop
- Release all attachment to the "YES" and put all attachment onto "Accurate Diagnosis"
- Lose all the emotional baggage from the day or previous calls, be tranquil and focused
- Have the number ready to dial and make sure you dial the very moment the clock hits the minute

STEP 2 - The Warm Up - Take them to dinner first

"Hi Nancy, James from _____, how's it going?"

Where are you from?

How's your week going?

Cool, so Nancy, I know how busy you are so we can dive right into this call and get started, does that sound ok?"

PERFECT

Be in Control by Stating EXACTLY how the call will go:



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“Ok, so Nancy, the way this will go is first I’ll ask you a few questions about your job/business and then your application so I can get a better understanding of how I could help you. Then if we both feel this is a good fit, and we are both confident I can help you, and I will explain what I am offering and how it works.”

“Then once we make that decision together, we can move forward or not.”

Sound Fair?”

(DO NOT SAY ANYTHING UNTIL NANCY ANSWERS)

Find out WHY they are interested in your services.

“Nancy what was the motivating factor you (booked a call, filled a form out on my site, called me from my ad etc..)”

*If they come right out and say their problem, then GOOD move to the next part, if not ask more probing questions.

“How long have you dealt with this?”

“What do you mean?”

“Tell me more about that?”

“What other avenues have you tried to deal with this?”

Now you NEED to understand their current Situation:

“Ok what EXACTLY are you selling?”

“How do you price that?”

“Who is your “BEST” Customer?”

“Why should someone buy from you and not anyone else?”

“What issues do people have that they buy what you sell?”



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“What is the sales process from stranger to customer?”

*You don’t need to bang them on the head here, just ask one or two and they will talk and talk, promise.

It’s time to buckle down and show them the PAIN

“How do you currently get customers?”

“How much does it cost to acquire a customer?”

“Do you have a sales process in place?”

“Do you like this style/process for your business?”

*Here they will stumble a little, and realize they need help.

“Let me ask, exactly, on average, how much do you make per month?”

***SHUT UP**, and let them answer...Don’t let them get away with an arbitrary number. You want an actual NUMBER.

Pain is out in the open - Now find out what they want

Now you know what they are currently making....now find out exactly what they want to be making...then you will find out **WHY**.

“Ok Nancy, you are currently making \$xx,xxx per month in your business, how much do you want to make let’s say in the next 12 months per month?”

GET THE ANSWER...WAIT even if there is a loooonnnngggg pause.

Pain is out in the open - Now find out what they want

“Ok great, what’s the reason or motivation behind wanting to achieve that monthly income?”

Let them dive deeper into the WHY...if they are still a little resistance with opening up, ask them another question.



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“IF in a year you achieve \$xx,xxx per month, how would that affect other areas of your life like family or friends? Tell me a little bit about that...”

Pain is out in the open - Now find out what they want

Dig deep into their sole...and I'm not kidding...don't let them tell you they want to go from making \$10K a month to \$15K a month....that's bullshit.

They should want to double or triple their current income...and if they don't let them know they need to think bigger...

Bring them into the state of realization

“Ok Nancy, so you're making \$5,000/Month and now you told me you wanted to make \$15,000/Month...., so why haven't you achieved that yet?”

There will be some answers you get, but what you are looking for is:

Can't or don't have time

Need a better system in place

I can but want to do it FASTER

You want them to say 1 of these 3 things....

The commitment with emotional preclose

“Nancy, you are making \$5,000/Month so why not just stay there and be happy with that?”

“Not having \$15,000/Month, how has that affected other areas in your life?”

“I see, so when do you want to fix this?”

“I understand, everyone says NOW, but how committed are you to fixing this now?”



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This is powerful because emotion will play a HUGE part in this, so let them get down and dirty with their emotion.

Ask for Permission to share your offer

“Nancy, these are powerful reasons you want to make more money, and I feel how committed you are, so I would love the opportunity to spend the next 5-10 minutes sharing what I do and how I could help you.”

“Is that ok?”

GREAT!

Finally, give em your goods

“My area of expertise is referral/lead generation using LARGE advertising platforms that people use every day by placing small simple ads.”

“I normally work with, xxxxxxxxxx and I help them generate More Business online.”

This will be weird, but after you say these things, shut up...

You want them to think, “hey that’s me, this is perfect!”

If you must, after 10-15 seconds of silence, ask

“this sounds right up your alley right?”



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Give them what they want...your services and how it works

If done properly, this is where they will ask you how much, or what's the next step. This is where you present it CLEARLY without SOLVING THEIR PROBLEM. If you solve their problem on the phone, they DON'T NEED YOU ANYMORE! EXAMPLE:

"I run PPC for Taxi Companies."

Well, they can now go do it themselves, or have tried it in the past and it didn't work.

Write this out yourself because everyone is different.

Example on Not Solving and being Vague

Normally when we work with (niche) we always start off on a Trial. I understand the struggles we just talked about so the reason we do this is so we can "prove" ourselves and our promises to people like you. I have noticed in this industry, a lot of you (owners) have gotten ripped off in the past with people promising the world, or forcing 12 month contracts down your throat.

I am different, I will help generate you referrals for a set price, which we will discuss in a few minutes and then at the end of the trial, I'll call you up and we can discuss the future. How does that sound?

Questioning

Obviously they will now ask questions which is fine...

Here is where they will get comfortable with your offer and ask about how you generate leads, what platforms...it's ok here to be more specific, but keep it simple...

"we generate some leads using FB and some using PPC and sometimes youtube...it varies, but in the end all you care about is leads/referrals correct?"

They will ask price...here is where you BUILD IN:

"Incentive Pricing"

Incentive Pricing....



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This 1 piece will help you close more people immediately...(example)

Normally, my fee is \$1,000 to setup the backend, then \$850 for the trial which for me is the most work since I have to learn about your area, bid amounts and all sorts of stuff you probably aren't so concerned with, BUT I have found individuals who make decisions on the phone turn out to be my best clients, and amazingly enough, has the best success. That is why I have something I call **incentive based pricing** where if you make a decision on the call with me today I will rid the setup fee and only charge you the trial price.

SHUT UP SHUT UP SHUT UP SHUT!!!!

Can last 1-2 minutes sometimes...don't give in, be strong.

We want to hear:

Great lets do it.

What's next?

How I pay?

Be ready to take the card NOW...do not let them force you to send an invoice, and if they want a paypal link, do not hang up!!!

BOOM!!!!

Objections, Objections, Objections Screw YOU Objections!

YES OR NO THAT'S IT!!! No other answer at this stage is good enough.

Don't allow them to say:

- Send me something via email
- I need to talk to my wife
- I need my business partner



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- I need to think about this

How to Handle them?

Allow objections to come to surface then answer them.

Objections, Objections, Objections Screw YOU Objections!

If their objection is time, answer with this...

“I understand, however is there something we can talk about now to eliminate the worry in your mind?”

If you can't overcome it, the only thing you can do is SET UP ANOTHER TIME TO SPEAK WITHIN 24 HOURS!

First, friend them on Facebook and tell them you did, and you will send a reminder 15 minutes before the call back.

Allow incentive pricing for 24 hours

Objections, Objections, Objections Screw YOU Objections!

I am BROKE or can't afford it!

“I understand that, and I remember feeling the same way when I invested in my last Coaching program. I was nervous and scared, however I understood I couldn't afford not to. You told me you need to “double” your business, correct? So how can you afford not to move forward?”

“Is price the issue? How do we move forward today...let's work together to make it happen”

“You scheduled the call because you are short on money, so I think you can't afford not to move forward”



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I need to get back to you when I have more money.

“Ok, I understand, but let’s look at that for a second. We spoke about how you are struggling to make enough money, what makes you think if you continue to do the same thing, without my help, you’ll magically have that “extra” money to move forward.” “Seems silly right?”

Exactly

“So how do we move forward today to get that extra income you desire?”

Objections, Objections, Objections

I need to think about this.

“Great, I encourage thinking, which I believe you probably did a lot of thinking already on the phone...so what haven’t we discussed over the phone that you need to think about?”

(Discuss a little of any questions they have)

Worst case, get them back on the phone under 24 Hours.

Objections, Objections, Objections

Timing sucks right now..but sounds great.

“Interesting, well I felt that you believed timing is perfect. You just went through all the reasons why you want to move forward, and now timing is not right? Ok, so if that is true, when will timing be right to put your goals and dreams FIRST and not after everything else?”

Worst case, get them back on the phone in under 24 Hours.

Objections, Objections, Objections

I need to talk to my partner....

“Great, let’s get them on the phone now.”

Worst case, get them back on the phone in under 24 Hours.



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