

How can I improve my backdrop for sales calls?

Putting tiny decor on my sides like a barstool with a few books on them

Attention-grabbing posters on the walls behind me.

Putting up the American flag, hang it vertically.

It must be well-lit by keeping both blinds open and turning on the overhead light. It'll be even better if it's a sunny day outside, letting some natural sunlight in

Wear a nice polo shirt or dress shirt, get a haircut & trim your beard, use beard oil

Rapport building Questions

1. *Good morning/afternoon/evening; how are you?*

(when they tell you how their day is, maybe they'll let you know what they just finished doing)

Oh really, how's that going? or How does that work?

2. *How has your week/day been so far? How has your last week/day been?*

3. *What has led you to do this? What's your business' purpose?*

Begin with light and casual topics like the weather or shared experiences like attending the same event.

Keep it in a light, friendly tone throughout

Situation Questions

- *What's your business's origin story/How did you get started?*
- *What are you currently doing for marketing?*
- *Where do you want your business to be? Where do you want to go? (dream outcome)*
- *What would it look like if you fixed everything about your business?*

(Repeat what they said to make sure you understand correctly. It indicates you're listening to them)

Problem Questions

- *What's keeping you from hitting your goal?*

- *What mistakes do you think you're making?*
- *What have you tried that isn't quite working?*

Implication Questions

(Goal: Help them see what the consequences are for solving or not solving their problem)

- *What will your business look like if you DON'T overcome this main roadblock in the next few years?*
- *Is this problem affecting other areas of your business? How so?*

Needs/Payoff Questions

(Goal: What they hope the payoff will be once their problem is solved)

If you can solve this problem, how much more revenue will that bring your business?

How valuable will that be for your business in the future? When they tell you the revenue, say, "That must be super valuable to you."

What's it worth to you to solve this problem?

Discovery Project

(Goal: establish a benchmark for future businesses)

Once you've determined how valuable it is for them to solve this problem, **summarize what you just talked about.**

Now you say, *"Here's what I recommend"*.

LAY OUT EVERYTHING THEY NEED TO DO FROM NOW UNTIL THEY'VE ACHIEVED THEIR GOALS.

THEN you say,

"Okay, so instead of doing this entire project and pitching you on a big monthly retainer or something like that, let's take it slow and start with what I like to call a 'discovery project'.

Let's take the first step of this big plan to [get your business to where you want to go], and let's do a project where I... ex: send five emails to a segment of your list to promote this specific project.

This smaller project will be a chance for me to get to know you and for you to get to know me, to get a feel for what it's like to work for each other, and to see if we're gonna be a good fit moving forward; [to help you achieve your goals.]

How To Handle Objections

If they say No, quickly find out why.

3 things keeping them from saying "Yes":

1. They don't like you or trust you.

What to do: reassure them to remove any doubts or fears.

2. They might not like your ideas, or they don't believe your solutions will help them.

What to do: Ask them follow-up questions.

"What is it about my solution that you don't like?"

"Why don't you think it'll work?"

"What do you suggest?"

OODA LOOP back and explain why that's THE BEST solution for them.

Do your research in the market, and mention the TOP Players

3. They might not have any money.

What to do: Leave them!

What To Do When They Say Yes

Lay out the rest of the Discovery Project.

Say: *“Great! Here’s how the rest of this is gonna work: When this call is over, I’ll send you an invoice. What’s a good email address for it?”*

(send an invoice via Stripe, Wise, or whatever payment processing system you use)

Say: *“After I send the invoice, we’re gonna do a little bit of a research phase where I’ll ask you a bunch of questions about your target market, access to your testimonials, access to the product/service you’ll be selling. Things like that.”*

Goal: understand their target market, avatar, and products or services. Gather as much information as you can to understand their business. Understand the discovery story of their product.

Take 2-3 days to do the research process.

Create the first draft & send it with an email saying:

“Here’s the first draft. It’ll be rough, and it won’t necessarily match your voice. But that’s the whole point of this first draft: for us to go back and forth through a revision phase. I send you a Google Doc. You can make comments, and I make the changes. We’ll go back and forth, fine-tuning it until we get something that matches your voice, goals, audience, and brand.

Research Questions to Ask Your New Client

(Tell him you'll send him some questions to get a better understanding about the target audience.)

Who is your target audience?

What kind of people do you want your business to reach?