

The Plan - For The Ideal

1. Define Objective
 - a. What is the goal?
 - i. Close a new client on a R19 000 project.
 - b. How will I know I've achieved it?
 - i. I send them a Whatsapp, confirming the price and the project, and they respond in agreement. Additionally, they have then sent me R9 500.
 - c. When is my deadline?
 - i. 11 September, 2024
2. What are my objectives?
 - a. Objective #1 - get at least 1 sales call/meeting booked
 - i. **Deadline: Thursday, 15 August, 2024.** *Tebogo, we've done this before. This is easily achievable by Wednesday.*
 - ii. Each day from Monday-Wednesday this is what we are doing:
 1. GWS1: list 15-20 local prospects
 2. GWS2: reach out to all of them, using Professor Andrew's local outreach template
 - b. Objective #2 - get an understanding of the prospect's business, and schedule the "close-call"
 - i. **Deadline: Wednesday, 21 August 2024**
 - ii. 1 GWS: top player analysis
 - iii. 1 GWS: prepare SPIN questions
 - iv. Have the first call/meet
 1. **Tebogo, this must be very clear throughout the call:** the aim of this call is for me to understand their business, build rapport, understand their business and semi-seduce them. You get what I am saying here, NO SELLING. Look fresh, clean, flirt, make them laugh, be compassionate. That's all.
 2. Schedule the follow-up call
 - c. Objective #3 - prepare a bullet-proof pitch
 - i. **Deadline: Monday, 26 August**
 - ii. 2-5 GWS on market research. *The exact number of GWS allotted will depend on how much time we have between the first call and the second one.*

- iii. 2-3 GWS: draft a plan and a pitch and have it reviewed by experts
- iv. 1 GWS: refine my plan
- d. Objective #4 - close the deal
 - i. **Deadline:** Monday, 2 September 2024
 - ii. Get a haircut.
 - iii. Attend the call/meet relaxed and abundant
 - iv. Pitch to them for R9 500 upfront R9 500 after and close them live.
 - v. Text them to confirm the deal and take a screenshot
 - vi. Post the win in #wins
 - vii. Give all glory to God