Sales Call Prep Mission

1 - Set up your backdrop for a video call and decide how to improve your dress and grooming

2 - Write out 2-3 questions you can use to build rapport with another person on a sales call

3 - Write out example Situation, Problem, Implication, and Needs Payoff Questions you can use on a sales call

1. I have a window behind me that reflects light from the back. Here I have bought a ring light, for the remaining part you only see my wardrobe closet and my grow kit, which I will hide for a sales call.
Also to improve my dress and grooming, I will shave before the call. Wax my hair, shower, wear blue jeans, and buy myself a Polo shirt, or something fancy but not over the top. For now, I'd wear a plain T-Shirt.

2. Good morning/Afternoon (name), how are you doing today?
Where are you from? (exchange information and get to know them)
What do you do in your free time or for hobbies?
Why did you decide to get started in this type of business?
How long have you been in this Business?

3. 2 Scenarios/
A) The business sells fitness programs and supplements but has too little revenue, and nobody's buying their product. They have a cheap website and sales page, also the conversion rate on their landing page is very low.

   Situation: First I'd say they'd have done a great job of making a website, but that there's room for improvement.

   What have you done so far to make your business known to your audience? What have you done to get revenue? What do you want to reach in your business and what have you done to reach that?

   Problem: What's keeping you from reaching this goal? What have you attempted before that didn't work? What mistakes are you making that you wish you could change?

   Implication: What would your business look like a year from now if people didn't buy this product? (after the answer I'd ask) What will your business look like 1 year down the line if people started purchasing it? What would selling this product change about

your business and life if you continued for 2 years? How would your revenue look if your conversion rate went up by 100%?

Needs/Payoff: So the problem is that you're not selling enough of this product, and the implication is that it's gonna be a crucial part of establishing profitable revenue, preventing you from winning in the market.

Here it comes, "If you're able to solve this problem and get more people to purchase your product, how much more revenue is that gonna bring your business or how valuable is that going to be in your business today or in 1-2 years?"

Here's what I can recommend, before we start on your email sequences, newsletter, landing page, and sales page optimization, let's first work on a discovery project to address the specific gaps in your marketing strategy.

We'll start off with a small chunk of it, starting with an email newsletter and small 1-4 email sequences. This is a good chance to evaluate our work together and see what results come from this strategic approach.

B) The prospect has a workout and diet program but isn't selling much, he doesn't know where his problem is and thinks it's his sales page.

Situation: How did you get started in your business? What are your goals for this business? What target market are you trying to reach? What are you doing to go to where you wish you want to be? (At this point I'm critically listening and absorbing information)

Problem: Now I know why they haven't reached their dream state, I'd ask them "What's keeping you from reaching your desired goals? What have you done in the past that hasn't worked out for you? What mistakes are you making that you wish you could fix?
(I'm trying to identify the problem)

Implication: Where do you see yourself and your business in 1 year if people never bought your product? Where do you see yourself if you made key changes and people started purchasing your product, how does that change your business 1-2 years down the line? Where do you see yourself in the future if your business did skyrocket and becomes successful?

Needs/Payoff: Let's say you become solve all problems standing in your way, and people buy into your product, how much more revenue would that bring your business in 1 year, and how valuable would that be for your business in 1 year time?

Here's what I recommend: We can work on the email sequences, newsletter, sales page optimization, and website after we do a small chunk first as a discovery project to see how it goes, we can write simple lead funnels and go on from there, "Hey instead of 10k euros for a full-funnel build-out, we're gonna do this small tiny discovery project for 850 euros, for example.