Summary of Key Points from the Sales Call Strategy Video

1. Situation Questions:

The **who** you are marketing too, and **how** there are selling.

- Understand the business background and current marketing strategies.
- Ask about how the business started and the narrative leading to the present.
- Determine current marketing methods: SEO, word of mouth, ads, etc.
- Identify their best and worst customers to understand the business’s ideal target audience.

2. Problem Questions: www

Dream number, What **challenges** you faced to get that goal, speak then **rephrase**.

- Use situation questions to identify initial problems.
- Ask about the business’s goals (e.g., desired revenue, number of new customers).
- Investigate challenges faced in reaching those goals and why previous strategies failed.
- Summarize and confirm understanding of the problems stated by the client.

3. Implication Questions:

What will happen **if you don't** get this problem fixed?

- Explore the consequences of not solving the identified problems.
- Discuss potential negative outcomes if the problems persist over time.
- Empathize with the client regarding these implications to build rapport.

4. Needs-Payoff Questions:

If we can go from "now" to "dream state" what is that going to be worth to you? (Quelle sera la valeur que ça va vous ajouter?)

- Highlight the benefits of solving the problems.
- Ask the client about the potential value of achieving their goals.
- Use the client's estimated value of solving the problem to help determine pricing for your services.

5. General Tips:

- Maintain active listening and show genuine interest.
- Follow a logical sequence of questions to build a comprehensive understanding.
- Use the insights gained to position yourself as a solution provider and justify higher pricing based on the problem's impact and the value of the solution.
- Prepare for the first sales call to be a learning experience, and focus on continuous improvement.

Video link.

https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01GHHMNMCRY7YMRWD9MQPJ2H0Q/courses?category=01H4GKMFM8J2H5P0GEV6RFJ1C1&course=01GK7JC9PY3YAHSWCAZKD5PWPF&module=01H90J5AEC2M4F9PFQDZTCRMWR&lesson=vtK3YY1e

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Business starting story.

What ther edo to get cleints.

Who is there best customers?

What are their goals are.

What challenges you faced to get that goal?

Refrease the problem.

What happen if the problem persist.

What happen if you fix it, how much you think this will be with to you?

Use that to shoes your pricing, hafe now, hafe when goal is reached.

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1. Business starte, current marketing, best customer.
2. Business's goals, challenges faced, Summarize
3. Consequences of not solving, potential negative outcomes
4. Benefits of solving the problems, potential value of achieving their goals.
5. Position yourself as a solution

Ask to meet to get a inderstand there business situation and needs.

What do you do to get clients

What are the best cosmored

There goles, probelm that he faced to get it.

Discuss potential negative outcomes if the problems persist over time.

Highlight the benefits of solving the problems.

Ask the client about the potential value of achieving their goals.