

The Two-Step Sales System.

The Theory Behind It:

The two-step sales system is designed to completely remove all states of desperation you could experience during a sales call.

We do this because the majority (60%) of sales ability is determined by your ability to show up as a “cool person”.

Meaning calm, controlled, confident, sociable.

If we trace this back to the human biological programming people have evolved to AVOID desperate behavior at all costs.

Example: You live in the 1300's in Europe and someone comes to your house desperate you automatically assume he has the plague.

To accomplish this in the most effective way possible we split the sales process into TWO calls instead of one.

To maximize your ability to detach from the close itself, and focus on the human being and business that is sitting in front of you immediately making your chances of closing WAY higher because human connection is the name of the game.

With that said let's dive into the characteristics of a good salesman.

A Good Sales Man Is.

- Genuinely wanting to help the prospect: Your offer is what going to take them to the next level, you hold the keys to the knowledge and practical skill that will take them from wherever they are to wherever they want to go.

- Understand the worth of what they're offering - you're no longer a "marketing student" you're a business owner who provides the one service EVERY company needs (Without marketing there is no business)
- Calm and collected under pressure: Assume a powerful position, open your chest up, take time to respond to questions, nod along, and don't over-talk.
- Wants to understand their business - you have to know as much as possible about the business in order to

A Good Salesman is NOT.

- Desperate for the close: you don't NEED their business, they need your service.
- Ready to provide value on the call - as they're talking about their business and the things they've tried / products be ready to swoop in a given value to demonstrate knowledge.
- Greedy - this may seem counterintuitive but you cannot approach sales calls from a place of greed, you need to approach it from the place of generosity. Not monetary generosity but value-based generosity.

The Importance Of Reps

Your first sales calls will still likely be shit.

The important thing is to not get in a frenzy if one doesn't go well.

Remember there are infinite businesses out there, and every single one that says no to you, or doesn't get on that second call gets you closer to changing your life.

This is also going to get you WAY better at social interaction - you'll find yourself smiling, nodding, holding eye contact, not stuttering.

Appearance of a good salesman

Everything here is super important and based in data.

You cannot come off as some kid in your basement - even if you are, you can't come off like that.

Which means you need to get out of that headspace before the call.

There was this saying my Coach in basketball used to say “Look good, feel good, play good”

This translates perfectly over to sales - so here's how you prepare.

1. Get outside and train: Sunlight and nature are going to lower your stress levels training is going to make you feel confident, strong, and like this is easy.
2. Shower/shave: groom yourself dude they're not gonna smell you, but you should smell good, you should likely be clean-shaven OR have super dialed-in facial hair. (No matter pillar staches). Get a haircut every two weeks. Brush your teeth well.
3. Dress code: Dress business casual. Collared shirts like a polo is always good. Have some cookies or jeans on just in case you need to stand up to do anything.

SELF IMAGE EXERCISE

This is crucial and actually applies to everything in your life

And it stems from how you view yourself.

So I want you to do this exercise daily, or at least for 2 minutes before your sales call.

Close your eyes envision yourself out on a stage and picture your prospect standing next to you.

You doing that, good, now I want you to zoom in on one detail and answer this question

How big are they in your brain?

Probably pretty big right?

Well now I want you to make yourself really big, bigger than them, and shrink them down to where they look like a little kid with a squeaky voice asking you for your help.

Stay here for a second, really look at it in your brain.

Now envision 100's of little people like that lined up behind your prospect, those are all the potential business owners who need your service.

They all need YOUR help.

You're HUGE they're small.

You got it? Good - because now we're going to take this foundation and get into the system.

The Two Calls.

The Discovery / Get to know you call.

1. Intro / Greeting

The best introduction to the call:

Lean in look at your camera say "Test test can you hear me" You should get a "Yep I can hear you"

Then say something along the lines of

"oh okay awesome, yeah just got out of another meeting and was dealing with some Zoom issues - glad it decided to work this time around"

Two things you're doing here.

1. Lowering the prospects guard a bit because they're having to perceivably "work with you" to make sure everything running smoothly.
2. Putting it in their brain that you're a busy guy, you have things going on and they aren't the only prospect/client you have.

This puts you in a state of abundance in THEIR mind.

This is crucial because it lets them know that they can't walk all over you.

2. Build rapport

“Awesome well great to see you man glad we could connect hows your day going so far?”

Now at this point, they're going to respond in a few different ways:

Short and to the point “Good man, how about yourself?”

In this situation just respond like a normal human being.

“Awesome, yeah my days have been super solid - crushed a workout, got a project I'm working on with a client done had some meetings - you know how it goes”

(This is why our preparation involves training and doing work)

You ALWAYS want to respond positively - like Najam said you want to add a 10% light to their day - don't come off too strong but be unapologetically a positive person.

There will be a little more small talk that ensues from here but thats impossible to predict so just remember to be positive, be busy.

Again this is just to lower their guard, you're sharing a bit about yourself.

1. They Share a bit positive “Days been going great dude, I went for a hike, took my dog to the park. How about yourself?”

Response:

“Oh awesome man, you have good hiking trails near you?”

It's just asking a question as if you're interested in who they are as a person.
(Because you should be - this is your potential business partner!)

It's completely based on what they say.

Talk a bit about the topic, and relate to them a bit (only if it's true) if they say they did something you never do or never did just say something like that

“Oh dude thats sick, I actually live in an area with like zero mountains so don't go hiking much but there is this spot in Colorado I really want to visit blah blah blah”

I would also loop back to something you discovered on the cold call

For example, if I'm calling an agency based in San Diego California I'd say something like “Bro how's the heat down there? Heard it boiling.”

There are normal ice breakers here man.

3. Framing The Expert

You've already established a frame in the beginning of who you are, but here you're going to establish the doctor frame.

But first, you have to transition to talking business.

This isnt hard.

Here a line that always works for me:

“Alright man, so I've had a look at your socials, website and some of your products and have an idea of what's going on but obviously it's your business so I would love to hear from you what you're working towards with this”

Now they're telling you about their business and their goals.

Just off this, you're going to start to form an idea of what's important to THEM in your head.

Then you dig deeper, which leads us to step 4.

4. Finding the main roadblock in their mind.

This is where you start asking questions about specifics about their funnel.

"Okay, so what's the biggest barrier you've run into when trying to <achieve x>?"

When they answer you're going to relate to them.

So let's say they talk about finding the right leads for their high-ticket service.

Well, first you need to ask them what they've tried.

"What have you tried doing in the past to find these people?"

"Who is your typical best client if you had to describe them by character traits as a group?" (how much they earn, gender, where they came from, etc)

So let's say they talk about ads.

You then want to ask a deeper question

"Oh cool, so where are they Facebook ads or Google ads?"

Depending on what business this is you may be able to go straight to step 5 and pitch a new solution.

Let's say if it's a local business that targets people in a specific area like a dog groomer and they ran facebook ads but not google ads you first want to ask them a pain question.

“Okay so you tried facebook ads, how did those do for you? How many new clients did you bring in? Did they turn a profit?”

Usually the answer will be “No I didnt turn a profit and the leads where shit” because thats why they’re on the call with you :)

From this point you can move to step 5.

But if we’re still with the highticket scenario you could

“So what did that ad funnel look like?

Was it just ads to a book a call page?

Did you have any barrier to entry?

Had they bought from you before?

Do you think the audience knew they had a problem when they got on your page which pitched them a solution?”

This is going to help you establish a super expert frame.

Usually in the scenario their gonna say they didnt have any barrier to entry and it was just ads to booking page (no wonder the funnel didnt work lmao) - now you just explain why it didnt work.

Drop some marketing sauve man talk about awareness levels, lowering barrier of entry - establishing them as an authority - building up a list of buying leads etc.

Step 5. Casually Pitch a small solution/s

Lets go back to the dog groomer example

“Oh man yeah so the reason the facebook ads didn’t work like you wanted them to is because with facebook ads you’re dealing with like cold random people who don’t even know they need your service - google ads are way different because they’re based on what people are actively searching up and if you can find a way to pop up with the right search terms you’re going to capture people in your area actively looking for a dog groomer”

Then follow this up with a question like

“Have you run google ads in the past?”

Sometimes if you’re dealing with more complex businesses you’re going to have to dig deeper, ask more questions, ask about their products, the value ladder etc. Normal things a business needs -

You’re trying to identify touch points you can make at the end of the call to get them super interested in getting on the next call

You’re essentially teasing the mechanism like a motherfucker in this stage while also giving them value.

5. Ask the qualifying questions.

Now you want to ask more questions about the assets they have you can use.

They’re already in a problem state, and you showed a bunch of solutions, you demonstrated knowledge and have been acting like an absolute professional without pitching them at all.

But you’re a professional, a big G - you need the whole story.

Here’s how you frame it.

“Yeah awesome - so that would be one thing I would super want to get dialed in as soon as we started working together, where are you currently keeping your current leads? Do you have a email list/ contact list?”

They tell you the answer.

If its no just casually drop in “ah okay so thats definitely something we want to get set up, because you know without that you’re basically just burning potential sales in the future or upsell opportunities”

Now you need an idea of their best selling product/ service.

“So I saw you had a few different products/ services on your site - would like to know which one has sold the best for you in the past?”

They tell you about the best working thing you nod along “okay alright awesome” that kinda shit.

Transition out of this to booking the next call

6. Book a sales call

A few things need to happen hear.

Build up the dream state, transition to next call booking, future pace the close.

Heres a script that always works for me.

“Alright man, so you’ve given me a lot to work with here, this is awesome. Normally what I do from here is take this info back and create a full project plan that’ll get you to that <goal they revealed in the beginning of the call”, do some market research on the top players in your industry and then show it to you when its done - this doesnt take very long really only 48 hours or so, what are your available times in the next 2-3 days so I can show you what I come up with?”

7. Finding a time in the next 48-72 hours for the next call

After this they’ll likely give you a time, you’ll lock it down then you move onto the next phase.

If they say that they don't have any time this week you loop back.

"Yeah I totally get it man, I'm busy as well - but when I work with a client I work fast to get the job done and make you money, you sure you don't have 30 minutes in the next few days to go over this?"

Usually they will say yes they do and find a time.

8. Small talk / ending the call

This is just the ending call process

Small talk, let the client dictate how the call ends, if they're cool people crack some jokes talk a bit deeper

If they ask how you got in this game talk about your story, tell them about working with some clients in the past etc.

9. End the call

Reiterate that you're going to make a plan and that you'll see them on the decided date.

The Inbetween:

Sending the follow-up message.

Hey, <X> it was great to connect with you.

Just to reiterate I'm going to take the next <Number of days> and put together a full plan to get your <outcome> based on what the top players in your niche are doing.

I'll talk to you again on <date> at <time>.

Let me know if you have any questions in the meantime :)

Planning the project.

You know how to do this - break top players, write up a Google doc of the plan, dial it in make sure its ready to present on the next call.

The Presentation / Closing call.

1. Greetings (This is the normal shit we just outlined above)
2. Build rapport (This is the normal shit we just outlined above) and Frame the project.

“Awesome man I got this plan dialed out for you and I based most of it off of top players, what they're doing that you arent doing, and how we're going to get you to <outcome>”

3. What you talked about the last call - the roadblock you identified

“You ready to get started?”

They respond yes

“Awesome man so we have this goal here, you want more high ticket clients right, and you have a handful that are awesome, but you want to take it further.

You tried doing Facebook ads for this but it didn't work because <xyz>

But the easiest answer to this problem is to create you a base of leads that have purchased from you before and break even on the front end in order to upsell them in the future”

For example

4. Present your full-stack marketing plan

This is easy, talk through it, and share your screen - show them the research you did, the top player things that they're doing

but make sure you EMPHASIZE that one critical roadblock you want to pitch them as the discovery project.

5. Answer their questions on the way

They're going to have questions about what you're saying - so just make sure to answer them calmly cool and collected base your answers on the top players you

analyzed and just explain the theory behind what you're saying then move onto the next thing

6. Niche down to the most critical issue

At this point you've laid out the full plan and explained it to them.

Now talk about the main roadblock "But yeah thats all it will take to get you to <outcome> and here are the top players in your industry/industry adjacent doing the exact same thing

but the main stopping point to ALREADY get you 50% of the way there is to handle < Main Roadblock> so that we <how it sets up the rest of the plan perfectly>"

So for example - high-ticket guy

"But the main stopping point to ALREADY get you 50% of the way to getting those high-ticket leads you want is have a baseline of leads set up so that we can then focus on upselling them later - the goal would be to create a low ticket product and add that breaks even or slight profit on the front end so that we have a way we can put in 1 dollar get out at least 1 dollar and get a lead that trusts you enough and has bought from you before"

"Does this all make sense to you?"

If it doesn't explain it, tell them about the top players doing it etc

7. Line out what it takes to get this done.

Now you're going to lay out the timeline of how long it takes to get this done and the steps to get there.

"So when I usually work on <x> im able to get a winning highly converting <x> within 30 days or less - usually its actually 2 weeks but I like to say 30 days just

in case we run into some technical roadblocks or something which does happen on occasion when working with <x>”

So at this point they’re going either ask you what your price is, or going to ask you further questions about the frame of the project etc

8. Closing attempt one

“So since this project would be the first thing we would work on together what I usually do is just focus on one piece of the puzzle to make sure we work well together and since <x> is the biggest aspect of this project thats going to drive the most results lets just start there”

They either ask you for payment info and this is when you frame it.

9. Frame the offer

Now we’re going to make sure that all of this makes sense for them, and all the value ladder equation stuff right here.

“Cool man so this project I usually charge a flat rate of <\$1000-\$2000> and I only do half upfront just to shake hands on it, and a half after the project is finished and starting to get you <outcome> then you send me over the second half of the payment”

10. Isolate objection and solve it

Objection / reframe.

Most common objection = “Too much money - wanna do rev share”

If this happens you reframe it.

“Well heres the thing, I do do rev share but I don’t do it on the first project because I need to know that you’re serious about actually working together to get you <outcome> and you know I do my job till its finished and if at any point you’re not happy working together I simply refund you the first half of the payment so theres really no risk on your side”

Don't budge man - your price is your price and if they're too cheap to pay it you have INFINITE other leads who will pay it.

Another objection will be the

“Oh I have another person who wants to do this kind of thing for me as well”

This is usually a lie to get you to drop your price - don't fall for it.

Just loop.

“Ah okay, so just out of curiosity what's his plan to get you those high ticket leads?”

He's gonna respond with some dumb shit that wont work - here's what you do.

“Well if you don't want to you don't have to work with me - but if you’re going to go with this other guy make sure he focuses on <xyz> because if he doesn't the whole thing just won't work.

What has this other guy done for you in the past?”

He's gonna say some dumb shit like “Oh he ran the old Facebook ads” or something.

“Okay yeah so he just focused on the media buying, but to get quality leads in for Highticket you absolutely need to form an existing relationship with them - this is a bit out of the scope of his capability and again once we start working together I’m going to have the low ticket funnel breaking even for you within 30 days which means you acquiring free leads to upsell to your highticket service and

compared to the amount of leads you're going to have the \$1000 really is only 10% of what you're going to make anyway"

"Are you sure there isn't anything you can do about the price?"

"Nah man that's my standard for this kind of project, and I do my job well and till it's done and you're making money so it's a pretty good deal on both sides, again it's just \$500 upfront to get started"

11. Close the client

Boom send stripe link.

Q/A Time