



**The Sales & Marketing Mastery Boot Camp**

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**October 8th & 9th**

12 pm to 5 pm ET

Via Zoom!

►

[https://zoom.us/j/9604311127, Password: WPN](https://zoom.us/j/9604311127%2C%20Password%3A%20WPN)

or Dial In: 929-205-6099, Meeting ID 960 431 1127

**Welcome to Day 2 of The Sales & Marketing Mastery Boot Camp**

**Workbook – Day 2 (October 9th)**

**Recap Notes:**

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**Let’s Practice**

You’re making a follow up phone call to someone you met at an event a couple of months ago.

Go through steps 1 through 6 of the sales process.

1. Connect & Build Rapport
2. Be a Great Interviewer – general, non-invasive questions
3. The “Magic Phrase”
	* I might be able to give you some ideas about that, would it be okay if I ask a couple of questions?
4. Ask more specific questions
5. Give value – focus on the WHAT not the how
6. The “Magic Phrase”
	* Would it be okay if I share now how we can keep working together?

**END YOUR CONVERSATON AT #6**

**Do not proceed to #7 in the process**

**If you have extra time – practice again**

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**For next practice round, have in mind two offerings for the client.**

**One high and one mid-range.**

**My two offerings are:**

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| **Optimal Solution** | **Down Sell** |
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**Prerequisites / Assumptions**

1. You’ve already built rapport and they’ve said ‘YES’ several times during the conversation.
2. They have self-identified a challenge and that they do want a solution
3. You’ve demonstrated your expertise by giving value in terms of a tip or suggestion

**Picking up from number 6, continuing the conversation:**

Step 6: The “Magic Phrase”

* + Would it be okay if I share now how we can keep working together?

Step 7: Ask for the Sale (Options & Pricing)

* + Recap both the challenge and solution they’ve expressed to you … USE THEIR WORDS … then offer your options for getting them what they want.

Step 8: **BE QUIET**

**END YOUR CONVERSATON AT #8**

**Do not proceed to #9 in the process**

**If you have extra time – practice again**

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| **Handling & Eliminating Objections***“Every sale has five basic obstacles: no need, no money,* *no hurry, no desire, no trust.” ~ Zig Ziglar* |
| The three most common objections:  |
| 1. I don’t have the time
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| 1. I don’t have the money
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| 1. I’m already working with someone
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| **PRO TIP – FEEL, FELT FOUND** |
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| **SUPER POWER PRO TIP** |
| Stories of clients who had the same or similar objections, overcame them, and got great results! |
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**Marketing to Attract Your Ideal Clients**

**Top 21 Marketing Strategies**

Put a ✓ next to the ones you are consistently doing

(i.e. on a monthly or weekly basis)

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**List the results you’re getting from the ✓ strategies:**

* Growing your list (by how much) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* New clients (how many, how often) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Strategic Alliances & Joint Venture Partners \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Resources for yourself or your business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

After measuring and assessing the effectiveness of your current strategies, create your course for the remainder of the year. Which do you want to stop, start and/or continue?

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| **Continue** | **Start** | **Stop** |
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**Create a 4-Week Marketing Plan**

**EXAMPLE**



**NOW YOU**

From the problems / pain points you know your clients experience, choose one for each week … Voila! You now have a month’s worth of content ready to go.

