



Expert Content from Trusted Authorities, Integrated with Masterminding for Accelerated Implementation!

The Sales & Marketing Mastery Boot Camp

SALES Mastery

Marketing Magic

Nancy Matthews

"The Visionary with Guts"



As Seen on:



Trish Carr

"The Results Revolutionary"



Proud Members of and Partners with:



October 8th & 9th
12 pm to 5 pm ET
Via Zoom!

▶ <https://zoom.us/j/9604311127>, Password: WPN

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:

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 CONVERSATION 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:

Optimal Solution	Down Sell

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 CONVERSATION 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
2. I don't have the money
3. I'm already working with someone
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

PRO TIP – FEEL, FELT FOUND

SUPER POWER PRO TIP

Stories of clients who had the same or similar objections, overcame them, and got great results!

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)

Speak to Groups (in person & online)	Free Offer on Site (with lead capture system)	Text Marketing
Customer Service Processes	Have a Book (Author)	Digital Products (audios, eBooks, courses)
Facebook Post/Engagement	Twitter	Instagram
LinkedIn	Pinterest	Blog on Your Site Once a Month or More
YouTube	Facebook Live Videos	Blog on Others' Sites (Write Articles)
Testimonials on Website, Emails, Flyers, etc.	Survey Customers & Prospects	Email Your List (Monthly or More)
Interview Others	Phone Calls: Connection, Follow Up & Sales. Consistently (2-3 x per week)	Get In the Press (Press Releases, Interviews)

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?

Continue	Start	Stop

Create a 4-Week Marketing Plan

EXAMPLE

When	What	Where	Where
Week of ___ to ___ Problem / Solution: <u>Don't Like Selling</u>	I will: Do a Video on FB	 You Tube	 Interviews & Podcasts
Week of ___ to ___ Problem / Solution: <u>Messy Messaging</u>	I will: Write a Blog	 Share in Other Facebook Groups	 Facebook (Your Profile Page & Hosted Groups)
Week of ___ to ___ Problem / Solution: <u>Sequencing for Success</u>	I will: Offer Tips on a Landing Page <u>Opt In</u>	 LinkedIn	 Instagram Twitter
Week of ___ to ___ Problem / Solution: <u>Feel Alone, Overwhelmed</u>	I will: Host a Webinar	 Speaking	 Blog

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.

When	What	Where	Where
Week of ___ to ___ Problem / Solution: _____	I will:	 You Tube	 Interviews & Podcasts
Week of ___ to ___ Problem / Solution: _____	I will:	 Share in Other Facebook Groups	 Facebook (Your Profile Page & Hosted Groups)
Week of ___ to ___ Problem / Solution: _____	I will:	 LinkedIn	 Instagram Twitter
Week of ___ to ___ Problem / Solution: _____	I will:	 Speaking	 Blog