



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:



March 17th & 18th
12 pm to 5 pm ET
Via Zoom!

▶ <https://zoom.us/j/9604311277> Password: WPN
or Dial In: 929-205-6099, Meeting ID 944 8764 1669

Welcome to The Sales & Marketing Mastery Boot Camp

Workbook – Day 1 (March 17th)

You will receive the workbook for Day 2 on the morning of the 18th.

You are about to take part in our proven prosperity process designed to bring you extraordinary results in every area of your life and business. Here are some suggestions to support you in getting the most from this experience:

1. **Have a Beginner's Mindset:** "In the beginner's mind there are many possibilities. In the expert's mind there are few." (Shunryu Suzuki) Having a beginner's mind will open up new avenues and opportunities for your success.
2. **Dream Big:** Give yourself permission to dream big and be open to the expected and unexpected ways that your dream and goals will be realized.
3. **Connect & Collaborate:** Make an effort to not just meet one another, but to really connect so that you can discover ways to collaborate, support each other and serve your customers even better.
4. **Have Fun:** One of the things we learned early on from our mother was that life (and business) can and should be fun! If you're not having fun, get back to your heart's desire and the reason you created your business.

What Members Are Saying:

*"The mentoring, coaching and support of WPN has helped me to **triple my income** and I am serving people better than ever before."* ~ Allison Ronis, GeekInYourPocket.com

*"The WPN community, ideology, the leaders and their **vision have profound value** for anyone wanting to enrich their lives."* ~ Jodi Darren, TV Spokesperson, Entrepreneur

*"Before WPN I had a strong passion and big vision, but no plan to make it a reality. Now, **Vision for Jamaica is up and running** – children are being equipped with skills and resources to shape their future."* ~ LaRonda Robinson, Vision for Jamaica

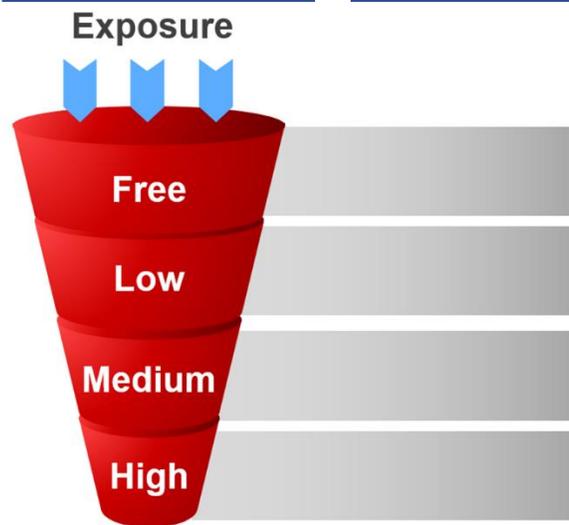
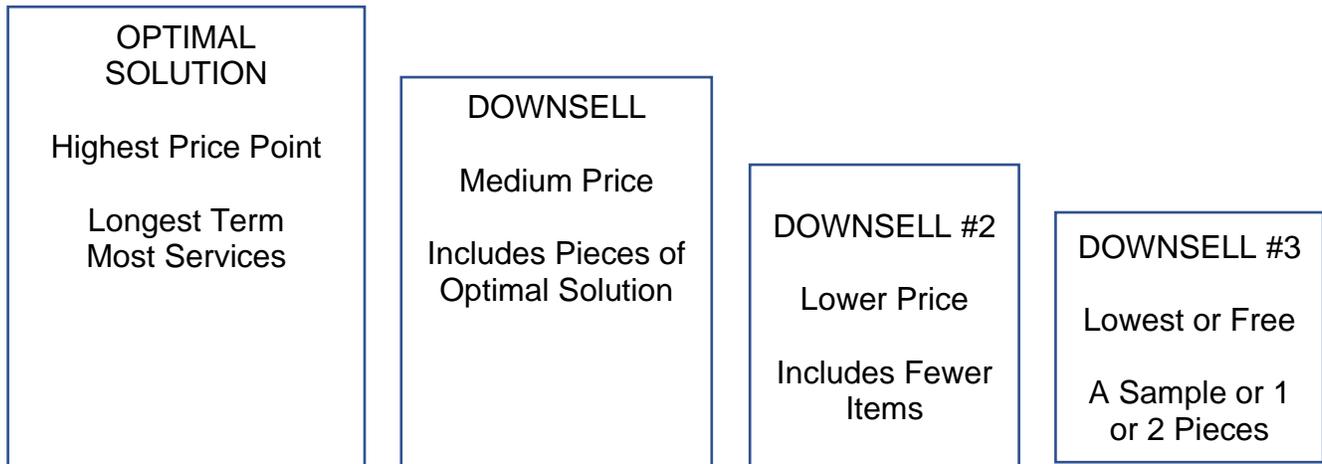
Who They Are		
Demographics (Age, Income, Married, Kids)	Psychographics (Attitudes, Values, Fears)	Behavioral (Habits, Hobbies, Lifestyle)
What They Want? (As it relates to your products and services)		
Problem / Pain Points		Solution / Desired Outcome
i.e Business not making money		i.e. Steady flow of qualified leads & clients
i.e. Overweight		i.e. Lose 20 pounds
What's the IMPACT of the Problem?		What's the IMPACT of the Solution?
i.e. May have to get a job, feels like a failure, lots of credit card debt, exhausted, always trying to work, husband threatening to divorce		i.e. Feels successful, able to pay off credit cards, take vacation, get hair & nails done, retire husband, philanthropy, fulfilled, confident and happy
i.e. Doesn't go out with friends, feels depressed, ugly, unlovable, won't do videos/speaking to grow business, feels tired all the time, irritable		i.e. Feels GREAT about herself, loves to get dressed up, has more energy for family, friends and work, eager to share her message in public
How They Think & Talk About It		
Problem / Pain Points		Solution / Desired Outcome
<p>What words does my customer use to describe the problem/solution?</p> <p>What else are they saying about the problem to themselves (in their mind) that they don't easily share with others?</p> <p>What are others saying to them about it?</p>		



Funnelology: Creating Funnels for Maximum Impact & Income!

Begin with the end in mind.

What is the **OPTIMAL** solution for your client?



The Optimal Solution for My Ideal Client Is:

<p>01</p>  <p>INITIAL FOLLOW-UP</p>	<p>The purpose and intention is to connect and build rapport. Remind them of where, when or how you met. Be interested in THEM.</p>
<p>02</p>  <p>BE A GREAT INTERVIEWER</p>	<p>Ask Questions about THEIR lives in the areas you know your clients typically have challenges or unmet desires</p>
<p>03</p>  <p>MAGIC PHRASE TRANSITION</p>	<p>Once they've self-identified areas where you can add value, here's where the magic happens. Magic Phrase Transition... <i>"I might be able to give you some ideas about that, would it be okay if I asked a couple of questions?"</i></p>
<p>04</p>  <p>QUESTIONS TO UNCOVER CHALLENGES</p>	<p>These are more specific questions to dial in and discover their level of pain or desire so that you can best serve them. Find out what it's costing them to not have a solution, what they've tried before (that did or didn't work), This will also reveal concerns and objections even before ever asking for the sale!</p>
<p>05</p>  <p>GIVE VALUE</p>	<p>Offer 1 or 2 tips or suggestions focused on identifying the problem area that needs attention. CAUTION: Don't give too much advice here or they won't see the need to continue with you. Instead they'll want to go implement what you just gave them.</p>
<p>06</p>  <p>MAGIC PHRASE TRANSITION</p>	<p>Pre-Requisite: You have a high level of rapport, they have said, "Yes" several times and/or have been in agreement with you and indicated they want a solution. Magic Phrase Transition to Sale ... <i>"Would it be okay if I now share how we can continue working together?"</i></p>
<p>07</p>  <p>ASK FOR SALE OPTIONS & PRICING</p>	<p>If possible, offer 2 product options (one higher priced than the other). This gives the buyer the power of making a choice between (A) and (B) rather than a choice between Yes or No. (Note: It's essential you know your pricing and packaging beforehand.)</p>
<p>08</p>  <p>BE QUIET</p>	<p>Silently count to yourself (6 seconds is a good rule of thumb.) If they do not say anything, ask ... <i>"Wouldn't you love to be able to say this time next month that this was the best decision you made because you finally got what you wanted?"</i></p>
<p>09</p>  <p>HANDLE CONCERNS & OBJECTIONS</p>	<p>Be Prepared – You Already Know the Most Common Concerns. Remember, "Feel, Felt, Found" and have personal stories or client stories that demonstrate how that concern was eliminated and the resulting success or transformation.</p>
<p>10</p>  <p>ASK FOR SALE</p>	<p><i>"So now that you've realized that this is easier and simpler than you think, let's go ahead and get started. Which credit card would you like to use?"</i></p>
<p>11</p>  <p>HANDLE CONCERNS & OBJECTIONS</p>	<p>You may experience a second round of concerns if all of theirs were not uncovered in the first round. Repeat ... "Feel, Felt, Found" and ask for the sale again.</p>
<p>12</p>  <p>HAPPILY COLLECT PAYMENT WIN-WIN-WIN</p>	<p>Collect the Payment and AFFIRM THEIR GREAT DECISION using <u>their</u> words of how they will feel when they finally have what they want (these were already conveyed to you in Steps 2 & 4).</p>

**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)

Speaking	Social Media	Website Related
Speaking to Groups (In person & online)	Your Own Facebook or LinkedIn Group	Lead Capture Opt In
Clubhouse (Hosting and/or participating)	Contribute to Other LinkedIn or Facebook Groups	Nurture (Follow Up) Sequences / Processes
Hosting Your Own Events (In person & online)	Facebook Live Videos (Quick Tips / Connections)	Blog on Your Site
Podcasting (OPS – Other People Shows)	Facebook Stories / Reels	Write for Others Blogs, Articles, Magazines
Podcasting (Your Own Show)	Instagram Stories / Reels	Digital Products (audios, eBooks, courses)
YouTube Videos (long and/or shorts)	Tik Tok	Email Your List (Monthly or More)
Get in the Press Media Interviews	Twitter	Text Marketing

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