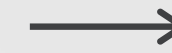


CHECK IN  
How Are We?  
Wins/Lessons



# ASK for the SALE



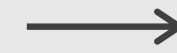
Your Income is in direct relation to the ASK

# JOURNAL PROMPT



What comes to mind when I think about sales is...

# ASK for the SALE



Your Income is in direct relation to the ASK

# 01

## HOW OFTEN ARE YOU ASKING?

The Yes's are collected in the NO's

Predictable Income is based on  
Predictable Efforts

Quantify How Often you are asking to  
measure your results



RICH LITVIN'S

# Client Creation Metrics

Track your numbers over 6 weeks and then repeat



- 1 # OF PEOPLE CONNECTED WITH
- 2 # OF PEOPLE INVITED FOR CONVESATION
- 3 # YOU COACHED/LISTENED WHO ARE NOT CLIENTS
- 4 # OF "NO'S" COLLECTED
- 5 AMOUNT OF \$ IN PROPOSALS
- 6 AMOUNT OF \$ IN BILLINGS

# The Integrity Problem

We associate our past sales experience with others with our own integrity when selling



## 02 HOW CAN YOU INCREASE YOUR ASK

Super Signature

DIRECT ASK Posts, Emails, Newsletters, Conversations

At the end of communications



# Special Projects

These are projects from other teams asking for our assistance



**1** CREATE SEPARATE  
CUSTOMER CHANNELS

---

**2** CREATE DIGITAL RECORDS  
OF OLD TRANSACTIONS

---

**3** LIST POSSIBLE ROAD  
BUMPS POST-LAUNCH

# LEAD GENERATION IS THE GOAL



1



How Do You Generate  
Leads?

2



What are your direct  
money making activities?

**HOW CAN I  
WORK  
WITH YOU?**





# HOW to Make Sales if you couldn't sell?

AUTHORITY BUILDING

PARTNERSHIPS

CURRENT/PAST CLIENTS

SUCCESS BY DESIGN

# INSIGHTS & ACTIONS

WHAT'D YOU LEARN & WHAT ARE YOU GOING TO DO ABOUT IT?

# UPCOMING TOPICS

- 01 ——— Copy Clinic
- 02 ——— Content Pillars
- 03 ——— Content Sprint
- 04 ——— Authority Building with Media
- 05 ——— Copywriting: Best Practices
- 06 ——— Sales Strategy Calls

# UPCOMING webinars

- 01 ——— Demystifying Business Strategy
- 02 ——— Neuroscience of Entrepreneurship
- 03 ——— Build Your Program in 60 minutes
- 04 ——— Pre Plan Your Year



# STRATEGY FOR FRIENDS & COLLEAGUES

IS THERE SOMEONE THAT COULD USE HELP?