



How to Book More Sales Calls



Client Creation

Success By Design



CHECK IN

Wins & Lessons

We either win or learn.

We only fail when we give up.

SALES CALLS

Is that what they really are?

WHAT THE PROSPECT WANTS

- To Be Heard
- To Be Understood
- To Get Enough Information to Make a Decision

No Win

WHAT WE WANT

- To Sell

POWERFUL CONVERSATIONS

Change your Objective

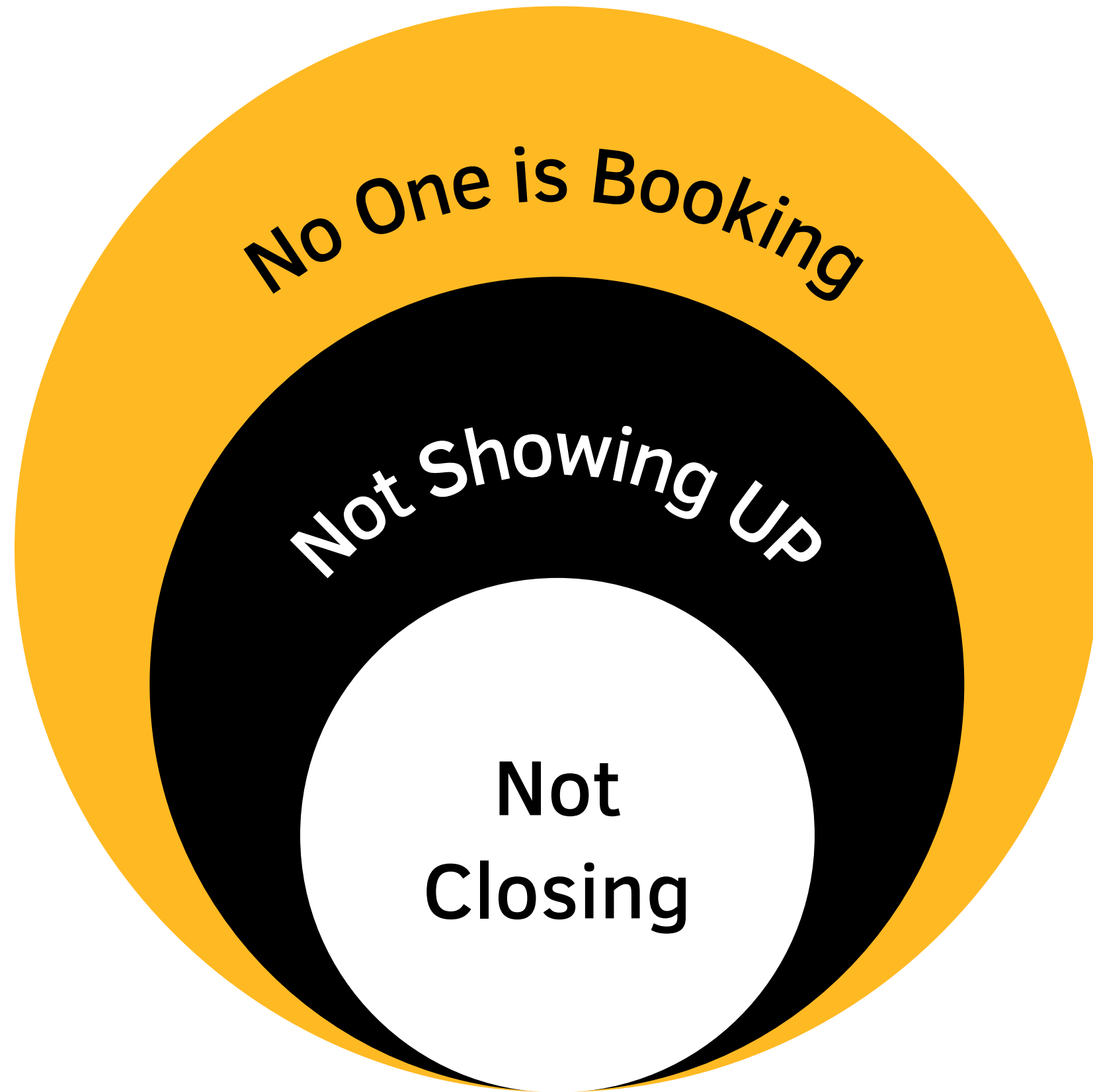
WHAT THE PROSPECT WANTS

- To Be Heard
- To Be Understood
- To Get Enough Information to Make a Decision

WIN

WHAT WE NEED TO PROVIDE

- Listen & Inform
- Diagnose and Prescribe
- An opportunity to make a decision

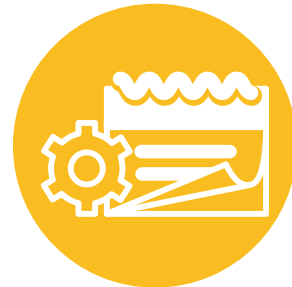


**Top
Sales
Call
Issues**

CLIENT CREATION TRAININGS



BOOK CALLS



OPTIMIZE THE PROCESS



POWERFUL CONVERSATIONS



Let's Look First Hand

Really Helpful Sales Calls?
Pointless Sales Calls?
What to expect?
What did you want?





Why Discovery Calls Don't Get Booked

AM I FIT TO BE SOLD TO?



Am I keenly Aware of My Problem?

I know exactly what the issue is and how it's affecting me

Am I aware of all the solution options?

I have reviewed what is out there that can help me

Have I determined the solution I want?

Out of all of the options, I've narrowed it down to this type of solution that you offer

Am I ready to make a purchase?

I want to move forward now in implementing the solution to my problem.

Am I ready to see if you're an option?

I want to learn more about your product to see if it fits what I am looking for.

Buyer's Location



SIDEWALK

50-60%

They're just becoming aware of that they're might be a problem



SLOW LANE

30-40%

I know there's a problem and something needs to change



FAST LANE

3%

I know there's a problem, something needs a change and I'm actively looking for solutions.



MAKE THE VALUE OF THE CALL CLEAR!!



What will I get?

What will I walk away with?

WHY is this a good use of my time?





» ACTION

MAKE YOUR CALL VALUABLE



Booking The Call



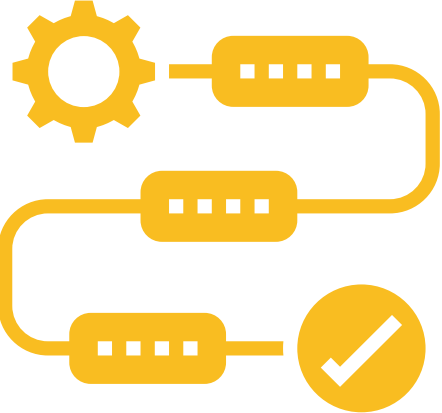
How Do They Find out About the Call?



LOCATIONS



Your Traffic Source



Nurture Sequence



Referral



Make sure
the path
you create
naturally
leads to the
call





Let them
know what
to EXPECT





➤ ACTION

Explain What will happen on your call

➤ ACTION

Your Call Funnel & Pitch

■ WHERE AM I SHOWING UP?
(and what am I talking about there?)

■ WHERE DO THEY HEAR ABOUT MY CALL?

■ WHAT IS MY CALL PURPOSE?

■ WHAT DO THEY WALK AWAY WITH?

■ WHY IS THIS BENEFICIAL TO THEM?

■ WHAT HAPPENS ON THE CALL?



INSIGHTS & ACTIONS

What is your biggest takeaway and how will you use it this week?

> NEXT WEEK

**OPTIMIZE
YOUR
BOOKING
PROCESS**

