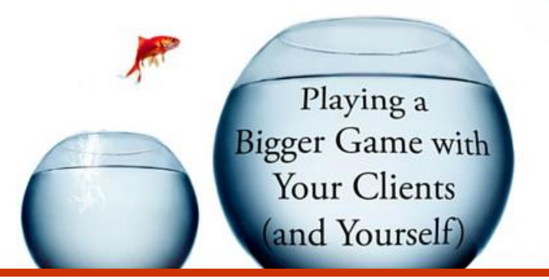
ADVANCED

Lead the Sales Conversation to Get the Yes!

Month 2 Training

Online Business Manager *Mastery*



Review (from OBM Training)

Required to Lead

Confidence:

Confidence is based on WHO you BELIEVE you are

Where there is lack of confidence doubt radiates

Solutions

You are not giving anything away by sharing solutions! Flaunt your expertise my friend ☺

This is a show don't tell scenario – come to the call with details of how you have supported clients, lead in past roles, etc…

Truth

Be real with expectations

3 Steps to Get the Yes

Pre-Conversation Discovery

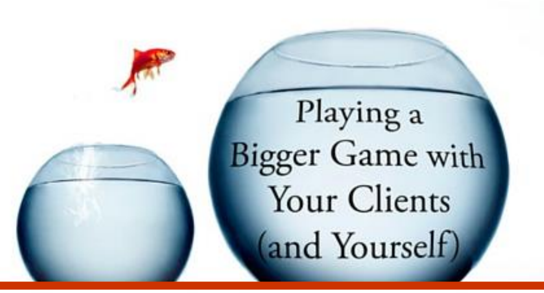
- Are they shopping around?
- Have they ever worked with someone at this level before?

Get the Emotional Yes First

Without the emotional yes there is no reason to move to the commitment

Ask for the Commitment

Close the deal… review training for key helps here ☺



Review (from Get Clients)

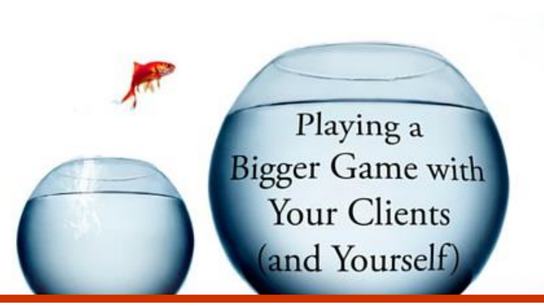
These key elements have to be in place to support you in getting clients so review the Get Clients Training if you haven't yet!

1. **Your OBM Business Building Plan** – getting clear on what you want to create this year! *(should have done this last month ☺)*
2. **Pricing and Packaging** – getting clear on your offers and pricing structure for each
3. **Creating (or Updating) your OBM website** – how to make your website irresistible to your ideal client
4. **Finding Prospects** – marketing strategies to help you connect with your ideal clients
5. **Having the Sales Conversation** – how to talk with prospects so that they can't help but say yes! – *going in-depth on this here today!*
6. **Your Ideal Client Intake Process** – get started on the right foot with your new clients

Before the Call

Do Your Homework

- Read every aspect of their website and social media
- Familiarize yourself with their programs/services
- Figure out the systems they are using, sign up for their freebie, use http://whatwpthemeisthat.com/ to find out the WP Theme, look at social media for Social Tools, etc…
- Collect your praise reports, either testimonials or results you have brought to businesses you have worked with… even your certification results in what you did great ☺
- Do your best to know the client and their business as much as possible BEFORE you chat.



3 Question Pre-Work for Client

if they have completed an RFP with IAOBM you already have these answers.

1. Why do they feel they need an OBM? (specifically, why right now)
   - Your entire sales pitch will lead back to the answer to this question.

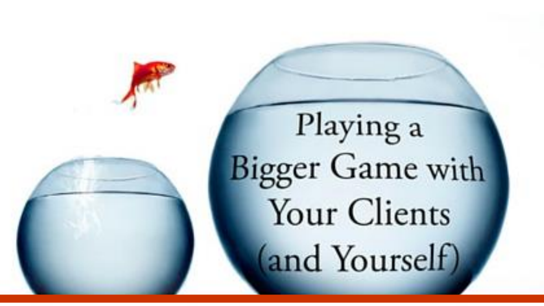
2. What is their budget for this role?
   - Remember everything is negotiable, so it might be that you create a package to fit their budget.

3. Who is currently on their team?
   - A requirement should be at least either an admin VA or a Tech VA.

Your Mindset

Stop Sabotaging Your Sale By Doing These Things:

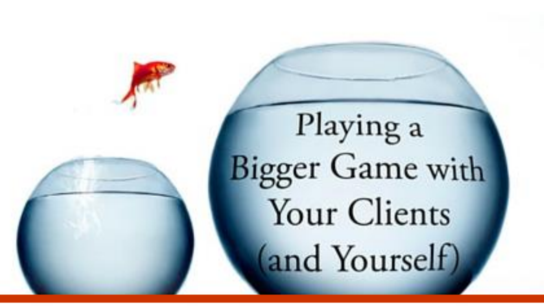
- Making the call about you… it's really about them, their vision and what they need
- Focusing on your fears ie: boundaries, hours, tech, etc…
- Assuming they know what you know – they don't!
- Talking about past client experiences -> NEVER do this.
- Minimizing your availability



Your Mindset

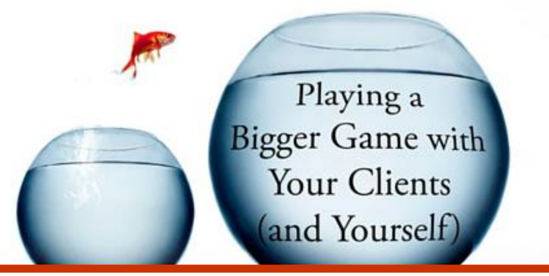
What You Believe You Achieve:

1. You are the EXPERT! Prepare yourself with the result of your expertise.
2. You are confident in your ability to provide results
3. You are more desirable than anyone else because you are committed, loyal and know how to get things done.
4. You are here to serve -> Leadership = Servanthood You are a servant leader. Your goal is to serve their vision with excellence.



The Discovery Call

Likely a sales call for you and interview for the prospective client.



Managing the Energy

- Your Energy

  Make sure you have full energy for the conversation, should come across cheerful and delighted to serve

- The Prospects Energy
  - Make note of their energy at the beginning of the conversation – frustrated, desperate, overwhelmed, etc..
  - Note their energy at the end of the convo – should be relaxed, excited, etc..

- The Energy of the Conversation
  - Is the conversation flows… is it choppy, is it rushed, is it all over the place?

The Introduction

Immediately take the lead -> You call them, get their number.

- Follow Intro Script (in your member area)
- Once you define top obstacles – share your solutions to their obstacles.
- Be CLEAR on what they WANT and why they feel they do not have it.

The Interview

Inevitably they will want to interview you at some level. Be ready for this:

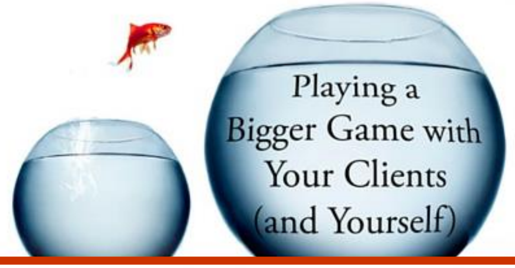
- Answer every question with no more than 3 sentences. Then ask a question for further discovery.
- Be honest and upfront. If you don't know how to do something just say so, but quickly revert attention to what you are great at.

The Instructions

This is where you let someone know what it will look like to work together.

- Be clear with exact details
  - When starting with clients, I will send a contract, new client questionnaire and invoice, upon payment we set up a 90 min brain-dump in which everything you are thinking can be passed over to me and I will get it scheduled and time-lined in my (or their) project management too so we can successfully alleviate these issues.
  - Weekly I will submit hourly reports and completion of tasks/projects

- Tell them how you will be successful together
  - What are measures of success for each of you



The Invitation

Ask for the Sale:

"I think we sound like a great fit. I am really excited to partner with you on ensuring you get the experience you desire in your business and life. When would you like to get started?"

Objection 1:

I am currently interviewing other folks and feel like I need to fulfill those interviews before making a decision:

Response: Let me ask you this, because I work with a very select and limited clientele, if I were to email you this afternoon that I no longer have availability, based on our conversation here today what would your initial reaction be?

Objection 2:

I am not sure I am ready to invest at that level on a team member?

Response: What is your hourly rate? If I freed you of 10 hours a week at (hrly rate) that would equate to X $$$$$, my goal is to always be an asset not an expense

If they do not hire you get a second call scheduled before hanging up within 7 days!

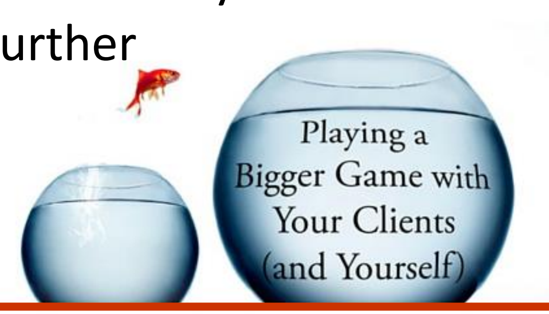
After the Call

Follow Up Is VITAL
Directly after the call:

- If they hired you follow up immediately with an email telling them how much you appreciated connecting with them and giving them again the instructions you covered earlier, as well as, contact information.

- If they did not hire you but scheduled a second call send an email to thank them for their time and share how much you enjoyed speaking and list out the time/ date of the follow up call and let them know you look forward to reconnecting.

- If they did not hire you and did not schedule a call with you. Send a thank you note of time spent. Remind them that your availability is limited and that if they have any further questions to feel free to pop them over.



Follow Up Is VITAL
2 Days Later:

- If they hired you ensure contract, new client questionnaire, and invoice is completed. Schedule brain-dump within 4 days of hire if possible with their calendar.

- If they did not hire you but scheduled a second call, send them a quick note reminding them of the call and letting them know you look forward to connecting.

Follow Up Is VITAL
7 Days Later:

If they did not hire you and did not schedule a call with you. Send a check in note…

I was thinking about the call we had a couple of days ago and how excited you where to have X experience in your business in 12 months and just wanted to follow up to see if you had a chance to connect with anyone you feel will be a great fit to serve you?