

UNSCRIPTED SALES CHECKLIST

1 Rapport - go deep fast. Prepare for your sales call by researching your prospect and giving them a real insight into why they feel stuck.

2 Pain - listen carefully and take notes to qualify your prospect to be your client. Only pitch if you can truly help them and you would love to work with them, based on howS they are handling their struggle.

3 Moment of Truth - don't be afraid to tell the truth after you listened to what's going on and why your prospect think they are stuck. Tell them directly, things need to change or they are going to fail.

4 Vision - when exploring the vision and goals with your prospect make sure you have a space in his/her vision. If they are describing a far away gigantic ideal vision, find what part of it you can be helping them to achieve. If you prospect has a small vision, not worth \$20K of in's-vestment you'll be asking them to make, expand their vision, by calling them to reach their potential rather than play it safe.

5 Offer - make your offer as fast as possible. Practice your 2-3 min pitch in front of a mirror and record yourself on the video at least 20 times. It's important that don't stutter when it comes to naming your price.

6 Closing the deal - simply ask your prospect which program they prefer. The close doesn't have to be a painful scary process. It's just a matter of making a transaction. After they said 'yes', do they want to pay in full (with a great discount) or make their first installment?

7 Ninja Sales Process - I teach that sales happen via your marketing! Do you have a marketing, website, sales pages, testimonials, case studies, FAQ page, that shows your prospect why they need to work with you? Your sales call can become a truly wonderful experience if you, instead of qualifying yourself, will qualify your client. My sales calls are called Admissions Interviews. My prospects fight to join my programs. This is a great positioning that shortens the time of my sales calls. Instead the call is about practicalities of my programs, transaction, and an Orientation Session in progress.

8 Tackling Objections - Don't leave objections to the end! First of all, your marketing should answer every possible objection your prospects may have. Second of all, use application form to qualify your leads, and only get on the call with prospects who are ready to take action toady.