

Location Independent Selling

This is one of the most valuable hours of content I have probably ever given. I mean that seriously. I was thinking about this a few days ago. This skillset, marketing and sales specifically. This hour of content you're going to get is packed with more information that that will actually make you money than probably any other single hour of any content I have ever presented. I have to think about that because I have a lot of content. I have a lot of content on a lot of topics including business topics and topics that make a lot of money so maybe that's not true but I think so. My experience has been that I have taken numerous online and or audio courses regarding sales. I have spent thousands upon thousands of dollars in terms of learning about sales, sales training going all the way back to the 1990s where I buy very expensive, for the 90s back then, audio programs and sales. I've taken audio courses, video courses. I have coached with top sales people like in the world, sales trainers including people like Brian Tracy and Tom Hopkins. I've actually worked these people personally. I have done massive amounts of research in sales in terms of real life sales. Not only have I done hundreds of one-on-one sales sessions in real life. I have done hundreds if not a thousand or more but definitely hundreds of sales calls either over the phone and or over video. I have closed literally millions of dollars in business regarding sales over the past 25 years of my business career. If you don't even include the one-on-one stuff that's live, one-on-one for real not video. If you just include phone calls and video like Zoom sales that alone is millions of dollars. This is something I know quite a bit about. This is something I've been working on for a very long time. What I've done for this webinar, this training is I have cherry picked out the best techniques that make the biggest difference in terms of your success with sales. I've packed them in to this training. This is what you're going to get.

Sales not marketing

This is regarding sales and not marketing. What's the difference? Marketing creates the lead, sales closes the lead. There are some scenarios where you don't need sales. There's some scenarios where you actually have to have sales. I'll discuss that in a second. What we're discussing here is this is the sales process. This training assumes that you have already come up with the lead. You've already created the lead either through your own mechanisms or through referrals or through online stuff or however you're getting leads. This is not a seminar how to get leads because that's not in my view sales. That's marketing. That is a very big topic. There ten thousand different ways you can do lead gen and there's no way I could cover lead gen in a training like this. It would have to be this gigantic course. It wouldn't include everything because there's so many ways of getting leads. This assumes that you already have a phone call or a Zoom call on the calendar scheduled with someone. Now you need to close this business. This is someone who has not bought from you before. This is a cold sale or maybe a partially warm sale. Maybe someone who's bought products or services from you before and now they're purchasing something from you that's larger for example. This could be a warm sale or cold sale but in either case it is a prospect who has not yet purchased a thing that you're trying to sell them if that makes sense.

If you want, really quick in terms of how to create leads there's a million of them and I can't cover them all. Examples would be uh Facebook groups, organic traffic, cold internet ads which I run a lot of through Facebook, through Google, through Tik-Tok, through Instagram, through YouTube which is what I typically do. Actually developing your own lists calling on Google and creating your own call lists, making lists that people you've known in the past, calling up ex customers, things like that, cold DMs like on LinkedIn, LinkedIn Sales Navigator, things like that. There's so many ways to gather leads beyond the scope of this training because that is an entirely different thing. To me that is more marketing and not sales. To me sales begins when someone schedules that phone call or Zoom call with you. We'll cover both by the way. We'll cover you talking on the phone and we'll cover you handling things that are Zoom sessions, video sessions online. This is all remote, location independent selling. I closed millions of dollars in business with people who I never went to their towns or never went to their cities. It was purely over the phone or purely over Zoom. I teach location independent business models and we're going to talk about here location independent selling. We're not going to talk about if you have to physically drive out to their office although there is some parallels.

Sales is required or not required

First we got to cover when sales is required and when it is not required. I have many companies. I've built many companies. I've worked in many industries and there are times you can do marketing. That covers a 100% of it. You don't do any sales. You can just do marketing and that's it. Marketing actually creates the income for you. For example I sell eBooks, I sell online courses in one of my companies. For that I don't need sales. I don't need to get on the phone. I don't have to hire any sales people. It's all done over the internet. The process takes them exactly through the organic traffic or the paid traffic through my content, through a sales funnel. They click buy now and they buy the item. They get delivered the item and I'm not involved. It's kind of nice.

Sometimes you need more than that. Here is the cutoff. Here's the general rule of thumb and this is a question I get a lot is at what price point do you need to actually utilize a phone call or a Zoom call to close business. That is if what you are selling is over \$2500. You use that as a baseline \$2500 or more. You could argue maybe it's \$2000, maybe \$3000. You could nitpick that exact number but it's really about \$2500. That's the model I follow. If it's less than \$2500 I can if I'm good utilize internet marketing or other marketing techniques where I don't have to use sales and I can just get business through marketing alone. If it is over \$2500 then unfortunately or fortunately talking depending on your viewpoint, a phone call or a Zoom call of some kind is required to close the business. The reason for that is more than \$2500 is a lot. People have to trust you and they have more questions involved so that's where that cutoff is. If you want to close business on something that is \$10,000, \$50,000, \$50,000, \$100,000, all of which I've done you're going to have to have a real phone call, sales call and that's we're going to cover in this training. That's the first parameter.

Second parameter is if what you're selling is highly complex. If you're selling oranges, you probably don't need a sales call. Everyone knows what an orange is but if you're selling a very complex business service, if you're selling coaching, if you're selling consulting, if you're selling a coaching package, there's all kinds of things where it's complicated enough where you know you're going to get a bunch of questions from individual users that could not be answered in an FAQ on a website. That's the other aspect is maybe it's less than \$2500 or around \$2500 but it's complicated. It needs a real conversation because you know people are going to have questions.

Next parameter in terms of whether sales is required is if the thing you are selling is highly customized to the customer. Ideally if you're selling something highly customized then it already is \$2500. I don't know if I would sell anything customized for under \$2500. I know people do. I don't recommend that. It's not a good business tactic but if for some reason you're doing that, if you're selling something that's under \$2500 but it's highly customizable to the individual human being or the individual company B2C or B2B then again it probably may require a phone call or Zoom call to close the business.

The last category and this is common if you're talking about very high ticket items is if you have multiple what I'm going to call economic buyers. I'll define what an economic buyer is in a minute but you're dealing with multiple gatekeepers especially if this is a B2B sale. If it's B2C, you're talking to one person. Maybe the guy says I have to check with my wife because he's a beta male maybe but in a B2B scenario if it's a large enough thing or a significant enough thing and I've certainly been in this scenario many times you have to talk to several different people and get several different yes. In that scenario definitely, you'll need if not one call phone call or a Zoom call several calls.

What is an economic buyer?

This is the next session. This is preparing for the call. Boy, did it take me years to learn this. If you're selling B2C, this doesn't matter. If you're selling B2B, you must make sure that the sales call, I don't care if it's Zoom or phone. I'm just going to call it the sales call from here on out. It'll be phone or Zoom or Skype. When I say Zoom I mean any video medium. It could be a phone call, could be a Skype call. It doesn't matter what the medium is either it's over voice or over video. I'm just going to call that the sales call. You must make sure that that sales call is with the economic buyer. Let me explain what that means.

In a B2B scenario the rule is this there are many people who can say no but usually there's only one person who can say yes. Many times when people do sales they focus on the non-economic buyer. They focus on the person that can say no. they have the authority to say no but they don't have the authority to say yes. An easy example that would be the gatekeeper. If you're calling the CEO or let's make it easy let's say they're calling the CFO because that's usually who makes a lot of phone calls for. I was calling for the CFO what I sold consulting services. You get his assistant right or his receptionist or whatever. You don't really use those terms anymore but you get his assistant. Can the assistant actually authorize your thing to

actually pay you the money and hire you if you're selling something for \$50,000? No, she can't. She can't do that but she can say no and get you out of the company. She has the power to say no. She doesn't have the power to say yes. That means she's not the economic buyer. What you need to do is to make sure that this phone call is with the economic buyer meaning this is the person who has the power to say yes. This is the person who has the power to say yes, I will hire you for the amount of money that you want and he doesn't have to check with his boss or get permission from anyone else. He can just hire you. Either he's the owner of the company or he is not the owner of the company, he is an upper level manager or what have you or in some cases a supervisor depending on what you're selling but that human being does not need the permission from anyone else. They are authorized to spend the money to hire you to get you in the business or to buy your thing. If you don't know if that person is the economic buyer you need to determine that at some point either pre-call or during the call. You may have to ask. This is the worst case scenario you may have to ask them. Here's the way I say this. Is there any other people we need to talk to get this ball rolling forward? Something like that. Is there any other people we need to talk to? If the guy says nope, I'm the guy. I can say yes or no. I make those decisions. Let's go for it. Great, you're talking to the economic buyer.

What if you're not sure if you're dealing with the economic buyer?

This might be the case if you're if you're having a new business, if this is the first time you're selling these kinds of things. You just have to figure this out as best you can. You may not know and that's why you ask. Once you make several of these calls you will find out very quickly who generally the person in the company is who is authorized with the budget to pay for the thing that you're selling. If it's a brand new business you may have to fumble this a few times. I've certainly been there because I've started several companies but once you go through this four or five, six times you'll know. The person in the company you talk to is this person this person with this job title. I don't want to talk to this person. I don't want to talk to that person. I want to talk to this person. Just make sure that you're constantly focused on that economic buyer. It is a waste of time to do sales calls with someone who is not the economic buyer. A lot of B2B sales guys and brand new entrepreneurs make this mistake. Don't make that mistake. This is I don't say priority one but it's one of the biggest priorities you have to have.

Next thing you have to have before you make the phone call. We will discuss this a little later is you need to have your script and or more importantly your objections list. We will discuss that in great detail a little bit but you want to make sure you have that ready to go. If it's a piece of paper in front of you that's fine. If it's a Word document or PDF or spreadsheet and it's on one of your screens that is also fine. Have that ready. That is a key tool in closing sales. You must have it and if you're brand new in selling this thing you must develop it. I'll talk about how to develop it a little bit.

The next thing is and people forget about this, you need to make sure when you're doing the sales call that you're using headphones. What I do is you this, you can do whatever you want. If it's over the phone have any headphones you want. If it is on video I don't recommend you have these giant headphones like

you're a gamer. That doesn't look good. You can buy these types of earbuds. These are called Remimbi earbuds. They'll look like that. They're that small. \$200, I think and they're USB. They're great. These are not earbuds like Beats. These are real earbuds with microphones in them. I would strongly suggest if you're doing Zoom calls, if you're doing video calls that you invest in something like this so that way you have things in your ears but no one can see. It's not bad to have wire coming down. People are used to that now especially in a post Covid era. Not a big deal but in my opinion it does make the difference when you have these little tiny earbuds in your ear. There's no wires. There's no headphones. You look normal. You look more professional. Anything, you can do to close the sale no matter how little it is is important. I teach dating advice in one of my other companies. I liken this to a first date where you want to do everything right you possibly can and the more things you do right the higher your odds are. You want to make sure your hair in a first date looks perfect. Does that mean if your hair looks perfect you'll get laid? No but that gives you another five points that you may need in combination to everything else. The sales call works the same way. Every little detail you want to cover if it's a video call and an audio call too, the list is smaller to make sure that you win. I would strongly recommend you get something like this. You want headphones because you need your hands free to type or write. You're going to take a lot of notes. Very, very important. Never have something held up to your face. Don't do that even if it's a phone call. Don't do that. Have headphones. Have your hands ready to go. Very, very important.

Right before the phone call you need to take a deep breath and relax. I can do a whole thing on breathing exercises right now. I'm not going to. What I just recommend is you sit very comfortably. Sit up straight. Breathe in to your nose, out through your mouth three to ten times. Center yourself. Calm down. If you had a stressful day or you've just lost several other calls and said no. If you just screamed at your girlfriend, whatever the hell that happened you need to let that go and relax and get yourself centered. Emotional control and how you come across on the phone and video and the phone is just as important, how your voice comes across is key and critical. If you're tight, if you're scared, if you're pissed off with something that happened an hour ago, if you're stressed out, if you're sleepy these are all bad, don't do that. I could go into a whole thing right now on my standard stuff about get at least seven hours of sleep, testosterone, drink lots of water. I'm not going to go through that stuff. We don't have time for those things. I'm just saying this makes a difference. You need a deep breath, relax and calm yourself, center yourself so that you're relaxed and a good decent mood as best as you can before that phone call because this will come across. I promise you. I don't know if you've had scenarios where you've talked someone on the phone or a video call with someone who is pissed off or stressed out or angry or scared or sleepy and you could tell. Even if it's subconscious you could tell. You want everything in your favor for the sales call. You want to be happy and energetic. I'll tell you about how energetic in a minute.

Outcome Independence

In my other content I teach a concept called outcome independence. I just did a webinar on outcome independence a few weeks ago. I don't have time to go to it now but my point is this. You've got to release the result of this call. You cannot give a shit about the results of this call. Caleb, that's why I'm having the call. This is Outcome Independence 101. You don't need any one customer to hit your financial goals. It's

not you get one customer and you become a millionaire. That's not how this works. You need many, many customers. You don't need any one person to say yes. You need lots of people to say yes and that's good news. That means you don't have to worry about the outcome in any individual call. You should not give a shit about the result of the call. What you should give a shit about is to assess the prospect's scenario correctly. Get rid of outcome independence and become more consultative, more of an assessor instead of a salesman. There is a point in which you turn into sales but that is the answer you want to have. I'm here to help this person. I'm here to act as this person's consultant even if you're not a consultant. I don't care if he says yes or no. I'd like him to say yes but if he says no, that's fine because I will have learned something. Here's another statement for you. Every no brings you closer to a yes. Every single one so no's are good.

I'm going to give you something here I learned in sales training. This is a parallel for first dates as well. The yeses are good, the no's are good, the maybe's will kill you. Your job is get that person to a yes or a no as quickly as possible not a maybe. Maybes are bad. As a matter of fact you shouldn't accept maybe. It needs to be a yes or a no. We'll cover that a little bit later. Once you're calm and relaxed, smiling, happy, outcome independence, release the result of the call.

Nice shirt

The rest of these things are for video. On a phone you don't have to worry about this stuff. Video, you have to worry about this where if you're going to do a video call wear a nice shirt. I am just in a t-shirt. You would not wear this. This is a nice t-shirt. It's a pretty expensive t-shirt but don't wear expensive t-shirt. Dress in a whatever the prospect is expecting. If you are doing a business call, B2B business call to a banker you need to be wearing a suit and tie. The good news is you don't have to wear any pants. You can have your underwear. That's fine. You can only see from here up but that's what you need to wear. If you're dealing with like a CEO you better wear like maybe a button-down shirt. Maybe you don't need a tie and a jacket over that for example. If you're just dealing with B2C people, just people just have a nice shirt. Not a t-shirt. I would wear something button down. Wear a nice shirt. I can do a whole thing right now about what shirts you could wear, what colors you should wear based on the colors of your skin and your eyes, your hair. Don't have time for that. Just be aware of what looks good on you and wear that shirt. Do not just sit down because you're dressed to however you're addressed that day. Take a few minutes and snap wrap it up a little bit. Shirt, hair, grooming, all that stuff. Make sure you look good. Every little bit counts.

Grooming

If you have fucked up hair, fix your hair. If you have like hair growing out the back of your neck please shave your neck. I shouldn't have to tell you how to groom but I know a lot of guys. We live in an era where people are kind of relaxed about this shit. If you're going to be video sales guy you got to be nice and groomed, if you have facial hair that's great. Make sure it's perfect, groomed perfectly. A lot of black

guys are really good at the Grooming of the facial, having perfect facial hair. That's great. If it doesn't look good or you can't figure it out then just shave it. Be clean shaven like me. For years I had facial hair but it took too much time to deal with so now I'm just clean shaven. Whatever you look like look your best. I shouldn't have to say that but you need to do it.

Background

Pay attention to what is behind you. This is a training webcam. I don't really give a shit about what's behind me here as long as it's not super ugly. At least you have my books over here, got my swords over here. There's stuff over there but you can't see it because I'm in the way. Pay attention to what's behind you. You do not want a toilet behind you. You don't want to see a kitchen behind you. You don't want to see a mess behind you. You don't want to see a big nude picture behind you. There's all kinds of things I've seen. I've seen the dumbest stuff that guys have. Be aware what's behind you. If what behind you looks like shit, pick up your laptop or whatever and move to a part of your apartment or home or house or whatever, office where it looks decent. Doesn't look great. It can be a blank wall. That's fine. Although I'll be honest with you if you're a really whitey white guy like me you don't want a white wall either. That makes you even look more white. Just pay attention to what is behind you. You don't have to set or anything. That's fine but you get my point. Every little bit counts.

Webcam

Last step for your video guys, get a decent webcam. If you don't have one already. Now if you have a brand new MacBook Air that built-in webcam is pretty good but if you have the standard Windows laptop, that webcam sucks. I would get one of the more higher end Logitech webcams. I'm not going to give you recommendations on a specific webcam. What I have is the Logitech, I don't want to touch it right now because I am recording this. Logitech, it's a three digit model number and they have the higher the number the better. I think I have a 900 or an 800. If you get like the 300 or 400 it's crappier. Just invest in a good webcam. Invest in this it will make a difference. If you are blurry or jerky or things like that it's going to harm the call.

Disable apps

Next thing also is if you're doing a video call or if you're doing an audio call on the computer disable all the apps that suck up a lot of internet bandwidth. What I've done for this webinar is I have backup systems like backup software called Carbonite. I disable that for this webinar. Whenever I do a webinar I disable it. I also have an active Dropbox link. I close that. I close all the internet heavy internet stuff to make sure I'm not herky jerky on webinars like this. Same thing with you for your video calls. Disable all those apps, disable all that stuff and make sure that you come across as cleanly as possible. Ideally you want to be plugged in to an Ethernet cable but I understand there's many scenarios you just can't do that. As a matter of fact in this office where I am there's no way I can do that here easily. I get that but if it's Wi-Fi get as

strong of a Wi-Fi signal as you can and get to as close as your router as you can. All these little details are important especially for video.

Noise

Lastly, if you're doing video or phone be aware of noises. If you have a screaming baby or you have a baby in the room that could start screaming or a wife or girlfriend in the room who's really upset and she can start bugging you during the call not good. Take care of that. Leave the room or leave the house if you have to. I'm not kidding. Be aware of noise levels. Any of these problems will damage your sale and I'm not kidding. I've made these mistakes. One of the reasons I know this stuff is because I've made all these mistakes so just be aware of these things.

During the call

Let's talk about during the call, the framing of the call. They teach this in sales training. This is going to sound dumb but it works. If you're on the phone smile while you're in the phone. Again, I'm not going to hold something up to my thing. I'm going to have headphones I talked about earlier but smile. They've actually trained sales people. They still do this where they put little mirrors in their cubicles and they train them to smile while they're talking. When you smile it actually makes your voice sound a little better, a little more happy, a little more upbeat. Now you look stupid. You look like the Joker but it works. Obviously I want to do this during a video call but certainly on an audio call especially if you're in a bad mood or scared or tight or sleepy or anything we discussed earlier. Smile. When you answer the phone or when they answer smile. I do this on phone calls when they're important. I actually still do this. I learned this 20 years ago. It makes a difference. Smile into the phone. It makes a difference. If you don't believe me you can try this. You can talk to someone casually like a friend. Talk to them while you're smiling. Just talk to them when you're smiling then frown. I have a really angry face and talk to them. See my voice just dropped a little bit. That comes across the phone. We are psychosomatic creatures. Tony Robbins was right, NLP is real. When you act the part you tend to be the part.

I would recommend especially if you're new to sales, you're nervous that if you're doing audio you stand up. I'm not kidding. Stand up. Stand in your kitchen counter or standing desk and stand and do the first few calls standing up because you have more energy. Famous radio talk shows, this is not really a radio world. Back in the day but when they had radio pre-podcast these talk shows hosts would stand up because they had more energy, their voice sounded better, it's also better in terms of your diaphragm and projecting your voice and speaking low from your guts. It's easier if you're standing up. Technically, I should be doing this standing up. That's really not stuff to do that. I guess I could. I have a standing desk here. I don't use this. Valuable advice but you get my point. That's not required but it's optional. Happy, upbeat tone of voice. If you have a voice like, let me give you some celebrity examples. If you have a voice like Johnny Depp, you talk like this and you talk like that. That's not going to work. Okay, I'm sorry. My voice is perfect for this stuff but I am naturally gifted in terms of my voice. I don't have to worry about

these things but if you have that kind of quiet voice or a little muffled voice you're going to have to learn how to speak from your gut and get a little better at this. We don't have time to go into speech training and things like that, speech techniques. You get my point. Happy, upbeat. If you have like a real like chill, like a stoner voice because I know guys like this hey man, how's it going. What's up? No. Higher, a little more energy.

On the other side if you have a voice like George Lucas and your voice sounds like this. You need to bring it down a little bit. You want to get into that mid-range as best as you can in the call. I know this is hard but you have to do this. Whatever vocal problem you have you want to try to solve. If you don't know what it is ask other people. I have a vocal problem. You know what my problem is? I talk too fast. I talk about fast all the time. I can't do that on a sales call. I have to purposely slow my speed down. I don't want to change anything else. I want to keep the tone. I want to keep the energy because I have that perfect but I do talk very quickly. I have to slow it down a little bit when I'm on a sales call so I enunciate it a little better. See what I just did there? I slowed it down just a little but I kept the energy level. Whatever problem you have vocally, identify it and overcome it which means you need to record the phone call. That's in my notes somewhere.

Record the phonecall

You've got to record the phone call. Here's the deal on recording phonecalls. Guy say well is that legal? I don't know if it's legal or not so here's what I do. I will record not all my sales calls because these days I'm good at this stuff but especially if you're new record every call. Don't show it to anyone. Don't make it public. That is totally illegal. Delete it after you listen to it, if you have to which is fine. I don't know the legalities especially if you're in one country and you're fiddling calls from all over the planet because you are location independent because I'm fielding calls of the world. I will often record my calls. These are key teaching tools to listen to yourself, to listen what you did wrong and that's primarily it. You're not recording the call to listen to the prospect. You already heard him. You're listening to yourself how do you sound, what did you say, did you act nervous, did you act weird, did you act scared, did you answer his questions correctly, what could you have changed. You want to review the call after you're done and then delete it because I don't know what the laws are. Obviously, if it is totally illegal to record any calls outside of your country then don't do it. I don't want to recommend anything that will get you in trouble. I'm just saying if it is an option for you record the call. Many phones have recording systems in them. Online stuff, obviously very easy to record calls. Certainly if it's a Zoom call it's going to say that it's recording. You can ask the guy permission. Hey, I'm going to record this. Do you mind? That's perfectly fine because I know Zoom. I know this. You hit record and it says recording in progress. Don't just do that. Ask the guy. Hey, I'm going to record this for my own records or no, don't say that. What do I say? I don't have a line for this. Hey, I'm going to record this to make sure I get all the information right. I'm not going to give it out. I'll probably delete it when I'm done. Is that okay with you? 99% of the time they're going to say yes, sure go ahead. Every once in a while you're going to get someone say I'd rather not then don't okay but that's important.

Energy level

In terms of energy level here's where you want to be. You want to be one level above the prospect. If the prospect is kind of relaxed and talking like this you need to be like this. Just one level of energy above him. If the prospect is talking like this then you need to be talking like this. You see the difference. One level, one notch of energy past the prospect. If the prospect is talking like this and you're talking like this and your whole call's like this you're going to create an emotional disconnect for the prospect. You don't want to do that. That's why I take it one level above. The only exception of this is when he is very high energy. Let's say you're talking to a prospect and he's like me. He's very loud, high energy, confident, boom. You don't want to match it. You don't want to go even crazy. You don't want to be spastic man. You don't want to be Robin Williams. You don't go quite that level. If he's already at a very high level match him. Any other level one notch above him but not more than one notch. I don't know about you guys, you guys are more introverted like me. I know it's hard to tell but I am introverted. If you've been on this calls especially sales calls where you're at this level and the sales guy's way up here. We're having a business meeting, the other guy in the meeting is way the fuck up here and you're down here. It's just irritating to you. You don't want to irritate the prospect do you? That's why I teach one level beyond.

Frame

I mentioned this earlier and I'm going to say this again. I'll give you more detail on this. You're framing throughout the call is that you're a consultant but Caleb I'm not a consultant. I'm not selling consulting. I don't care. You are a consultant on this call. You are here to assess his problems and prescribe solutions. You're a doctor. You're not a doctor but you are a consultant and we're going to go through what to say in the call in a second but that's pretty much what you're doing. Most of a sales call and I'm telling the truth about this. Most of a sales call is a diagnostic system. It's a diagnostic process. You're asking questions, getting information and you're going to prescribe a solution. Maybe the solution is not with what you're selling and that's entirely possible. We'll cover that but that should be your framing. You are not a salesman until the end of the call when you're closing and you've already made the determination that the person is a good match for what it is you're selling then you sell. There's no point in selling right off the bat. There's no point in this. If you've been in scenarios where you've been dealing with sales person in the real life or on the phone where they didn't do this. They just tried to sell you. They were not being diagnostic. They were not being prescriptive.

Script

We're getting to the call outline, the script. Let me start off by saying this. You do not want to script out the entire call. I know guys try to do this. Don't do that. You don't want to sound like you're reading off a piece of paper. You want to sound like you're talking off the cuff like me. I am not reading off a piece of paper. I never read off a piece of paper for anything. YouTube videos, podcasts, webinars, training courses, those of you who have seen my content. I don't read. I just tell you because I know. Now I can refer to

notes. That's what I'm doing right here. That's okay. That's what you want to do. You should duplicate what I'm doing right now. Have some bulleted notes, refer to them and then speak like a human being. It is very off-putting when someone realizes you are reading from a script even if it's a memorized script. I don't think that's a good idea because people can tell. You can tell right? You've had telemarketers. You can tell they're just reading off a script or repeating something they said ten thousand times over, the same exact words. Don't do that. I do not recommend you read from a script. Instead you have a bulleted list, a bulleted list of outline points that you hit on the call. I'm about to give you those in a second.

I remember years ago when I was a kid in my early 20s about 25 years ago. I was part of Amway back when Amway was big in the 90s. It was a requirement in Amway and we had to go to these meetings. The successful Amway guy would get up and then because Amway was a very traditional organization and very pro-family they'd always have his wife get up and speak after him. He would speak for 50 minutes and then his wife would speak. I remember hating when the wife went up to speak not because I don't mind women speaking. That's great but generally speaking, not always generally speaking the wives would read off a piece of paper. The guy would get up and talk like me and he'd be really good. He'd get off and the wife would come up all nervous. She didn't want to speak but Amway made her speak. Her husband said you got to speak. She was like okay and she gets a piece of paper and she was one day we met at a fire station. The whole thing is like reading off a piece of paper and then and you're like oh kill me. Shoot me in the head right now. Don't do that. Just don't. Instead I'm going to give you a very specific outline to follow and this is an outline that I know for a fact works. It has made me a lot of money millions and has made other people even more millions than me.

Here's the thing on this, this outline I'm about to give you every big name sales guy from the last 40 years has had some kind of call script outline. Brian Tracy had one back in the 90s. Dan Kennedy had one. Jay Abraham had one back in the 90s when I started doing this stuff. Today, Alex Hormozi has one. Sam Evans has one. All these famous online guys have one now. Here's the secret to all this. When you look at all these sales systems and sales scripts, I spent thousands of dollars investing in courses and training to get these scripts. I mean you're getting thousands of dollars of material in this little training. They're all the same. I mean 80%, 90% of these scripts are the same. It's the same set of things I'm about to give you right now. There's maybe a 10% variance in the details but it's the same exact system. Literally the same exact thing. If you pay a bazillion dollars and you get some big sales gurus sales script, Grant Cardone, doesn't matter. Then you buy someone else's, buy someone else's, buy someone else's, buy someone else's, when you put them all together they're all about the same. I'm not kidding they're all about the same. I'm about to give this right now. The good news is that this is the one we know works. This does work. I promise you this works. I've used it myself many, many times. It's worked great. I'm not the only one who's used these things.

Call Outline

Here it is. It is one, two, three, four, five, six, seven steps, kind of. The last two are optional. A through G and you'll get a copy of all these notes.

A. Why are they there?

First step is determine why they are there. Why are we talking today? What compelled you to reach out to me? What made you interested in blank? Why are we here? Determine why they're there. This is the longest part of the call because you're going to ask a lot of questions. They're going to say something, ask a question. They're going to say something else, ask a question. Get as much information as you can. You need to find their pain. That's the point of this part of the call. You need to get as much information as you can from them, as much detail as you can from them both logistical detail. This is what I've tried. Does it work? This is how much money I want to make. Whatever it is they're trying to solve get as much information can and as much emotional information. How angry are they about this? How distraught are they about this? How much this problem bother them? This is all good. If the problem doesn't bother them very much they're not a hot prospect. If the problem bothers them a lot this is good news. This is the assessment part of the call and like I said the vast majority, I would say maybe not the vast majority, 60%, 70% of your time on the call or more is going to be spent in this stage. The listening questions, getting information and finding out why they're there, what their motivations are, what their pain is. Super critical. Take your time with this. Do not rush this part. You can rush the other parts. We're going to talk a little bit. You cannot rush this part. If it takes 20 minutes, I've had sales calls where it took over half an hour just in this phase to get all the details when I was selling consulting packages. The higher ticket thing you're selling and or the more complicated thing you're selling especially on a B2B scenario the longer this is going to take you. Take your time. Get all this.

B. Summarize and Get Agreement

Summarize their pain and get agreement. When you are all done, you spent a lot of time and now you're done. You are going to summarize what they said. You're going to feed it back to them in a sentence or two. You're going to get their agreement. You would say something like so it sounds like to me you want to start your location dependent business because you hate living in your country and you hate your job. You want to make \$8000 a month minimum at something location independent so you can move to Bali. Is that right? That's you say is that right or did I get that right. Use whatever words that make sense to you. I'm a little more blunt in my language. Some of you are a little nicer. When I give you these example scripts don't copy me word for word because you it may not sound right coming out of your mouth. Say it in your words. I say is that right? You might say did I get that right or does that sound right? If they say yes, that's it. Then you can move on to step C. If they go well, actually I mean that's kind of it. Okay, I'm sorry. I misunderstood and then ask more questions and get clarification. Again go back to step A and get clarification. Then when you get clarification you go back to step B. You say okay, all right. Now I understand what you're saying. I think what you're saying is you want to start your own location independent business because you just can't stand living in the UK and you want to make \$8000 a month

because you want to live on the beach in Bali. That's a dream you've had your whole life. Is that right? Yes, that's right. Boom, now you have permission to go to step C. You don't go to step C until you get agreement. You're labeling them with the pain and you're getting agreement from them that they are in pain and they need to make a change. Do not go on until you know for sure. I'm going to say this for the tenth time. Don't rush A, don't rush that part. Make sure you get everything. By the way you should write this shit down or type this into a Word doc or something. That's why I said use headphones so your hands are free. You want to refer back to this stuff.

C. Exacerbate the pain

You want to exacerbate the pain. Now here's the best way to do this. There's a lot of ways to do this. The best way to do this is you ask them other ways they've tried to solve this problem in the past that didn't work. You would say something like I would imagine this isn't the first time you've talked to someone or tried something in terms of setting up your own business or a location independent business. I would imagine that's the case. Is that is that accurate? Oh yes, I did this. I did this last year and then three years ago I did this. Really? What happened? Now you're asking questions. Again, elicit more pain. When you tried duh, duh, duh three years ago. How did that end up? What happened to you? Oh my god, I spent \$17,000. I made nothing. It was a mess. I quit my job. I'd go back to another job again. However many things they've done, go through that again. This is really good if you're selling weight loss stuff because I relate to that. I've been trying to lose weight and it didn't work. I lost 15 pounds and I am getting it all back. I'm going to go through all that stuff. What you're trying to do is show them that they are motivated to solve the problem but they haven't been able to fix it on their own and that's the key. They haven't been able to fix it on their own. They need someone's help which was going to be you and or the thing that you're selling.

D. Sales Mode

This is where you switch into sales mode now. Once you get all this information, you have all this written down and you're comfortable, you fully understand their problem, you fully understand the things they've tried in the past that didn't work, all these things. Now you sell them on the solution. Alex Hormozi calls them sell the vacation. This is how what you are selling is going to solve their problem. You're going to sell them on the result. I'll use Alex because he's the popular guy right now. I'll use his example. Alex Hormozi says you're selling a Hawaiian vacation. You don't talk about the plane or the flight or the food on the plane or the airport or how many checked bags. You don't talk about that crap. What you talk about is you're laying on the beach with a pina colada in one hand and a pineapple ice cream boat in the other and it's melting just the right speed to eat it. The sun is perfect and the water is perfect. You're selling the result. You're not selling the process yet. You're going to discuss the process. You're selling the result.

What I do in my coaching programs is I sell the result. Our goal here is to get your income to blank. Get your income to \$7000 location independent which means you are living anywhere in the world you want

or in this case you're living in Bali because he said he likes Bali. You're living in Bali. You're getting \$8000 a month or more. We have many other people who make a lot more than that but okay let's do \$8000. You're making \$8000 a month. You can work whenever you want. You don't have to live in the UK anymore. You don't have to deal with all these problems and bullshit. You're going to save actually a lot of money on taxes. That \$8000 is going to go a lot farther for you in Bali than it is in the UK and Bali is a lot cheaper than the UK. You're going to be living really well and you're going to throw in there, into that result the things they said they wanted in Step A. You're going to customize the end result based on the things they said. You're going to refer back to your notes literally if it's truthful. Some things they may have wanted that wasn't part of your program you wouldn't say those things obviously. That's what you sell.

When you've beaten that over the head. Don't spend a lot of time on this but when you've really gotten an emotional picture of them then you quickly go into the process, the process of how it works because if you're selling something complicated and you're selling something B2B or B2C but with more intelligent or INTJ's type people especially men but some women too, you have to explain the process. The way this process works is this. I'll describe one of the calls we have for the 90-day Business Builder. The way the process works is this. We work with you in a group session, group setting over a period of 12 weeks. We have an accountability coach who will work with you one-on-one through our system in Basecamp. We have regular meetings, 12 plus we have this and this and this and this. You choose five different tracks. You can start a coaching business, a consulting business, an online course business, a business service or a membership service. You can pick one of those tracks and we help you pick a niche. We help you find exactly what to sell. We actually design for you and show you exactly how to design your websites. We actually walk you through the marketing process. At the end of 12 weeks you're actually getting paying clients and you're making thousands of dollars the end of 12 weeks and we guarantee it. If you're not making that money in 12 weeks we will continue to work with you forever until you do. You will then have a baseline for making that \$7000, \$8000 or \$10,000, whatever you want per month. We have many people we've worked with the past who are at those income levels now.

That's it. See how fast I went through that. I didn't spend a lot of time on exactly how it works and ABC. You don't want to hear that shit. You will go back to the result. Notice how I sandwiched that with the results again. Getting the location independent income. Here's the deal on this and I've talked about this before. The smarter you are and or the more highly educated you are, you guys went to college because I ain't ever done that, the harder that's going to be for you. You're going to want to focus on the details and the features and the systems and the processes and not on the emotional benefit and the emotional result. That's a huge mistake. You've got to train yourself to talk about the result, the benefits not the features. I talk about this in copywriting. We're doing copywriting on the internet or on a sales letter or what have you. You focus on benefits to the prospect not features. If you're selling a copy machine you're not going to talk about this copy machine does 33 pages per minute color and duplex. No. What we're going to say is this copy machine will make you copies faster. Your boss will love you and you'll get a promotion. That's the benefit. If you have a high IQ or you went to college a lot that's going to be harder

for you because you want to talk about the technical aspects and that's not how you make money. That's not how you close sales. You're going to spend 80% of the sales process on the benefit. Only 20% on the actual process.

E. Close

Then you close. This is the hardest part for most people. This is going to be hard. I'm going to describe why it's going to be hard. What you're going to do is this. Here's how you close. You're going to say this project, this thing, the blah, blah, blah, blah whatever you're selling the price point for this is and you say the price very confidently \$15,000, whatever the price point is however on this call I'm authorized to give you a discount so instead of \$15,000 for you it's only \$12,000. That's how you position the price. If someone is doing this for you, if you're hiring sales people you should authorize them to get give a discount depending on what they're doing or authorize up to a certain amount. If \$15,000 maybe what you do, it depends on your confidence level. Maybe you say it's \$15,000 but I'm authorized to give this to you for \$14,000 on this phone call if you want to sign up right now. They go I don't know. Then you could drop it to 13 or 12, however you want to do that. Everyone's comfortable with different levels for this thing. My point is you don't state the price they pay. You state a higher price point that it is retail price. Then you give a discount especially if they're going to close on this phone call. If you're going to purchase it right now instead of paying 15 I'm authorized to give you a \$3000 discount. It's only \$12,000 for you. Then you shut up and stop talking and wait. That's the hardest part especially if you're new to sales, especially if you are extroverted. You're going to want to keep talking. There might be a pause. He won't say anything and you'll go this really is a good product and did you have any questions. You just fucked it up. Shut up. Stop talking. State the price. If you have to, I've taught this with guys. Some of you got to do this. If you're on the phone, a video don't do this. If you have to literally put your hand over your mouth and just do that. Breathe through your nose, relax. There are weird scenarios where that silence may last 20 seconds, 30 seconds, 40 seconds especially if the person's a good negotiator. Whoever talks first loses. He has to talk first and then respond to what he says.

F. Objections

Address objections. Here's how this works. This is a hard and fast rule for most things that you will sell. Regardless of what you are selling there are between five to seven objections you're going to get regularly from most prospects. You're going to get the same five to seven objections from most people you talk to. In other words 80%, 90%, 95% of the objections you're going to get are going to fall into five to seven standard objections you're going to keep getting over and over again. The remaining 5%, 10% is weird stuff that only that person says. Your job is to learn what the five to seven are. I promise you there are five to seven. If you're brand new you're not going to know what they are. If you're brand new selling your thing, you're going to write down every objection you're going to get. Every objection you get, you write down. By the way I write down every objection and every question. Every question I get, I write down and I write down the answer. I give the answer every objection I get. I'll write that down and I write down a brief response to that objection on every call I ever make. You need to do this too. Every question, every

objection, you need to write down because after the call is over once you do this a bunch of times you're going to start seeing the commonalities you're going to get those five to seven objections. Then your job is to create an objection script or objection list is what I call mine. You're going to come up with every objection and you're going to sit down and script out, this is the one-time scripts work. Script out something you can memorize a really, really good response to that objection and you're going to memorize it so you can just deliver it like this. It sounds like you've memorized it. Five to seven objections. There might be more but usually it's five to seven.

Also same thing with questions. You'll get X number of the same questions. How long does the thing last? I don't know what the questions are because you're not selling what I'm selling. You're going to have to know what questions you generally get and what objections you're generally going to get and not freak out when you get them. It costs too much money. You should have a scripted good answer for that question. How much money you're going to spend if you never start a location independent business, you keep working your job for the rest of your life? How much is that going to cost you? Very simple. Here's another one. If this applies to you, don't copy this exactly. The cost of this program is tax deductible. You could literally write this off in your taxes. Check with your accountant. This is tax deductible. If it's \$15000 and you're paying 40% income tax you can wipe 40% off that and actually costs whatever that math is. Again, if you have to script it out you'll know what that number is. You should know these things. That's how you address objections and questions as well.

What happens if they ask you a question or give an objection you don't have an answer for? What you do is you say I don't know the answer to that. As soon as this call is over I'm going to find the answer for you and I will send you an email within an hour. Within one hour, I'll send you an email. Within 60 minutes I'll get an email to you. Sometimes that happens. Rare especially if you're the guy who owns the company. If you're training sales people just have them say that. Hey, I'm going to ask Caleb or I'm going to ask so and so or I'm going to get back to you within an hour with the question. That question I'm not sure. That should only happen a few times because guess what you're going to do. You're going to write down the answer to that question. You're never going to have that problem ever again because you'll have your question and objection list. That's how you do this. That's you handle objections.

Objections are usually good. Objections usually signal interest. Unless the objection is look, I really don't want this. You're wasting your time. Click. Then that doesn't signal interest but other objections they go I don't know. What about this? That actually signals interest. I know it sounds weird but it's true. If they were not interested at all they'd say sorry, this isn't for me. Thank you very much for your time and they leave the phone call. That's what they do. There are rare exceptions to that. This is another thing I learned years ago. They give you an objection. You can tell it's a more emotional guy he's probably going to give you a lot of objections. One technique you could use, I've done this sometimes is you say okay. I can't do this. I don't know if I can do this because I don't think I have enough time. You say okay, I'll address that in a second. Is there anything else stopping you from getting this? If I were to answer that question to

your satisfaction. If I were to answer that to don't call it an objection. If I were to answer that concern to your satisfaction. Is there anything else that would stop you from moving forward?

If they say well yes, I mean I'm also concerned with the price. Okay, if I address that where it's something we know you can afford. Is there anything else stopping you from moving forward? Well, I guess not. I guess those are the two things. Great. Now, you can go ahead and address those objections. If he gives you a third objection you say wait, I'm confused. I thought you said you were cool. It's going to be much less likely for him to throw another objection out. If the guy's just throwing objection after objection after objection after objection. Guess what that means you're not dealing with a serious prospect and you should probably wrap up the call if you want. It depends on the scenario. It's very hard to tell you exactly what to do. It depends on the scenario. All those kinds of things. You address their objections and then you close again.

Here's how you close again. \$12,000, I can take a credit card payment right now. Would you like to get started? Then shut up. Let him talk. If they say yes, great. Go ahead and proceed. We'll talk about how to do that a second. They say no, ask why. Get another objection, address the objection. They may say something like this. Here's the deal. I'm interested in doing this. I have to check with such and so and so or if it's B2C I've got to see if I have enough money on my credit card to do that. I'm not sure. I need to check. Here's how you handle that. Is there any way you can check right now? I'll go ahead and wait on the phone. You can put me on hold. I have all the time in the world. They go well yes, I can do it right now. Great. They go no, I got to do this and that and this and that whether he might be lying or he might be telling the truth. We don't know. You can say something like how long do you think that will take you? That's the question you ask. If you need to check with someone else or check with the bank or check with this or check with that. How long do you think that will take you? Because I can't offer you this discount forever. That's what you throw in there because this discount is really if you buy it now. If you don't buy it now I have to charge a full price, the full \$15,000. Guy says oh no, no. I can do it by tomorrow. All right. Here's what I can do. I can extend the \$3000 discount for 24 hours. Right now it is whatever time it is. Whatever time zone you're in. By tomorrow two or three I'm sorry, I'm already breaking the rules by doing this. I'm going to have to charge a full price but I'll call you or email you, whatever. Basically set up an appointment to call him or email him or what have you to get back to him so you can close again. Ideally call him. If it's on a video you can just make a phone call. It doesn't matter. It doesn't have to be a video again. Whatever is the easiest? That's the way you can handle that. If he blows you off, he blows you off. He wasn't a prospect. If it works great, you close.

That's the process. That's the outline. That's the outline that all these guys use that I have used. It will work for you. It's very, very simple. Again, don't use scripts. Don't script any of this stuff except for the objections. If you're saying well Caleb, can you give me a list of your objections? No because they won't apply to you. They just won't. Again, I don't script anything. I have no scripts. Just follow that outline I give you. I'm going to give you the notes, the overview for the notes in this training. You'll get that in your

email in the next hour or two or maybe tomorrow. Don't worry about that. You'll get that but I'm just saying that's the process. It's super easy. It's very easy to memorize. There's only a few steps and that will make you a lot of money. Trust me. I've used it. It works great. It's nice and simple. That's the beauty of this.

Technical Process

Moving on next phase this operation. Once they say yes and they're really ready to actually buy your thing. Pre-phone call you need to have, especially if it's a new business or something you're doing new you need to have the technical side of the sales process dialed a hundred percent and tested. You need to test it. I say this because I made this mistake. As a matter of fact I just made this mistake last week. Right now we are launching the 500K Business Accelerator program. He might even be watching this video. Had a guy I sent him some of the sales I'm doing, some of the sales my staff is doing. I sent him an invoice. What we do on that program is we send out an invoice. They pay me the invoice and they can pay via PayPal, Bitcoin, credit card. I sent him the invoice. Got an email back saying hey, I can't pay the credit card. This is a PayPal invoice. I said no, it's a PayPal invoice but if you click purchase it'll give the option for a credit card. He goes no, it doesn't. He actually sent me screenshots. Damn it. I somehow screwed up the invoice process and had to fix that. Be aware of this. If it's a payment link, if you send an invoice, if you take a credit card number over the phone, whatever it is you do you need to have that process a hundred percent dialed and perfect. If you fuck this up, you may fuck up the sale. Don't do that. Make sure it's tested. Have someone else test it for you. Run through a test sale of a dollar. Do whatever you need to make sure the entire process works and it's as seamless as possible for the prospect.

The more payment options you give, the more likely you will sell these whatever it is you're selling. You should offer credit card. When I say credit card including American Express even if they charge more money. Every credit card, PayPal, wire transfer. You should have a procedures for all these things. We accept wire transfer. We accept like eight, nine different forms of cryptocurrency. The more forms of payment you accept the more likely it is you are to close the deal. This leads me to another discussion outside the scope of this course where the more payment terms you offer. If it's \$15,000, instead of \$15,000 one lump sum you can make three payments or three months and it ends up being more than \$15,000 but they only need to come up with \$6000, whatever. The more payment terms you'll offer the more product you will sell. Just be aware of this. You also want to make sure that whatever is automated in terms of what they receive once they are logged in using your mailing list or what have you that all works as well. If they immediately get something make sure that process is dialed. All this is dialed in. the only exception to that rule is if they are purchasing before the program begins. If there's some kind of program and even then they should get something. I'll discuss that in a second.

Post-Sale

The highest point at which a buyer gets buyer's remorse which is a real thing. You probably had it yourself is as soon as they make that payment. As soon as they send over that \$6000 or \$17,000 or \$50,000 or \$87,000 bucks if it's a B2B thing. As soon as they send over the money the money's gone they go oh my god. What did I just do? Oh fuck, I don't know. That's where the highest odds of problems, concerns and refunds hits in. You need to do your best to offset that. Here's the best way to do this is that you give an immediate personalized follow-up right after you get the money. As soon as you get the money you or I'm going to assume you're the owner of the business or the owner of the business, the main guy maybe not the sales guy but the main guy. If someone closes, one of my sales people closes something for me, I do this. If I'm traveling and I can't do a video I will do an email. It's a personalized email for me. It's not a stock email. I would say hey it's Caleb, I just saw your payment go through for the program. I'm super excited to work with you. I'm sure you have a lot of questions. I am here at your disposal. If you have any questions let me know. I'm super excited to get started what you'll get now is duh, duh, duh and the next part of the process is duh, duh, duh. Super pumped for this. I'm going to work really hard for you. I'm going to make sure you get what you want out of this program. It's not a stock email. It is personalized. Better than an email is a video. You whip out your phone. You do a quick one minute video saying hey Dan. Just saw your payment go through. Super excited to work with you, however you want to do that. 30 seconds is all you need. Something personalized that they get as soon as the payment goes through. You want them to get stuff as soon as they sign up regardless of whatever it is your service is.

Well Caleb, I'm selling a service they don't get any stuff. What I recommend to you is you have some stuff. Caleb, I'm a consultant they don't get stuff. Give them something in addition to the personalized message. Maybe you send over an assessment form, maybe you sent over a PDF on how to do X, Y and Z that you've come up with. Give them content, give them real stuff as soon as they sign up even if you're not selling a thing like a course. It doesn't matter. Come up with something that they get. The more they get the better. You could come up with like an audio podcast training 20 minutes, 15 minutes that you record and they get that if you're a consultant or something or a coach. Doesn't matter. Give them stuff as soon as they sign up. You might relate to this. When you get stuff you're like oh cool and now you're not worried anymore. Even if you are selling something like I sell where it is a scheduled event that occurs after a certain date. Nothing really happens until the date begins but come up with a system if they sign up three weeks early give them something even they don't get the real stuff on the specific date the program starts. You want to overwhelm them with stuff in that first 24 hour period.

Questions

As I said earlier we don't have a lot of attendees here because of my time zone problem. There's only a few of you guys online. If any of you guys have Q and A questions go ahead and put them in the Q and A only and I'll answer those. Then we'll wrap this up. Then you watching the video you'll probably get an email saying this. Go ahead and ask me any questions you have on this content for the next week or two theonlyblackdragon@gmail.com. I will answer your question and once again I deeply apologize my

computer was stupid. I got the time zone wrong. I apologize. Do any of you guys online have any questions if not we will wrap it up.

- What are some ways to find products to sell either info or hard products?

That is beyond the scope of this training but I'll answer it. That's a very broad question. Finding hard products is a lot more complicated because you have to look for dropshippers and your manufacturers from certain countries. You kind of can narrow it down that way. You can go on Amazon and do your own research. Google is your friend. It requires a lot of research. Info products you become an affiliate. You just find info you like and become an affiliate for that person. You can become an affiliate for me or anyone else and sell their stuff. That's easy. Just whoever you like see if they have an affiliate program and become an affiliate and sell their stuff.

- Any more advice when you sell stuff that is not yours? I don't have anything in mine to sell now but I'd like to for my first Alpha 2.0 selling something not mine to start right now. That would mean the product of someone else.

That's fine. My sales people sell my stuff. It doesn't have to be yours. You have to believe in it. You have to know it works. Convey over the phone why you know it works. Let's say you're selling my stuff. You don't say Caleb is awesome. You say Caleb helped me do this or Caleb has helped these people do this and this and this. Caleb has been doing this for 15 years. You have to build up the other person. You can even say look, I don't know how to do this. Caleb's the expert. That's great. Perfectly fine. Just say that. Other than that it's exactly as I trained you guys on the last hour. It's exactly the same. There's no difference whatsoever.

- Will you answer our questions in a video or email format?

Email.

- SPIN Selling by Neil Rackham is a very popular sales book. He says selling big companies required a different approach than selling to small companies. Do you agree?

I haven't read that one. That's one of the few ones I haven't read. Yes. My favorite book to selling big companies is a book called Bag the Elephant by Kaplan with a K. I think Robert Kaplan. I forget his first name but you could use Amazon this. As a matter of fact I may have it on my book shelf here. Do I have it? I bet I do. Where is it? Do I not have it here? It should be here. It's called Bag the Elephant. I don't see. Oh, here it is. Get this. It'll change your life. This is how to get a client where one client's worth like a hundred thousand dollars or half a million dollars to big corporations. It's more than just a difference in sales. The primary difference in sales process is that you'll be having multiple economic buyers, multiple gatekeepers you should talk to. you have to talk to several people, several different departments but it's

also about framing your product offering, calling it different names, different phases, naming it. There is a whole procedure to this. Yes, it is different. Very different.

- Used to work in a big company that sold high-end software to big multinationals. Instead of a package of fixed prices each individual the price is negotiated with the salesperson, the buyer. In many cases different clients would pay wildly different prices even though they are buying the same add-on package. How do you gauge the price point which a client's willing to pay?

A few things. One is you do your research before you call. Size of the company or size of the department number. Two, you ask them for their budget. When I used to sell speaking gigs. I used to be a keynote speaker. I would ask them what is your budget for this. What's your allotment budget for this if you don't mind me asking? Be nice when you ask that question and they'll tell you. My budget is this. All right there you go. If they don't tell you make your best guess but that you do that based on your research. Good question.

- How you have you any places you recommend to find affiliate programs, product to sell?

A few places. ClickBank is the easiest one. The biggest one is shareasale.com. Tons of shit on there. You can sell anything. I'm on ShareASale.

- Is getting a job as a recruiter a good way to train your sales skills? I know someone who runs his own recruitment agency who has asked if I want to work part-time for him.

Yes. That would help.

- I missed the beginning of the webinar. Did you cover how to generate leads?

I did not. That is marketing. Not sales. I went through a few examples but I did not focus on. This webinar is focused on once you have a call scheduled exactly how to close that deal to turn a prospect into an actual paying customer. Generating leads is more about marketing. I covered it a little bit but really the focus of this was sales. Getting on the phone or in video and close the deal.

- You've recommended Brian Tracy's book on sales. Who or what else do you recommend?

Anything from Tom Hopkins. Anything from Dan Kennedy although he's not sales but more marketing. Anything from Jay Abraham. Who else off the top of my head? That'll get you plenty. There's one or two names I'm forgetting right now.

- Do you find any parallels between PUA and sales?

Massive parallels and earlier on this course I gave some first date parallels.

- When going for the close I also find my voice is cracking because I'm nervous. How to get better at this?

Great question. You rehearse it in front of the mirror. When they were training like chiropractors doing sales on the phone. The price the package is \$7000. The chiropractors were embarrassed to say \$7000. They would have them go in the mirror and say the price of that package is \$7000, the price of that package is \$7000, the price of that package is \$7000. What you would say is what I said earlier the price for the package is \$15,000 however if you're willing to buy now I'm authorized to give you a price of \$12,000. You say it over and over and over and over and over again. Walk around the house and say it. The price of the package is \$15,000 but if you're willing to purchase it right now with a credit card I'm authorized to give you a discount of \$3000 and just walk around the house and keep saying over and over again because that's the scariest part. That's the part where we all clench up. Well I don't but I used to.

- How much is the acceptable percentage for commissions to make the business work?

I cannot answer that question because it depends on the margins of what it is you're selling and whether or not there are hard costs associated with what you're selling. If what you're selling has hard costs associated to it where the company has to pay out hard costs for that individual buyer in terms of cost of goods the margin is lower. If it's a 100% margin like if you sell my online courses that's 100% margin pretty much. I'll give you 40%, 50%. I'll give you a lot. If you do a joint venture I'll give you more than 50%. If you have an audience because I don't care but if I have like a 90-day Business Builder that's a coaching service. I have hard costs associated that so the margins, the commissions are smaller because they have hard costs but the price point is bigger. It all balances out.

- In your YouTube videos and these types of webinars you come across as gruff, mildly annoyed Alpha Male 2.0 dad beating so much of his sense into your dumb guys. Do you often soften your approach in your sales calls to prospects?

Yes, I'm happier. I have a very different frame right now training you on shit. I'm much happier, more relaxed. I don't know if any of you guys watching this have been on a sales call with me. Probably haven't. A few of you probably have because I've done that many with. Usually those are my sales staff but I'm a lot more relaxed and chill as I talked about earlier in this training.

- How would you define the difference between sales and marketing?

Talked about that earlier in this training. Marketing creates leads. Sales converts leads. That's the difference. That's why I didn't talk about lead gen in this because that's marketing.

- Is Alex Hormozi good for learning sales? He seems like a giant beta male despite his muscles.

It doesn't matter if someone is a beta male or not. You can learn a lot from Alex Hormozi on a business level. You can learn a lot from Bill Gates, Elon Musk, those are all extreme betas but they're great. It is not relevant. Yes, you can learn from him. He's very good. He doesn't teach what I teach. He doesn't teach location independent income through an Alpha 2.0 business that takes a few hours a week to maintain for maximum life. He doesn't teach that. He teach blow your brain. He's more Grant Cardone. Work 15 hours a day, blow your brains out. Make hundreds of millions of dollars. Be aware of that but in terms of sales skills, yes.

- What sort of transferable sales skills can you learn from getting good at PUA?

Everything. Framing, body language, asking questions, just about everything. It's awesome.

- Good to do sales calls for walking instead of standing. I heard walking on the phone helps reduce nervousness, increased mental agility, need to overcome objections.

I've heard that. That might help. You have to experiment with that. That may or may not help you. Not sure.

- I'm talking to prospects soften your approach. In terms of calibration this is basically the same way you talk to women while you're dating.

Yes but let's not focus on dating questions. Let's keep it on topic.

All right I'm going to wrap this up. Again, I deeply apologize. If you're watching the recording of this feel free to send me an email with your questions for this topic theonlyblackdragon@gmail.com. Please keep your questions germane to this topic or else I may ignore them because I get a lot of email. Like I said if you do this stuff this is one of the most valuable in terms of income hours I have ever given. This is it sales skills. You combine this with marketing, good marketing and good sales you can make pretty much whatever you want as long as you're willing to work for it. If you want to make a seven figure income you can do that. I'm not joking about that. I'm serious. We'll do one last question.

- How to get better at sales if you don't work at a sales job?

Read as much sales materials as you can and start your own business and do it that way. That's how I did it. I never had a sales job. I should have gotten one. I didn't. I had to throw myself in, start doing cold calls. I learned this stuff on the fly but I read a lot of sales books. Read a lot of good sales books. If you need to get sales courses online, go ahead do that. Go ahead and find something to sell. If it requires a sales call and again at the very, very beginning of this a lot of things don't require sales. They just require marketing but if you need sales that's how you do it.

All right. Thank you very much. Deeply apologize. I still feel terrible about this but send me your emails and I will get your questions answered. Thank you for your patience. Love you and I will see you very soon. Bye.

~Caleb Jones.