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Location Independent Selling

1. Overview

- a. This is regarding sales, not marketing.
- b. It assumes most of the marketing / lead gen is done and now you need to get on the phone.
- c. Really quick: ways to lead gen – FB groups organic, cold internet ads, cold calls, cold DMs

2. When sales is required (vs. just marketing)

- a. When the price point is above ~\$2500
- b. When the thing you're selling is complex and needs aspects explained
- c. When the thing you're selling is greatly customized to the customer
- d. When it's a B2B sale and multiple economic buyers (a person who can approve) are needed to approve the sale.

3. Call Prep!

- a. Make sure you're talking to the economic buyer! Talking to non-buyers is stupid!
- b. Have script and objections list handy
- c. Use headphones so you can type/write
- d. Relax, deep breath, outcome independence
- e. Record the phone call
- f. Video: Wear a nice shirt
- g. Video: Proper grooming
- h. Video: Pay attention to what's behind you.
- i. Video: Get a decent webcam

4. During the call

- a. Smile! Seriously!
- b. Happy, upbeat tone of voice

- c. In terms of energy, be "one level" above the prospect (unless he's very spastic, then match).
- d. Be a consultant, not a sales guy (until the close).

5. Call Outline

- a. Determine why they're there. Lots of questions. Find their pain. This is the longest part of the call.
- b. Summarize their pain and get agreement.
- c. Ask about other ways they've tried to fix this and failed. Why can't they do this on their own?
- d. Sell them your solution and customize to their problems if needed. Explain how it works.
- e. Close. Give a discount, state price, and then SHUT UP.
- f. Address objections. Always 5-7. Objection manual.
- g. Close again if needed.

6. Technical process

- a. You must have the technical side of the closing process DIALED and 100% TESTED.
- b. Payment link or invoice
- c. Payment methods (credit card, PayPal, wire transfer, etc)
- d. Mailing list addition post-sale

7. Post Sale – Destroy buyer's remorse

- a. Right after the customer spends the money is when he's the most nervous.
- b. Immediate *personalized* follow-up. Email if lower ticket, video if higher ticket. Phone call can work also.
- c. "Send the stuff" ASAP. You should have "stuff" if you don't, regardless of what you're selling.
- d. Overwhelm the customer with goodness during the first 24 hours.