MP5 METHOD

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mp5method.com

MINDSET

NEGATIVE STIGMA OF SALES

MINDSET

Write below a list of negative things you tell yourself about sales in general or before you are about to reach out to someone.

- I don't want to be a bother

- They're not going to buy anyways

- I'm going to make them mad

- I'm going to annoy them

- I hope I don't mess this up

- I hope I don't say something stupid

- They're going to think I'm stupid

- They don't have the money to buy anyways

- They're going to say no anyways

YOUR "WHY"

What is your motivation?

WHY examples:

- Kids
- Financial freedom
- To be a contribution to people

My Family

To be successful

To buy a ranch

Understanding your "WHY" is the first step in being successful in sales.

Simon Sinek: Start with Why
https://www.youtube.com/watch?v=u4ZoJKF_VuA

Write out your "WHY" below.

Everything I do I believe in creating the abundance of Fun, Freedom, Time and Money.

How we create fun, freedom, time, and money is by automating marketing, systems, processes, and people.

We just happen to be a website company, wanna become a marketing ninja?

Having an End Goal in mind is very important and even more important to not lose sight of that goal. Keep this worksheet close to you, so you can reference back to it from time to time.

Examples:
What are you doing with your family?
What car are you driving?
What house are you living in?

1. What is your end goal?

$x,xxx,xxx.00

2. What is your vision?

- Living on a 1,000 ranch with my family, raising and growing our own food. Spending all day working with and being apart of teaching my kids good character, life skills like growing your own food, and how to start and grow a busines

3. What happens if you don't reach those goals?

I'll miss the quality time with my kids while they are growing up

I won't be able to retire like I planned.

4. How would it make you feel if you don't reach your vision?

Then I'll feel like a failure, and I'll feel like a terrible father and husband.

PROCESSES

THE ART & SCIENCE

SCIENCE = Follow Up (WILL)

- 80/20 - 80% Closing & 20% Admin / Busy Work
- Goal Setting
- Time Management / Daily Plan
- Follow Up / Prospecting
- Lead Management
- Asking for Referrals
- Networking
- Appointment Setting

ART = Conversion (SKILL)

- 80/20 - 80% Listening & 20% Talking
- Relating to Person (Rapport)
- Your Story
- Scripts
- Conversation Outline
- Types of Sales
- Types of Closes
- Overcoming Objections
- Retention

GOAL SETTING

Goal Setting is part of the Science of the Sale. It is important to know exactly what you need to accomplish your goals. Without the visibility you are flying blind and usually will not hit your target. You need to track your performance each day, week, and month, so you can see if you are on track to hitting your goals. If you are not, then you can see exactly where you need to step it up. Your "WHY" will help you find the motivation to do just that.

Let's reverse engineer what our goals should be

1. What are your revenue goals per month?

10,000

2. How many new customers do you need to add **Per Month**, to obtain above goal #1?

20

3. How many closing conversations to you need to have **Per Week** to obtain goal #2?

15

4. How many people do I need to follow up with **Each Day** to obtain goal #3?

30

5. How many NEW people do I need to connect with **Each Day** to obtain goal #4?

5

Daily Tracker	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week	Total Month
# of New People I Connected									
# of People I Followed Up									
# of Closing Conversations									
# of Closed Deals									

Daily Tracker	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week	Total Month
# of New People I Connected									
# of People I Followed Up									
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# of Closed Deals									

Planning your day is crucial to staying on track. Use this worksheet based on the hours a day you actually work. The 1st table below is an example, the 2nd table you can fill out on your own. It is important that you have the planner in front of your face as much as possible or else it is easy to get off track.

EXAMPLE DAILY PLAN:

Times	Categories
07.30 - 08.00 am	Quiet, Alone, and Reflection Time
09.00 - 10.00 am	Follow Up / Prospecting Time
10.00 - 11.00 am	Checking Messages and Emails
11.00 - 12.00 noon	Checking in with Team and Customers
12.00 - 01.00 pm	LUNCH
01.00 - 02.00 pm	Network (Find New People)
02.00 - 03.00 pm	Work on Biz (Content and Marketing Creation)
03.00 - 04.00 pm	Administrative Work (Busy Work)
04.00 - 05.00 pm	Check Messages and Emails
05.00 - 05.30 pm	Reflect on Day and Put Together Tomorrow's To-Do List

YOUR DAILY PLAN OUTLINE :

Times	Categories
6:00 - 7:00: Alone Time (Prayer & Reading)	
7:00 - 8:00 : Breakfast	
8:00 - 8:30: Meeting with Assisatant	
8:30 - 9:00: Team Meeting	
9:00 - 11:00: Prospecting / Sales Calls	
11:00 - 2:00: Production / Development	
2:00 - 3:00: Meeting Calls	
3:00 - 5:00: Quiet Planning Time	
5:00 - 6:00: Possible Zoom Calls	

Priority of Follow Ups

- [x] New Contacts
- [x] Uncontacted Contacts
- [x] Task Reminders
- [x] Hot List
- [x] Appointments

Systems & Technology should help me ensure that I'm doing my job, save my time, keep me organized, make me more efficient & effective, and help increase sales.
(once you get past the learning curve of a new technology of course)

Example of Systems

Gmail	Google Docs	Auto Emailing System
CRM (customer relationship management)	Website	Landing Pages
Facebook	Instagram	Pinterest
Virtual Assistant	Payment Processor	Online Course
Membership Platform	Online Ads Manager	Post-its
3 Ring Binder	NotePad	Excel

What Systems do you use now?

1. Gmail
2. Google Docs
3. ConvertNinja
4. Infusionsoft
5. Wordpress / Website
6. Google Calendar
7. Canva
8. Camtasia (Video)
9.
10.

What Systems should I use?

1. ConvertNinja
2. Website / Marketing Platform
3. Gmail
4. Google Docs
5. Google Calendar
6. Calendly (Appointment Software)
7. Canva
8. Camtasia (Video)
9.
10.

Systems that help you close more sales?

1. Business email (ie. jeremiah@jeremiah.com vs. jeremiah@gmail.com)
2. CRM
3. Email Marketing

CONVERTNINJA.com Marketing Automation = CRM + Email Marketing

I need a system that will make me more...

Organized	Never let someone slip through the cracks	Automate follow up in other communication avenues
Efficient	Ensure I get the right amount of touches	
Effective	Tells me who and when to connect with someone	

PROCEDURES

ART: UNDERSTANDING YOUR TARGET MARKET

Who is your target market?

Business Owners
Network Marketers

What pains do they experience?

Not enough leads
Not Tech Saavy
Not enough sales
Dealing with Multi System Chaos
Not enough time in the day
No Marketing Strategy

What solutions do you have to solve those pains?

Teach them marketing
Give them the Tech Tools
Teach them Sales
Give them the Guidence to make it all work

ART: YOUR STORY

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PROCEDURES

Be **SIMPLE** - like speaking to a child, but not condescending
Be **CLEAR** - your message is easy to understand
Be **TO THE POINT** - do not ramble or get side tracked

1. Think of where you are now and how you got there:

I have multiple successful business. I have peace and freedom, and it all started with starting a company and going to Landmark

2. Write down the pains and emotions you felt in the past:

I had Zero freedom and was overwhelmed and I was too busy and never had enough time and never saw my kids, always against the clock to make payroll

3. Write down examples of when you felt those pains and emotions:

Every time I had to make payroll on the 5th and 20th, when I would get home and my kids were already in bed

4. Write down the exact moment you said enough is enough:

I was at Landmark and had an a-ha moment

5. Write down what you told yourself:

I realized that not having enough time was just a story I kept telling myself and if I wanted more time just had to take it. I also realized that my business model was not scalable and that is why I ' m dealing with this stressful situation. It was at that moment I said enough is enough. I ' m not going to continue to be in this rat race anymore

6. Write down what steps you took:

First thing I did was I started leaving work at 5 O ' Clock no matter what, and that allowed me to eat dinner with my family every night. It really is amazing when you put the truly important things in your life as a priority everything else falls into place. The other thing I noticed was that I was way more efficient each day. Now that I had to leave at 5

7. Write down some of the setbacks you experienced:

There were still some set backs that we endured. We had employees quit and try to steal out client base, we had hosting issues and had to switch hosting companies. Just dealing with the unforeseeable is an art form in itself.

8. Write down some of the mistakes you made along the way:

We also made some mistakes along the way. Like taking on more than we could chew "AGAIN." We promised to add features that we had not idea how long they would take to actually create. Its never good when you promise to do something and fail to complete it. Hind sight is 20/20 but another thing we noticed was creating too much value. First

9. Write down what could have made your journey easier:

If I would have swallowed my pride and ask people that have gone before me and learn from what they went through then things could have moved a lot faster than they did. If we didn't rush or let our emotions make decisior in regards to who to hire, then we would have had a better chance at hiring the right people and that would have

10. Write down some of the successes you had:

when we reached 800 users there was a huge sense of accomplishment that everyone on the team felt. Then we were able to create up-sells that increased our revenue and started to make everything from a financial standpoint, finally worth it. In 2017 we had our first conference, and we called it NinjaCon

11. Write down how and when you noticed it got easier:

I noticed things getting a lot easier once we had the right people in place, and when we started to plan and outline everything. That planning really helped us see how to make everything simpler, and easier for our users and ourselves. It was really cool as we saw they growth and things getting easier

12. Write down what you do to help others have an easier journey and avoid the setbacks and mistakes you had:

After learning everything we've learned over the last 9 years we just really want to help people avoid the setbacks and mistakes that we and our clients have made. So what we've done is created a step by step process to follow, an a self paced course to teach and show how to complete each step, and a community of like minded marketing ninjas

Now do these Steps to finalize your STORY

1. Compile the above into a Rough Draft
2. Read it out loud
3. Tweak
4. Repeat Steps 2-4 until you are ready to write your Final Draft
5. Write Final Draft

*Practice over and over

1st in front of mirror
2nd with accountability partner
3rd with family or friends

YOUR STORY Final Draft:

When I first went into business for myself I was a small business consultant that specialized in sale & Marketing automation & training. After my first two 1-year projects I decided to help out smaller companies that I related to a lo more, being a smaller business owner myself. After about a year of doing custom website and marketing automatior projects, we were on fire and growing, but I had 0 freedom. I didn't have enough time in the day to complete the amount of projects we were bringing on. I was feeling completely overwhelmed and I was taking that out on everyone around me. Employees, wife, and kids. We kept hiring people to elevate the pain. That was a vicious cycle, we'd make more money but all the profits went to payroll. We worked working harder for less money. It was so stressful to try and close enough deals to make payroll for everyone. After about 2 years of that, I was at my wits enc I felt so much fear, stress, and overwhelm every-time payroll came around and every-time a new lead said no and when an existing client would cancel.

Then I went to a seminar and had an a-ha moment. I realized that not having enough time was just a story I kept telling myself and if I wanted more time just had to take it. I also realized that my business model was not scalable ar that is why I'm dealing with this stressful situation. It was at that moment I said enough is enough, I'm not going to continue to be in this rat race anymore.

First thing I did was I started leaving work at 5 O'Clock no matter what, and that allowed me to eat dinner with my family every night. It really is amazing when you put the truly important things in your life as a priority everything else falls into place. The other thing I noticed was that I was way more efficient each day. Now that I had to leave at 5 that made me way more intentional with my work through out the day. I ended up getting more done each day with less time than I had before.

Next I created an duplicatable website platform that saved me so much time I was able to turn it into an inexpensive monthly subscription. As the user base grew I was able to stop taking custom clients. I treated people the way I wanted to be treated, so we just took care of our clients and gave them so much value it wouldn't make sense to cancel our subscription.

There were still some set backs that we endured. We had employees quit and try to steal out client base, we had hosting issues and had to switch hosting companies. Just dealing with the unforeseeable is an art form in itself. We also made some mistakes along the way. Like taking on more than we could chew "AGAIN." We promised to add features that we had not idea how long they would take to actually create. Its never good when you promise to do something and fail to complete it. Hind sight is 20/20 but another thing we noticed was creating too much value. Firs when you give and give and give, people start expecting, and so we ended up creating an entitled culture. Second

ART: STORY OF GLORY

1. Write down a success story of someone you helped:

Lisa Treu - Real Estate Agent in Florida

2. Write down what obstacles they faced to even get started:

The Cost

3. Write down what you did to help:

Her assistant deleted her Email List

4. Write down what success they had:

I got the deleted data and reimported them, we sent an email to get them back into email campaigs, out of a list of 1 she got so many people ot engage with her and request an appointment to sell their homes from the Call 2 Actions I used. We got over a 30% open rate and she had a month of appointments scheduled and she had her best year

5. Write down what your relationship is now with this person:

She is still a customer

Compile the above information into a solid story of glory

Final Draft

This reminds me of a customer Lisa Treu who I worked with a few years ago. She's a real estate agent out of Flordia and she wanted to work with me so bad. One of my clients told her about me and he told her how much he paid me to get hi all set up on this marketing automation system.

She actually sent me a lot of referrals before she even became a client. Then one day she calls me up and introduces her self and she told me why she never did business with me, it was because she taught I ws too expensive. But she said her assistant accidentally deleted her entire database and she literally was freaking out not know what she was going to do.

I told her I could help and we got started right away. I got the deleted data and reimported them, we sent an email to get them back into email campaigs, out of a list of 18k she got so many people ot engage with her and request an appointme to sell their homes from the Call 2 Actions I used. We got over a 30% open rate and she had a month of appointments scheduled and she had her best year ever.

Lisa is still a paying customer. She found out the hard way that some times the cheapest way ends up being the most expensive way. Spending monthly for people who don't know what their doing, spending years learning and then

** Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

ART: ELEVATOR PITCH

Elevator Pitch Scenario: You are on vacation and, at the hotel you are staying at, you enter the elevator to go up to your room. To your surprise, there is an old friend from highschool and they ask you what you do.

(Keep in mind you only have the time it takes till either of you get the floor you are getting off on)

Brainstorm key points to what your Product / Service does to help eliminate pains of your target market

Write Your Elevator Pitch:

I create fun, freedom, time, and money for small businesses by automating their marketing, systems, processes, and people.

I just happen to be a website company with kick butt designs, that ' s easy to use, with self paced courses to teach peop how they can start attracting people to themselves.

All for less than a date night

What have you been upto?

Be **SIMPLE** | Be **CLEAR** | Be **TO THE POINT**

**Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

ART: YOUR BHAG

BHAG Examples:

Be **SIMPLE** - like speaking to a child, but not condescending
Be **CLEAR** - your message is easy to understand
Be **TO THE POINT** - do not ramble or get side tracked

Example 1	Example 2
"I'm **GOING** to change the lives of 10 people this month by helping them lose a collective of 500lbs."	"I'm **GOING** to change the lives of 10 people this month by helping them earn a collective passive income of $15,000 a month."

How many people are you going to help? 10
Over what length of time? 1 month
What measurable number? $15,000

BHAG Outline:

How many people are you going to help? 100
Over what length of time? 4 months
What measurable number? $1k per / M

BHAG Final Draft:

I ' m doing what I call operation step 1. which starts people on their journey of getting out of the Rat Race. I ' m in the proc right now of enrolling and register 10 people who enroll and register 10 people for a total of 100 people to make an additional $1,000 monthly recurring by august 31st.

**Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

3 Types of Scripts

1. Story Scripts

- Elevator Pitches
- Your Story
- A Story of Glory
- Your BHAG

2. New Leads | 3. Old Leads

- Messages
- Introductions
- Voicemails
- Closing Questions & Statements

ART: SCRIPTS MESSAGES - NEW LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

Hey Jimmy, I'm Jeremy Kenerson with AttractionMarketingProject.com

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

- Because they filled out a form on my website
- Registered for a Challenge Group
- They requested a FREE Consult

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

Get helpful tips and learn how to use the internet in my business.

4. What question can you ask to spark engagement?
   (i.e. what time of day works best for you?)

What day works best for you this week?

Compile the above information into a solid message

Final Draft:

Hey Jimmy, I'm Jeremy Kenerson with AttractionMarketingProject.com and I see you requested some time with me to learn more about how you can use the internet to grow your business.

I look forward to learning more about what you do and showing you what will work best for your business & brand. I love being able to give people some helpful nuggets that you can use right away. I'll also show you what steps you nee to take next to have the internets full power working for you.

What day works best for you this week?

ART: SCRIPTS VOICEMAILS - NEW LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

Jeremy Kenerson

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

- Because they filled out a form on my website
- Registered for a Challenge Group
- They requested a FREE Consult

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

Get helpful tips and learn how to use the internet in my business.

4. Give them your name and number so they can give you a call back to schedule an appointment.

Give me a call back when you are free, again I ' m Jeremy Kenerson with AttractionMarketingProject.com and my number you can call me on is 555.555.5555. again that ' s 555.555.5555

Compile the above information into a solid message

Final Draft:

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com and I see you requested some time with me to learn more about how you can use the internet to grow your business.

Give me a call back to schedule a time so I can give you some helpful nuggets that they can start using right away. During our meeting I ' ll also show you what steps you need to take next to have the internets full power working for you.

Give me a call back when you are free, again I ' m Jeremy Kenerson with AttractionMarketingProject.com and my number you can call me on is 555.555.5555. again that ' s 555.555.5555 I look forward to getting to know more about y business and how I can help.

Have a fantastic day Jimmy

ART: SCRIPTS INTRODUCTIONS - NEW LEADS

PROCEDURES

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

- They requested a FREE Consult

3. Ask "Did I catch you at a BAD time?"

4. Continue to the Sales Conversation Outline that you will create later in the **MP5 workbook.**

Compile the above information into a solid message

Final Draft:

Hello Jimmy? Hey Jimmy this is Jeremy Kenerson with AttractionMarketingProject.com you requested some time with m
to learn more about how you can use the internet to grow your business.

Did I catch you at a bad time?

NO: Go into your sales pitch
YES: Schedule an appointment

ART: SCRIPTS MESSAGES - OLD LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. What question can you ask to spark engagement?
   (i.e. "so is now the right time?")

Compile the above information into a solid message

Final Draft:

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com

a while back you wanted to learn more about how you can use the internet to grow your business.

it wasn ' t a good time to talk then, but you wanted me to follow up with you.

Is now a better time for you? If so, what day works best for you this week?

ART: SCRIPTS VOICEMAILS - OLD LEADS

1. What name do you introduce yourself as? :
   (i.e. your first name, your nickname)

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

4. Give them your name and number so they can give you a call back to schedule an appointment.

Compile the above information into a solid message

Final Draft:

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com a while back you wanted to learn more about how you can use the internet to grow your business.

it wasn ' t a good time to talk then, but you wanted me to follow up with you.
Hello Jimmy? Hey Jimmy this is Jeremy Kenerson with AttractionMarketingProject.com
a while back you wanted to learn more about how you can use the internet to grow your business.
it wasn ' t a good time to talk then, but you wanted me to follow up with you to see if now is a better time for you.

So is now a better time for you an your business to learn more about how to use the internet to grow?

YES: Schedule an appointment or does now work?
NO: Do you plan growing your internet presence in the future?

ART: SCRIPTS INTRODUCTIONS - OLD LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

Hey Jimmy, I ' m Jeremy Kenerson with AttractionMarketingProject.com

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. Ask Question
   (i.e. "so is now a good time to start?")

So is now a better time for you an your business to learn more about how to use the internet to grow?

4. Continue to the "Suppose Close" that will be covered later in the **MP5 workbook**.

Compile the above information into a solid message

Hello Jimmy? Hey Jimmy this is Jeremy Kenerson with AttractionMarketingProject.com a while back you wanted to learn more about how you can use the internet to grow your business.

it wasn ' t a good time to talk then, but you wanted me to follow up with you to see if now is a better time for you.

So is now a better time for you an your business to learn more about how to use the internet to grow?

YES: Schedule an appointment or does now work?
NO: Do you plan growing your internet presence in the future?

YES: What ' s holding you back?
NO: oh really, that ' s the first time i ' ve heard that, how come?

End of Conversation Checklist

- [ ] Gave homework
- [ ] Gave deadline to complete homework
- [ ] Next step set
  - [ ] (What they will accomplish before the next conversation)
  - [ ] (What will we accomplish on the next convo)
- [ ] Next convo date set
- [ ] Established how you will communicate next
  (ie. Phone, Video Conference)
- [ ] Created a reminder of that next call date and time
- [ ] Recorded notes of conversation
  - [ ] including all the info you checked off above
    (ie. what homework you gave them and the deadline to complete, what you will accomplish on the next convo, date for next convo, how you will communicate on next conversation)

PROGRESSION

80/20 Rule of Communication

They speak 80% of the time and you speak 20% of the time.

That means you are listening 80% of the time.

Shut your mind up while they are speaking, hang on each word they say.

Listen and take notes on Red Flags / Arrows in your Quiver.

How to Control the Conversation:

Red Flags and things you should take note of are...

1. Their goals.
2. Their vision for the future.
3. Their emotional ties.
4. The feelings they have and don't want to have.
5. All the money they spend on say coffee.
6. All the time they have watching TV.
7. The money they just saved by paying off their car or their tax return.
8. How they always fear things at first and find out they are not a big deal after starting something new.

BUYING SIGNS

1. What can I expect when I get started?
2. Is there a start date after this one?
3. Can I start a day later?
4. How much time do I have to invest?
5. Is there a cheaper option?
6. Do I get help along the way?

Open-Ended Questions

List out your most common objections. (Time, Money, Fear)

1. I would but I don't have the time to set it up right now
2. I can't afford another monthly payment right now
3. I have to think about it

What are some open-ended questions you can ask that will get them to see that their future objection is not anything that needs to hold them back from making a purchasing decision NOW?

Examples:

Objection: Time

Question: Walk me through a day in the life of you. What's your average day look like?

(Get them to see where in their day they do have time and thus not be an objection later.)

Objection: Money

Question: If you're anything like me, I like to treat myself. Me, personally, I like Starbucks. What are your little personal indulgences?

(You may ask for multiple. Get them to see where they can cut back on their budgets to afford.)

Objection: Fear

Question: What scares you the most about doing using a new software _____?

(You may ask for multiple. Keep notes of these so, as you explain the process, you can relate it back to them not needing to be scared because of x, y, or z.)

What questions can you ask?

1. Help me get to know you better, what's your average day look like?
2. If there was a way to guarantee to double your income, how much would that be worth to you?
3. What are some of the things you see that would stop you from learning a CRM or Email Marketing?

Open-Ended Questions.

List out the questions you usually ask people.

1. How many employee's do you have?
2. When did you start your business?
3. Do you do email marketing now?
4. What do you dislike about your business right now?
5.
6.
7.
8.
9.
10.

How can you rephrase those questions to be open-ended?

Write out those questions in an open ended format below.

1. Tell me a little bit about your business?
2. Tell me about how and when you decided to stick it to the man and start your own business?
3. Tell me about your current marketing strategy
4. Tell me about your current marketing strategy
5. Tell me about what's driving you nuts about your business right now
6.
7.
8.
9.
10.

3 Degrees

1. Ask a question.
2. They give an answer.
3. You say:

   "Tell me more about that."

4. They talk more.
5. You say:

   "What else?"

6. They talk more.
7. You say:

   "Tell me more about (*something specific about what they said.*)"

Keep going until you feel you have....

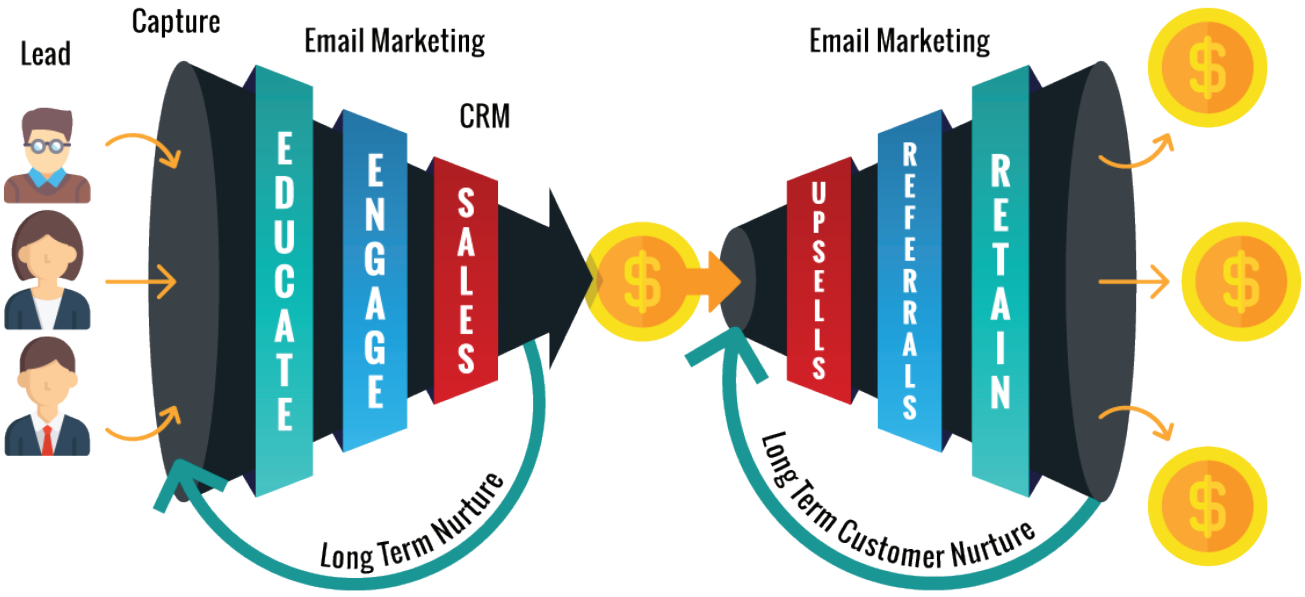
1. The truth.
2. Ammo that you need to overcome an objection later.

Practice this: ***1. In front of a mirror*** | ***2. With family or a friend***

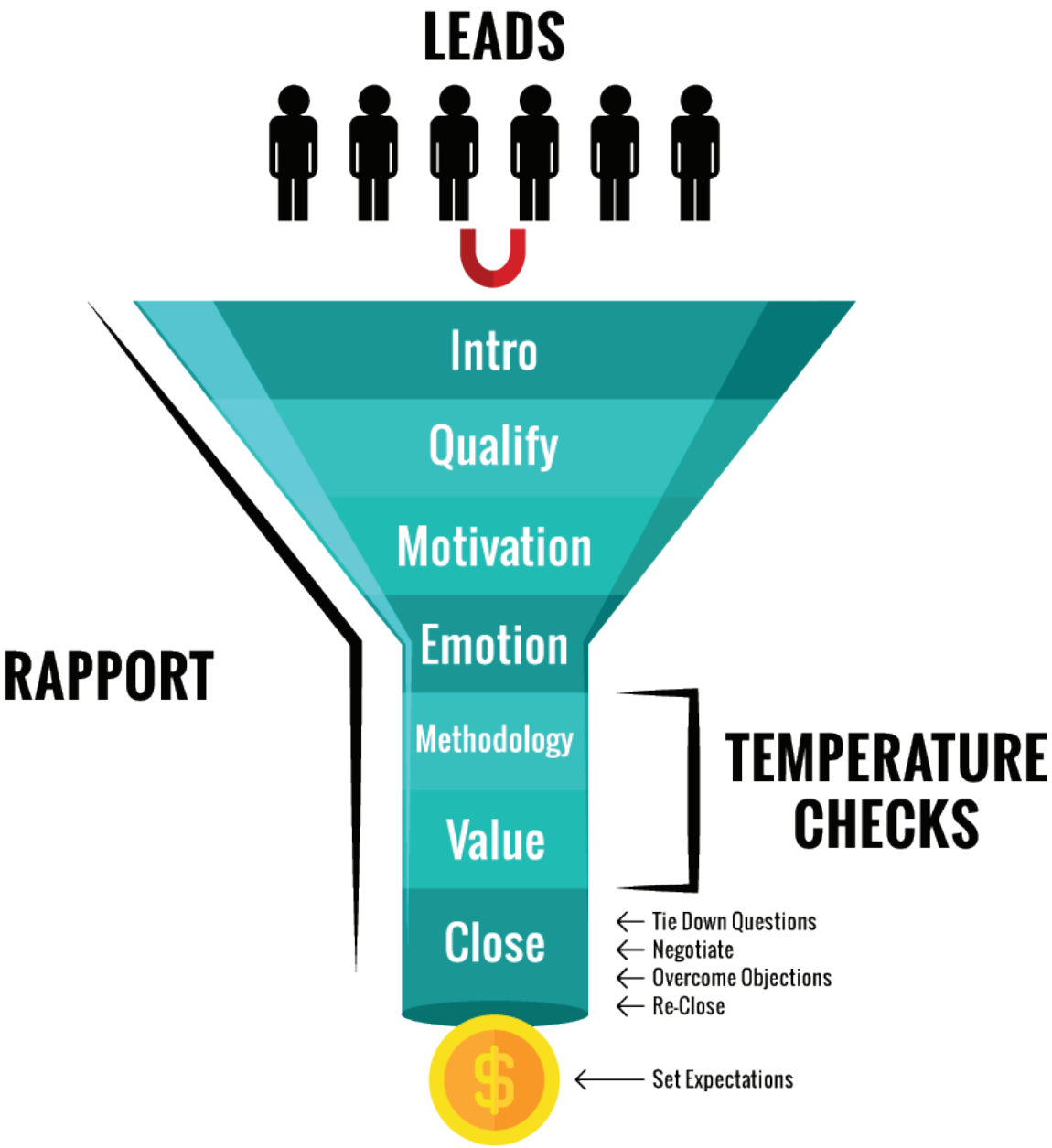
- **Rapport**
- **Qualify**
- **Motivation**
- **Emotion**
- **Methodology**
- **Value**
- **Expectations**
- **Close - 1st person to speak loses**

  (Take notes after the conversation.)
  (Remember to use the 3 Degrees.)

Entire Sales Funnel



Consultative Sales Funnel



RAPPORT:

1. Always be building rapport.
2. REMEMBER: “Make a friend, make a sale.”
3. Best way to make a friend: Make people laugh.
4. Get relatable: Find some common ground.

Ideas to build rapport:

1. I moved around a lot when I was a kid, so at some point I ask people where they are from. From their answer, I can always get relatable even if I never lived there. Like, how’s your sports team doing?
2. Since I have 5 kids, I ask if they have kids.
3. Ask them what they have been up to / what’s new?

Something like that, which sparks a conversation outside of “Business Talk”.

What are some questions you can ask to spark a relatable conversation?

1. Tell me a little bit about your self
2. What part of the country do you live?
3. Where did you grow up?
4. Where did you grow up?
5. What restaurants around here do you recommend?

- **MONEY: If you're like me, I like to treat myself. I love Starbucks! What indulgences do you have?**
- **TIME: Take me on a walk of an average day in the life of you. What do your days normally look like?**
- **Have you looked into (Competition)?**
- **Do you want to take more time out of your day to accomplish your goals?**
- **Do you want to take longer to accomplish your goals?**
- **Do you want to spend more money than you have to?**
- **Do you want to take the hardest way to achieve your goals?**
- **So, it sounds like to me, and correct me if I'm wrong, that since you don't want to take more time, take longer, or spend more money to achieve your goals like (Competition) then we might be a good fit together.**

What are some questions you can ask in your own words?

1. What got you to start looking into Marketing Automation?
2. How do you think it will help you?
3. What options have you looked into so far and what do you like and dislike about them?
4. Tell me about the structure of your business and employees?
5.
6.
7.
8.

- **How did you hear about me?**
- **Tell me a little bit about yourself and what's motivating you to look into this?**
- **What are you trying to accomplish, your end goal?**
- **What are the biggest factors stopping you from accomplishing your goals?**
- **So, if those weren't issues, then you would have done this last year?**
- **So, it sounds like to me, and correct me if I'm wrong, that if** time **_____ and** money **_____ weren't issues, then you would have started like 6 months ago?**

What are some questions you can ask in your own words?

1. Tell me about the vision you have for your company?
2. Tell me about why you do what you do, what makes you get up every morning to start your day?
3. What's driving you to be successful?
4.
5.
6.

- What's different in your life 1 year from now, when you accomplish those goals?
- What's different in your life 5 years from now, when you accomplish those goals?
- What's your life like IF you don't accomplish those goals?
- If you don't accomplish those goals and your life is like that, how will that make you feel?
- So, it sounds like to me, and correct me if I'm wrong, that if you don't accomplish those goals that your life would be like as it is now _____ and that would make you feel like a failure _____ and you don't want that to happen, right?

What are some questions you can ask in your own words?

1. Same as above (for me)
2.
3.
4.
5.

- Before I explain what exactly it is that I do and see if it is a good fit for you, can I share something personal with you about how I came to do this? (YOUR STORY)
- Thanks for letting me share, now here's…
- What I do, is marketing automation _____.
- How it works / What they can expect (visualize a path - step by step) Step1,2,3,4,5,6... _____.
- Now I worked with a person doing this exact same thing and these are the results… (Share "STORY of GLORY)
- Since then what I'm truly up to is… (Share BHAG)
- It's pretty personal for me but I'd love to hear what you think about that?

How can you rephrase in your own words?

- If you could truly accomplish your goals and not spend a lot of MONEY like (Competition), then would this work for you?
- If you could accomplish your goals and not spend a lot of TIME like (Competition), then would this work for you?
- If you could accomplish your goals and not take forever to achieve them like (Competition), then do you think this work for you?
- If you could accomplish your goals way easier than (Competition), then this work for you, right?

What are some questions you can ask in your own words?

1. Same as above (for me)
2.
3.
4.

Show Value

1. Cost of product (or average cost): $500

2. Average profit per deal: $400

3. How many deals do they need to close to make their investment back: 4

4. **Per Month**

   a. Number of leads (average): 100

   b. Number of deals (average): 10

   c. Subtract A - B = C 90

   d. Left over leads for the year C x 12 = 1080

   e. Deals left on the table D x 80% = 864

5. With 864 number of deals left on the table, do you think you will make your investment back?

6. How much more do you think you will make? 10% of the 864 is 86 more, that's 7 per month

PERFORMANCE

Temperature Checks

1. Rating Check

Ask your lead to rate their level of interest in your solution on a scale of zero-to-ten; zero meaning they're not interested at all and ten meaning they've already decided to buy.

If he/she answers with six or more, ask what you need to do to get them to a ten.

If their rating is five or less, ask him/her to help you understand why the rating is low, which will in turn tell you what you need to do to keep the sale moving forward.

Examples:

##FirstName## just out of curiosity on a scale of 1-10, 10 being the most interested, how interested are you in _____?

Write Out In Your Own Words:

_____, just out of curiosity on a scale of 1-10, 10 being the most interested, how interested are you in using marketing automation to grow your business?

2. The Trial Check

The Trial Check is the most common checking technique used by sales professionals. It's a great way of testing the buyer's intent and can be used at any stage of the sales process to make sure that you're on the right track to gaining a commitment.

Examples:

"Does everything we have talked about today sound like it would help you _____?"

"If you weren't dealing with _____, you probably would have started doing something like this last year, right?"

"If we can overcome _____ together, would you want to get started in the next group?"

Use it to check that you're meeting the buyer's needs, that the buyer has no objections, and that the buyer is willing to commit to taking the sale forward.

With this technique you should be looking for a green light from the prospect to enable you to move on to the next stage of the sale.

Write Out In Your Own Words:

1. Does everything we have talked about today sound like it would help you grow your biz?
2. If you weren't dealing with such time restraints,you probably would have started doing something like this la
3. If we can overcome the initial investment issue together, would you want to get started in the next group?

3. Solicit Objections Check

If you have gone through the discovery phase of the sales cycle and are confident that the customer understands that your product or service addresses her needs, then ask for the sale by asking for an objection. "Is there any reason why we can't proceed with the shipment?" This oblique approach allows the customer to raise any final objections -- if she has one -- without saying no to the sale.

Examples:

##FirstName## do you see anything stopping you from getting started today?

Write Out In Your Own Words:

_____, do you see anything stopping you from getting started today?

4. Question Check

To achieve these two foundational goals, it's imperative that reps ask prospects probing questions. Effective salespeople focus on closing a sale as soon as a conversation with a prospect begins. Through a series of questions, they develop desire in the client and eliminate every objection to purchase.

One can even close the sale in the form of a question, which allows the rep to address outstanding objections while gaining a commitment at the same time.

Examples:

“In your opinion, does this sound like something that will help?”

The question allows you to discover whether the prospect is sold on your product, while keeping the door open for further selling. If the answer is 'no,' it remains their opinion (not yet the truth), thereby allowing you to continue to sell. If the answer is 'yes,' then signing on the dotted line is the next step.

Here's another question close: "Is there any reason why we can't proceed with the shipment?"

This question asks either for closure or more information as to why the customer isn't quite convinced. It's win-win.

Write Out In Your Own Words:

In your opinion, does this sound like something that will help?"

5. Opinion Check

Adding the phrase "in your opinion ..." to a question softens the reply if the customer has an objection.

Examples:

"In your opinion, will this solve your problem?"

If the customer says no, it's an opinion, not a fact, you can address his concern. This is a great trial close to use as the sales cycle progresses so that you don't encounter any surprises when it's time to wrap up the deal.

Write Out In Your Own Word:

In your opinion, will this solve your problem?

6. Worst Case/Best Case Scenario Check

Examples:

”What is the worst thing that could happen when you make this purchase?”
“It doesn’t work.”
“Then you’d send it back for a refund of the product cost, right.”

“And what’s the best the thing that could happen?
“It works like you said.”
“So, did you want to go with the _____ or the _____ ?”

Write Out In Your Own Words:

What is the worst thing that could happen when you make this purchase?
It doesn ’ t work.
Then you ’ d send it back for a refund, right.
And what ’ s the best the thing that could happen?
It works like I said.
So, did you want to go with the do it yourself package or the done for you package?

Tie Down Questions

Close-ended questions are okay.

Statements that end in a question: This is totally awesome, right?

Examples:

"Does that make sense?"	"You'd have to agree with that, wouldn't you?"
"Do you agree with that?"	"Make sense?"
"And that's a nice feature, isn't it?"	"Do you see what I mean?"
"I'm sure you can see how that would work for you."	"That's what you want to hear, isn't it?"
"That's powerful, isn't it?"	"Understand?"
"Do we have an agreement?"	"You're with me on this, right?"
"You feel that way too, don't you?"	"I can't think of a better way, can you?"
"Does this help?"	"Right?"
"Can we get this started for you?"	"Good solution, right?"
"Wouldn't you?"	"Agreed?"'
"And who wouldn't want that?"	"Sound reasonable?"
"Isn't that right?"	"Got it?"
"Are you with me?"	"You would, wouldn't you?"

Write Out Your Tie Down Questions:

1. What is the worst thing that could happen when you make this purchase?
2. Do you see how this will help you obtain your goals of being able to work more on your biz?
3. Do you see how this will help you avoid feeling like a failed business owner?

ART: CLOSING TYPES

P
PERFORMANCE

1. The Assumptive Close

This technique involves using a phrase or language that assumes the close is a done deal.

Examples:

"What day do you want to receive your shipment?"

Write Out In Your Own Words:

What day do you want to have your consultation call with me?

2. The Option Close

Similar to the assumptive close, rather than asking for a prospect's business directly, you ask them which option they prefer.

Examples:

"Do you want your shipment delivered on Wednesday or Friday?" or "Do you want to use a Visa or Mastercard" or "Do you want to start with Package A or B?"

Write Out In Your Own Words:

Do you want to have your consultation call with me on Tuesday or Thursday of next week?
Do you want to start with the $3,000 package or the $6,000 package?

3. The Suggestion Close

If you have good rapport with the prospect and they view you as a trusted expert, a suggestion close is a good approach.

Examples:

"Based on how you said you are reluctant to start programs, but once you get started they work out then I would suggest you sign up now to get started and bypass the agony of postponing and thinking about it. Does this work for you?"

Write Out In Your Own Words:

Based on how you said you want to increase your revenues and have more time to spend with the family, have that be a reality by summer, I would suggest getting started now so we can make that happen by then. Does this work for you?

4. The Urgency Close:

Creating a sense of urgency places pressure on the prospect to make a decision, especially if you have identified that the client needs to make a decision quickly and is working on a short timeline. Think of the "limited time offer" as an example. However, unlike other closing techniques, this should only be used occasionally and by experienced sales reps who have a strong relationship with a client.

Examples:

"Based on everything we covered so far, it sounds like a good fit for you to get started.
"Do you agree? If yes, well I have 3 seats left for this offer. Do you want to go ahead and claim that seat now?"

Write Out In Your Own Words:

Based on everything we covered so far, it sounds like a good fit for you to get started.
I I have 3 seats available this month. Do you want to go ahead and claim
that seat now?

5. The Now or Never Close

This is where salespeople make an offer that includes a special benefit that prompts immediate purchase.

Examples:

“This is the last one at this price.”
"We’ve got a 20% discount just for customers who sign up today.”
“If you commit to buy now, I can fast track you to the front of the implementation queue.”
“If I could get you _____ would you sign up now?”

This technique works because it creates a sense of urgency and can help overcome inertia when a prospect wants to buy -- but for some reason isn't pulling the trigger.
Of course, you should always establish value before offering a discount or promotion.

Write Out In Your Own Words:

If I can get you ahead of the line to get started now so you can hit your goal by summer would you sign up right now?

If I could get you some free extra hours with my team would you sign up right now?

6. The Summary Close

Salespeople who use this closing technique reiterate the items the customer is hopefully purchasing (stressing the value and benefits) in an effort to get the prospect to sign.

Examples:

“So, it sounds like, and correct me if I’m wrong, that you want to start getting healthy so you can be around for your children and grandchildren? If you could do it without having to go to a gym, and without spending hours learning about the processes, then you would have gotten started 6 months ago, at least?

By summarizing previously agreed-upon points into one impressive package, you're helping prospects visualize what they're truly getting out of the deal.

Write Out In Your Own Words:

So it sounds like an correct me if I'm wrong that since you want to increase your revenues the quickest and easiest way possible, that if you'd had known someone like us could have helped you then you probably would have gotten started 6 months ago, at least, right?

7. Money Talks Close

If you've helped the prospect quantify their business problem and this number exceeds the investment required to solve the problem by using your product or service, their purchasing decision is easy to justify. Highlight this financial benefit — the bigger the savings, the easier it will be to close.

Examples:

So you can see the money spent per month for the next 5 years totals _____, and that is nothing in comparission to the hospital bills that you said you would incur if you continue doing what you're doing, right?

Write Out In Your Own Words:

Seeing that all you need to do is close 2 extra deals this month to get a return on your investment and seeing exactly ho
we will do that with your old leads, it wouldn't make sense not to get started today, right?

8. Daily Cost Close

This technique is great if your product is a little on the expensive side. You want to try and minimize the impact of the price tag by presenting your product as a daily cost.

Examples:

"The contract is only $1 a day and it provides full peace of mind."
"For a weekly cost of just ten bucks, you're completely covered."

By giving your offer this kind of a spin, people won't baulk at the hefty overall costs. They'll see the value, rather than just be scared off by a number.

Write Out In Your Own Words:

After seeing everything we will be able to do for you, all for less than $1 per day you're completely covered, huh?

9. The Pressure Close

The Pressure Close is a great close to apply when you have already created a compelling event in your prospect's mind that forces them to realize that they have a need for your solution and they can't fail to act in time. This is Creating Urgency.

Examples:

"Being that you would have started this 6 months ago and there's no real way to make up that time, you probably want to get started right way, right?

"Since you want to get started in _____ in order to get what you need and into the group that starts then, let's get you signed up now so we can hit that date, okay?

Write Out In Your Own Words:

10. Ben Franklin / Pros & Cons Close

Ben Franklin is said to have made decisions by creating a list with two columns – the pros and the cons – and basing his choice on the longer column. This approach works well with analytical personalities. If you use it as a closing technique, just be sure you have a lot of benefits in the customer's "pro" column.

Examples:

Let's take a look at some of the pros and cons _____.
Well it looks like the pros out weigh the cons, so that helps.
So, did you want to get started with A _____ *or* B _____*?*

Write Out In Your Own Words:

11. Impending Event Close

If you truly have a deadline or reason for the customer to make a quick decision, the impending event closing works well. If the deadline is in your interest and not the customer's, it will be seen as self-serving and will not work.

Examples:

“I have group starting on 00/00/0000. I’m not sure when I’m starting another one. Can we schedule you to join that group?”

Write Out In Your Own Words:

12. Direct Close

When you have addressed the customer's concerns and you are confident that she knows the value of your product or service, then pose the question directly. Use this closed-ended, yes-or-no question only if you are very confident that the answer will be affirmative.

Examples:

"So, Mary, are you ready to get started?"

Write Out In Your Own Words:

13. Suppose Close

The suppose close is great for old leads. After your “Old Leads Intro Script” and they say now is not a good time, you are able to ask them what is stopping them and then you can say, “Suppose that wasn’t an issue, would you be ready to get started today?”

Examples:

Seller : “Hello Mike, this is Jeremy from ConvertNinja and its been a while since we last spoke. You said that it wasn’t a good time for you to get started with us then, but you wanted me to follow up with you to check in with you. So, is now a better time for you to get started with with ConvertNin?”

Buyer : "No"

Seller : “Oh really, what seems to be stopping you?”

Buyer : “TIME”

Seller : “Oh I hear you about time. Suppose TIME wasn’t an issue, would you be ready to get started today?”

Buyer : "No"

Seller : “Oh really, what else seems to be stopping you?”

Buyer : “MONEY”

Seller : “Oh gotcha with money, suppose TIME and MONEY weren’t an issue, would you be ready to get started today?”

Buyer : "No"

Seller : “Oh really, what else seems to be stopping you?”

Buyer : “My sisterinlaw”

Seller : “Oh gotcha about in laws, suppose TIME and MONEY and In laws weren’t an issue, would you be ready to get started today?”

Buyer : "Yep, if all those weren’t stopping me, I’d be ready to get started."

Now you have all their objections. Now you just need to overcome them. Once you overcome them, then you can close. And the arrow in your quiver is, you said if TIME and MONEY and in laws weren’t stopping you then you’d get started today. And you just said that TIME and MONEY and in laws weren’t really stopping you, so let’s go ahead and get started, what do you say?

Write Out In Your Own Words:

Closing Questions

Examples:

- After seeing how this would work for you, and not having the issues holding you back so you can hit your goals and achieve the life you explained, and so you don't feel like a failure, and with having me to help like I did with Mary (StoryGlory,
- Is there anything holding you back from getting started now?
- Does this sound like something that would work for you?
- I have 3 seats left; do you want one of those seats?
- Great, did you want to use a Visa or Mastercard?
- I'll walk you through the process.

Write Out Your Own Closing Questions

Do you see how this will help you save time?
Do you see how this will increase your revenues?
Do you see how you'll be able to grow your business?

ART: CONVERSATION OUTLINE

P
PERFORMANCE

RAPPORT:

Tell me a little bit about your self
Where about to you live?
What's your favorite football team?
How many kids do you have?

INTRO:

Intro:

Hello _____, this is Jeremy with ConvertNinja, I see you were checking us out on our website, did I catch you at a bad time?

QUALIFY:

Transition:

Great, well just so you know my role here as a small business coach is to help see if marketing automation can help you save time, increase your revenue and thus grow your business. So go ahead and start of by telling my a little bit about your business.

Qualify Questions:

- What got you to start looking into Marketing Automation?
- How do you think it will help you?
- What options have you looked into so far and what do you like and dislike about them?
- Tell me about the structure of your business and employees?

Summary:

So if you could _____ & _____ then this MIGHT be something that could help, right?

ART: CONVERSATION OUTLINE

PERFORMANCE

MOTIVATION:

Transition:

Great, (FIRST NAME) just out of curiosity what made you decide to stick to the man and go start your own business in the first place?

Motivation Questions:

Tell me about why you do what you do, what makes you get up every morning to start your day?
What's driving you to be successful?
Tell me about the vision you have for your company?
What goals do you have set for your business right now?

Summary:

So it sounds like (SOMETHING ABOUT WHAT THEY SAID ABOUT THEIR VISION & GOALS), and that's Amazing.

EMOTION:

Transition:

(FIRST NAME) to help understand more do you mind if I walk you through a short exercise?

Emotion Questions:

- When you obtain your goals...
- What ' s different in your life 1 year from now when you accomplish those goals?
- What ' s different in your life 5 years from now when you accomplish those goals?
- What ' s your life like it IF you don ' t accomplish those goals?
- If you don ' t accomplish those goals and your life is like that, how will that make you feel?

Summary:

So it sounds like to me & correct me if I ' m wrong, that if you don ' t _____ that your life would be like _____ and you want to avoid that so you don't feel _____.

ART: CONVERSATION OUTLINE

PERFORMANCE

METHODOLOGY:

1. **Intro into Your Story**

Now before I tell you about exactly what we do and how we do it, I want to share with you a little bit about us...

2. **Tell, Your Story**

3. **Intro into Story of Glory**

Now to help you see exactly what we do and how it works I'll tell you about (NAME OF PERSON), a person I helped a little while back...

4. **Tell, Story of Glory**

5. **Intro into Your BHAG**

(FIRST NAME) I have 1 last thing to go over with you, but before I do that I want to share want I've been up to

6. **Tell, BHAG**

VALUE:

Transition:

To help see exactly how we can help can I ask you a couple more questions?
Great, But before I get into the numbers...

Value Questions:

- If you could truly accomplish your goals & not spend a lot of MONEY like (Competition), then would this work for you?
- If you could accomplish your goals & not spend a lot of TIME like (Competition), then would this work for you?
- If you could accomplish your goals & not take forever to achieve them like (Competition), then do you think this work for you?
- If you could accomplish your goals way easier than (Competition), then this work for you, right?

ART: CONVERSATION OUTLINE

Calculation Outline:

- Leads, Deals, Money left on Table
- Our software only cost $49/month

CLOSE:

Questions:

Do you see how this will help you save time?
Do you see how this will increase your revenues?
Do you see how you'll be able to grow your business?

Summary:

Great, now after seeing the value of what ConvertNinja can do for your business do you see anything preventing you from using a system like this?

Closing Question:

Alright, so do you want to use a visa or mastercard to get started right now?

ART: CONVERSATION OUTLINE

1. Ask what others have been up to
2. Share BHAG
3. Share story
4. Acknowledge them
5. How it works
6. Set an appointment
7. Sales conversation

ART: NEGOTIATING

1. Level with Me

As you approach the end of the selling process and the customer says he wants to think about it, ask him to get to the point:

Examples:

"Level with me. Have I failed to show you how this will help you?" Then be quiet.

Write Out In Your Own Words:

2. The Negotiated Close

The Negotiated Close should be used to overcome any unreasonable objections or demands. This is a great closing technique to use with prospects who like to haggle for every last ounce of value and challenge you at every turn. It can also be used when you know that a prospect's request is outside the scope of your proposal and/or capabilities.

Examples:

"If we can get you _____, would you get started today?

This example may seem evasive, but it can really work if you show enough enthusiasm to take the sale forward and convince the buyer that their concerns are merely hurdles which can be overcome.

Write Out In Your Own Words:

3. Bridge the Gap Close

The Bridge the Gap Close is used when money is the objection that you cannot seem to overcome. You take a look at their budget and why they cannot afford it. Then you ask questions to find out if they can cut something out of their budget (ex. Starbucks, gym membership they are not using), maybe that will be paid off soon, (ex. car, refrigerator, credit card). Then you show them that they can afford it.

Examples:

"It looks like that if you cut out _____ that this would be easy to afford; the question is, is this worth it to you?"

Write Out In Your Own Words:

4. Take Away Close

The Take Away Close is one of my favorites. This is used when someone sees the vision and they are right on the ledge, but they are hemming and hawing.

Examples:

"I want to make sure we have only the most motivated people in this group and, since I only have 3 spots left, maybe you are not ready to go all in to change your life today."

Write Out In Your Own Words:

5. Something for Nothing

A free add-on may be gimmicky, but it can work if handled correctly.

Examples:

"I happen to have an extra _____ with me. If I give that to you now at no charge, would you sign up today?"

Write Out In Your Own Words:

6. The Rebound Close

The Rebound Close uses the opportunity of a buyer request (or even an objection) to force a commitment to get what you want and to move on to the next stage of the sale. It's a reactive closing technique and is typically used by more experienced sales people, but it can be highly effective if you know what you're doing and have researched the prospect well.

Examples:

Buyer: *"When is the latest someone can sign up to start in the next group?"*
Seller: *"Well if you get started today, I can get you on the schedule to make sure you don't miss the next group."*

As shown in the above example, you can effectively react to a buyer request by hitting them with a compelling close to commitment so long as it is relevant to (and plays on) the buyer's initial statement. This can be highly effective in accelerating the sales process.

Write Out In Your Own Words:

Most Objections fall into 3 Categories:

TIME | MONEY | FEAR

Acknowledge	Repeat Objection	Transition	Overcome Objection	Re-Close Repeat-until you get a yes
I totally understand	Why (insert objection)	However,	Overcome Objection	now since that is no longer an issue, do you want to use a Visa or Mastercard?

Write out how you would say this and practice it over and over, in front of a mirror, with family and friends. This really needs to flow confidently.

I totally understand (REPEAT THEIR OBJECTION) however; (OVERCOME OBJECTION),
now since that is no longer an issue do you want to use a visa or mastercard to get started today?

Tips & Tricks

- Smile while you speak.
- Make a friend, make a sale.
- Don't answer questions for people.
- Less is more.
- The person willing to walk away from the deal wins.
- After closing question the 1st person to speak loses.
- If a person doesn't buy right now, that is an objection.

Overcoming *Stubborn* Objections

What's Really Going On - Technique

1. **What's Really Going On?** ***(Tone Soft)***
2. **What's Really Going On?** ***(Tone - Concerned)***
3. **What's Really Going On?** ***(Tone - Authority)***