



Stages Of The Sale

Module 3

Robyn: Welcome to module 3, the Stages of the Sale. Now that you're committed to making your calls ... Hopefully it is the calls because again, you'll get a bigger bang for your buck much quicker if you do the calls. Of course, you can do other activities, but you've gotta be making those connections. Now you might be wondering, "Okay. What do I do now? I'm going to call, I don't know what to say, I don't know who to call." We're going to cover all that so don't worry, we got you covered. But I want you to know the stages, so what happens through this process, so that you know what's coming up next for you. Okay? It's really, really important to know that you need to just take people to the next step. What a lot of people have problems with, they make mistakes doing, is that they don't even know where they're driving people to. In fact, I did this the other day. We do this all the time, we still make these huge mistakes. It's great, because we learn it for you so you don't have to do it.

I was literally on the phone the other day. Actually met someone at a, it was a financial planning meeting, so it was an FPA meeting for women. I met this woman who was great, and we connected, and I thought okay, let's follow up. I did a great job, I actually sent her an email, I followed up, and we set an appointment. Yay! I had an appointment on my schedule. Initially I thought, "Ok, great. I'm just going to connect with this woman." My intention was not to sell her, was not to make her a client.

I was just going to connect, but then what happened was, I got on

the phone, I wasn't totally clear about what the next step was. I was talking to her and I realize, "Oh, wait, she could be this great client. She would be perfect for my program." I totally started to change my focus and started talking about her problems and then tried to drive her to something else that I wasn't planning on doing. I totally screwed up the connection call, and by the end I totally felt like she was feeling sold. She was feeling like I was trying to sell her, which was not my intention. I just thought, "Oh my gosh, I can really help this woman." I'm very passionate about that, but I completely screwed it up and I could feel the energy change, and it was because I wasn't clear about the stage. I wasn't clear about the next step, what I was driving her to.

Now, let me show you how this works. The first step, if you're going from, let's say, a networking event, or you're going from a cold lead maybe you get on Facebook or maybe a referral, is that the first thing you want to do is have a connection call. Now, I'll talk about how you can skip these steps, but for right now let's just assume it's kind of a cold-ish or warm lead. Maybe you met someone at a networking event. You're going to start with a connection call. The purpose of this call is to connect. Hey, isn't that awesome? We named it connection call for a reason. The only purpose of this call is to drive them to the next step. It's not to sell them, it's not to have them become a client, nothing else. Just to drive them to the next step.

So you're like, "What's the next step?" The next step is a ten minute call. This is what Steve was talking about, your ten minute calls. Now when you first start this process, and you're like, "Okay, I'm going to start, Monday morning is going to be my very first time to make my six calls, that's awesome." It's going to be a little easier at first because all you gotta do is make a quick connection. This connection call could be two minutes, doesn't have to be ten minutes. Then you're going to get them on your calendar for ten

minutes. Okay? You don't know what to say yet, you're not sure what you do, you don't know who to call. Don't worry. We're going to cover that. We got you covered. Just so you know, the next step is the ten minute call.

Now had I done this when I made the call with this woman, who I met at a networking event, and I just connected with her for two minutes and I found out if she was curious about getting help with her business. If she was, I could just, "Oh, why don't we set up a ten minute call." If I did that, we would not have had this problem where she was feeling like I was trying to convince her to work with me. Okay? Yes. I made a mistake, okay? I know. We do it too.

Okay, from the ten minute connection call, what I love to have my clients do next is to go to the discovery call. Okay? Now, again, we're going to show you how to skip these, but I want you to just imagine that this is a cold lead connection to the ten minute call, now to a discovery call. What's happening here, you want to know the purpose, you want to know the outcome. Easy outcome. First outcome is to drive them to the next step. Drive them to the next step, which is the discovery call. Ten minute call, you know there's a little bit of curiosity. Now you're figuring out do they want help. If they want your help, you get to the discovery call which is going to give you permission to ask some questions to find out if they're really an actual prospect, not just a lead. If they have the potential to work with you.

Now this is also a free call, and this could be different for everybody's business. Usually for my clients this is 15 to 30 minutes. Then from the discovery call, you're going to drive them, and start getting paid, to a strategy session. So we're going to tell you exactly what to say, what to ask, what to do in the discovery call, so you know how to drive them to the strategy session. You're going to learn what the purpose of the strategy session is so you can drive

them to the next step. Again you're going to get all this, but I want you to understand, the most important part of this is that all you gotta do is drive them to the next step. You gotta know the stages of the sale, you gotta know your outcome in each step of the way so you know what to do next.

Then you go to the strategy session, and we like to get paid on this. Paid for our time to have a real sales conversation so we can help them have transformation in their life. You add a ton of value here, so you should get paid for that. That means you get paid from the sales conversations. Pretty awesome. From there, you're going to drive them to become a client. You're going to offer your products or services, close the deal, and now, there you are. This is the transformation, going from a cold lead all the way to a client. Not just any client, a client you actually love. A client you love to work with, a client that you get to pick.

The last thing I just want to say is that depending on where this lead starts ... You know, Steve mentioned how he does a lot of speaking engagements. We all do a lot of speaking engagements or online webinars. If you do that, it's kind of like you've already gone past all of this because they're already a very warm lead. You can cut straight to the strategy session. Sometimes I go from a webinar, which is basically a strategy session because I'm digging into the pain, finding out what they want, seeing how to lead them there and get them to the results that they want. Then basically, they're ready to become a client. All I gotta do is a quick discovery call, I usually just go from the webinar to a quick discovery call. They're already pre-sold, and then they go straight to a client.

It depends on your funnel, and you always want to try to optimize each step, and then shorten the sales process. I'm telling you, I've done this. We still do this because it depends where the lead is coming from, but if you go through each stage of the sale, or if you

know you can skip to this one, that's fine too. You can start getting those clients converted right away.