

WORKBOOK



MODULE 1 - CLIENTS ON DEMAND

1. Pick The _____ Clients

2. Stop Wasting _____

3. More Deals In _____ Time

We Will Give You The Exact:

T _____ & S _____

Sales = H _____ P _____

QUESTION:

**Why is it important for “you” to master this?
(Take a moment and answer that now.)**



MODULE 2 - YOUR GOAL

YOUR CURRENT #'S?

How many LEADS are you currently getting every week? _____

How many LEADS are you currently getting every month? _____

How many LEADS are you WANT to get every month? _____

What would it mean to your business if you had 5X or 10X more leads?

YOUR CURRENT \$?

How much MONEY are you making now? Per week? _____

How much MONEY are you making now? Per month? _____

How much MONEY do you WANT make? Per month? _____

You Have To Plant S_____

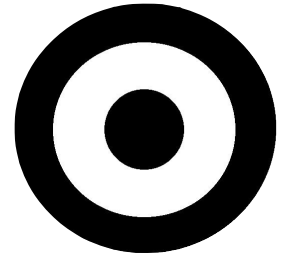
How many calls are you committed to making a day? _____



MODULE 3 - STAGES OF THE SALE

OPTIMIZING YOUR STAGES OF THE SALE

There are stages of every sale.
Your job is not necessarily to “make a sale.”



Instead, you only have to get them to the next _____.

Having this clarity, will help you optimize
and systematize your sales process. This will
- *save you time and make you more money!*

Now, create your own.

Q: *What are the stages of your sale?*

C_____ (or your next appointment)

S_____ Session (typically a paid session)

D_____ Call

T_____ Min Call

C_____ Call

X



MODULE 4 - SETTING APPOINTMENTS

TIME TO CHOOSE:

How are you going to reach out to your potential clients?
(circle all that apply)

Call, Text, Email, Facebook Message, Linked In Message

Other: _____

WHO ARE YOU GOING TO CALL?

Create your LIST of people to call.

Call your m_____.

WHAT ARE YOU GOING TO SAY?

Tell your m_____ how e_____ you are in your business right now.
Tell her what's going on, what's NEW, & W_____ you're willing to work with.

Other: _____

TIMESTAMP HINT:
(10 min 30 seconds into this video)

*"You can virtually call _____. Because it's not about that
_____ necessarily. It's about who they _____." - Steve Napolitan*

MAGIC WORDS:

"Who D_____ Y_____ K_____?"



MODULE 5 - WHAT TO SAY

THE MAKE MONEY SONG

The purpose of this call is to connect, and set an appointment.

Hey _____, it's _____.

Are you _____?

Can you do me a BIG _____?

When _____?

(...would you have 15 minutes in front of your computer?)
(...be able to meet me for a cup of coffee?)

NOW, CREATE YOURS

Hey _____, it's _____.

Are you _____?

Can you do me a BIG _____?

When _____?

“THIS” OR “THAT”

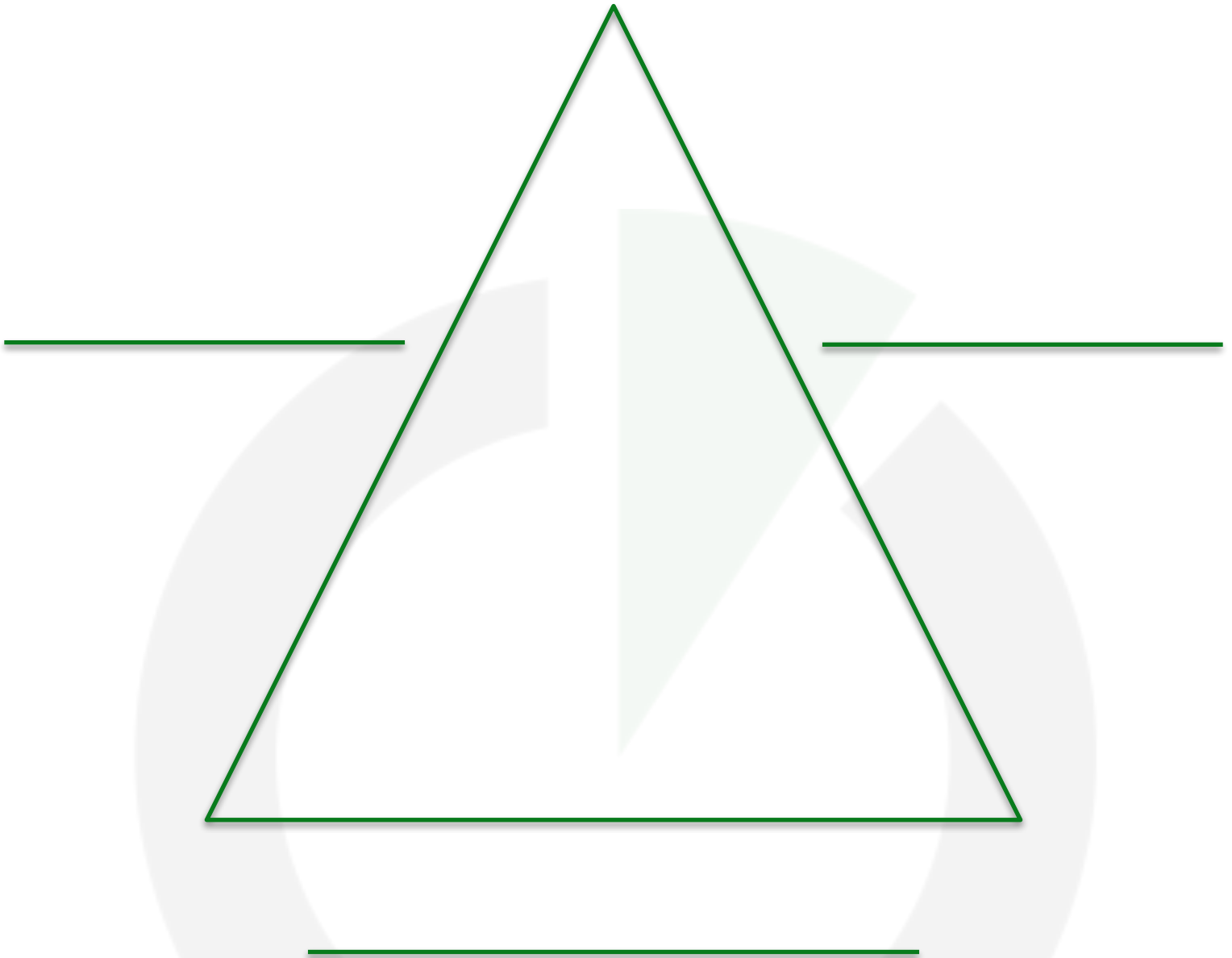
Which would be best for you: _____ or _____?

NOTE:

*This is typically ONLY a 1 to 2 minute phone call.
You can use this FREE TIMER APP: <https://toggl.com/>



MODULE 6 - MAKE IT FUN!



7 MAGIC WORDS

To help you find your absolutely ideal perfect, target client:

W_____ D_____ Y_____ K_____ W_____ C_____ H_____?

MINDSET: That you're giving them a g_____.



MODULE 7 - 10 MINUTE CALL

__ CLEAR THE TIME

__ SET THE INTENTION

I just wanted to check in with you and find out what you're up to and let you know what I'm up to. Does that sound cool?

__ AUDIO LOGO *(Who you work with, their challenge, and what results you deliver.)*

Typically, I work with _____
Who have the challenge of _____
And I help them get _____

__ YOUR GOAL

My biggest goal is _____. So that's what I'm working on, so I'm really curious. Goals are really important to me. So I'm really curious...

__ THEIR GOAL

What's your biggest goal right now (or this year)?

__ KEYWORD BACKTRACKING (KB)

And what will that do for you?

__ GO DEEPER TO FIND "EMOTION"

(Their first or second answer, is typically only a "surface answer. So probe deeper. Keep **KB**, and possibly repeat the question.) And what will that do for you?

__ WHAT'S SLOWING YOU DOWN OR STOPPING YOU?

How does that affect you? (Or, make you feel?) Would you like some help with that?

Yes: Great! Well I'm not sure if I can help you or not, but why don't we setup a **Discovery Call** to find out? When would you have 15-20 minutes? _____ or _____?

or: Great! Well I'm not sure if I can help you or not. But because I've helped people get exactly that result, and avoid that problem (**KB**); I'd suggest we setup a **Discovery Call** to find out what's really going on, and find out if I can help you or not. When would be the best time for us to have quick 15-20 min call? _____ or _____?

No. Okay, no problem. Who do you know who is a _____ (ideal client) who has _____ (audio logo challenges) and might want _____ (audio logo result)?



MODULE 8 - DISCOVERY CALL

This is typically a free call that lasts about 15-30 min. Every minute after that, your credibility goes DOWN. *So keep this call short, or give a reason you're spending more time with them. (i.e. compliment them)

- ___ CLEAR THE TIME
- ___ SET THE INTENTION
- ___ BUILD RAPPORT

1. FCC

F _____
C _____
C _____



What are your primary Frustrations, Concerns and Challenges?

2. M _____ W _____

If you could wave a magic wand, what would you like?
(Or how would it be?)



3. YES L _____ (Ask at least 3 "yes" questions)

Has this been v _____ so far?

Does this make s _____?

Do you see how much this will h _____ y _____ grow your b _____?

Do you see how this will help you _____, _____, _____?

****Your job is to help people get what they want, not to let them sit in the fear that holds them back.***

4. O _____

(You want to anchor the "value" high so they feel like their getting a great deal.

*You can offer a discount, &/or offer bonuses, but your goal is to make it **irresistible**.)*

Name Examples: (Choose a name you like.)

Strategy Session | Soul Session | Business Building Session | Design Consult



MODULE 9 - STRATEGY SESSION

Everything you've done so far, has led you to this session.

This is where you deliver the magic. *(Note, that "magic" may be very different from what you think it is.)*

The most important thing about this strategy session is...
That you use a **SYSTEM** to guide the conversation.



BONUS CONTENT - STRATEGY SESSION

"MASTERY"

Achieving “mastery” of the sales system does not happen over night. Continue to invest in yourself to get the skills and tools you need to have Sales Mastery, so you can make more money and help more people.

Look For 3 Trainings In The BONUS CONTENT:

1. The FCC Sales System
2. The "Simple Sales System"
3. 3 Benchmark Questions

Schedule Your Bonus Call

If you've not done so yet, make sure you schedule your call with either **Robyn**, **Steve** or **Trevor**, to see how else we can support you, and to make sure you get the most out of this program.



MODULE 10 - COMMITMENT

Consequence

Q1: What's the "real" consequence you'll suffer if you don't follow through?

Q2: What's your "self imposed" consequence?

"Think of something that you don't want to do, that you're willing to do, that if you don't do what you say you're going to do, you'll do." - Robyn Crane
(*Yes, this is the worst quote ever, but Robyn thinks it's hilarious)

Q3: Who is going to hold you accountable?

Reward

Q1: How will you reward yourself when you achieve your goals?
(Brainstorm ideas. Think of things you love to do.)

Q2: What has to happen in order for you to get your reward?

Q3: How will you celebrate? Who will you celebrate with?

Celebrate!



MASTER SALES

The central graphic is a promotional poster for a 'LIVE EVENT'. The background is a vibrant city skyline at night, with lights reflecting on the water. In the center, the text 'LIVE EVENT' is written in large, white, serif capital letters, with a horizontal line underneath. Below this, the text 'MAKE 2017 YOUR BEST EVER' is written in a smaller, white, serif font. A large, tilted ticket graphic is positioned in the center, featuring the 'ADVANCED SALES MASTERY' logo and the text '2 DAY EVENT!' and 'GENERAL ADMISSION'. On the left side, there is a vertical panel with a photo of a smiling woman in an orange dress. Above her photo is the 'ADVANCED SALES MASTERY' logo. Below her photo, the text reads 'Master The 1 On 1 Sales Conversation & Skyrocket Your Revenue' and 'www.RobynCrane.com'. On the right side, there is a vertical panel with a photo of a man in a suit. Above his photo is the 'ADVANCED SALES MASTERY' logo. Below his photo, the text reads 'Double Or Triple Your Sales In Half The Time' and 'www.TrevorCrane.com'. Both side panels also feature large, stylized blue arrows pointing upwards.

ADVANCED SALES MASTERY

LIVE EVENT

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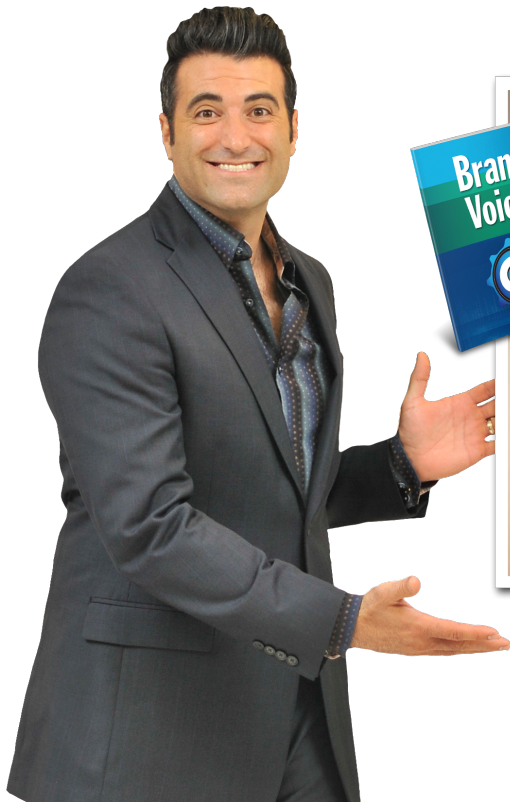
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