Closing The Deal

Quick Update

1) Financial Reports
2) Lead Reports
3) Webinars start next week
4) Videos
5) Promotion will be placed based on when you get us the video

Importance of Follow Up
$800,000 vs $200,000

Follow Up is:

1) Emailing - Multiple Times until you get a RESPONSE
2) Staying in touch with Blogs, Books, Updates
3) Calling no less than 3 up to 10 times to get a Response
4) Staying Positive & looking for a Positive Outcome

So Far we've covered:

1) Opening your Presentation
2) The Structure of Your Presentation
3) Story Telling & Opening/ Closing Loops

ONLINE PRESENTATIONS

You want them to either:

1) Generate a Lead
2) Create a Strategy Session

or

3) Close a Sale

Consider the Lead
first time hearing you?

WEBINARS

WORK TOWARDS YOUR STRENGTHS

Are you best…

1) Taking a Lead from an Opt In to a Sale?
2) Getting on a Phone with an Uneducated Lead?
3) Having a Lead fill in an Application then Closing Him/Her on the Phone?
4) Closing Direct on the First Webinar

Sample of Application Page pre-appt:

motivationalspeakersbooks.com/questionnaire10

So where are you going to lead them?

Introducing

THE STAR POWER INTENSIVE

The 10 x 10 Presentation

Identify 10 Problems and How You Solve them

Introducing

THE STAR POWER INTENSIVE

Part 1.

The Opening

Great Question that Makes them realise you are an EXPERT

Part 2.

Social Proof…You're the Legend

"I asked myself that question…"

"and since then I have…"

Part 3
Name Drop Your System

1) Why You Developed
2) What It's Created for You
3) Why They Need to Know It

Part 4.
The 10 Problems You See

1) Write out the 10 Problems You See when they go to *<u>GET Your Desired OUTCOME</u>*

Part 5.

STORY CONNECTION

Write 3 Stories of People who were _____
BEFORE they worked with You:
Situation - Money - Time - Pain - Emotion - Doing

Who are they - what's was their story - where were they?

****Start Opening Story Loops Here*****

Part 6.

Weave those stories into the Problems

you've just written down

Part 7.

Leave the One ***they Want/ Connect with the Most*** *and think they want* ***TOWARD THE END***

Number the Problems #1 - #10

Part 8.

Transition into the ***Ways YOU Fix It***

This is going to give them a view of WHY THEY NEED YOU

Part 9.
While solving problems Drop in
***Close the Loops to Your Stories** from Last Story to First Story*

by showing “You remember when X did Y”, well X had a “whopping XYZ outcome” when you they applied this ABC and today they now Have DREAM DESIRE GOAL.

Part 10.
While solving problems Drop in
***Close the Loops to Your Stories** from Last Story to First Story*

by showing “You remember when X did Y”, well X had a “whopping XYZ outcome” when you they applied this ABC and today they now Have DREAM DESIRE GOAL.

Use Your Stories as Objection Ninjas.

Make a List of Common Objections to Not buy Now…
Make sure you are closing loops being mindful of those objections

The Goal is to make working with you a

No-Brainer - Obvious Choice they would be CRAZY to try this on their own

Solve a Problem they ***Can't Solve*** *and Have a* ***STONG DESIRE*** *to Solve*

Then make an Offer they Can't Say No To that SOLVES this SUPER PROBLEM

*Make it **Easy for them** to the Buy this*

Instant Access

The 3 Reasons People Will Not Buy:

1) Time
2) Money
3) Trust

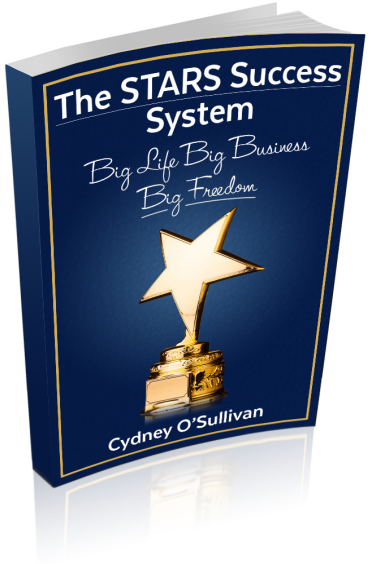
Introducing

THE STAR POWER INTENSIVE

When You Offer a Session
Give a GIFT
with IT

GIFT FOR EVERYONE

today



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The 21 Page **Book**

Step-By-Step Program

One v One Call

Tackle
Time/Money Objections

Ways to do that:

1) Dollarize
2) Show How will Pay them Back
3) Show What will Happen in their Time

Then Give a

Fast Action Bonus