

MODULE # 4 – 7-Figure High-Ticket Sales Secrets!



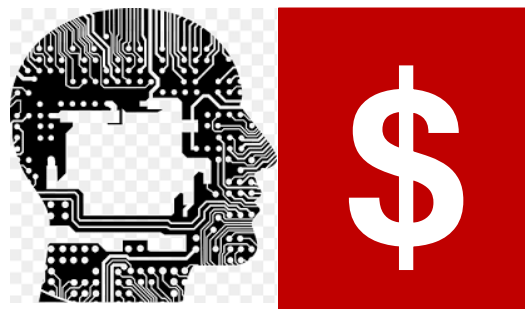
Understanding & Mastering The Difference Between Sales & Marketing!

Welcome to module 4 of the **Client Acquisition Accelerator**.

(7-Figure High-Ticket Sales Secrets)

Inside this module I'm going to take you on a journey through the strategies that will literally turn you, your team and your business into a...

SELLING MACHINE!



I've tried to condense the **BEST SALES TRAINING** after learning from some of the most prestigious multi-millionaire sales trainers on planet earth & from the real-world experience of selling a lot of high-ticket offers myself!

My heart was beating!

Nervous butterflies took control of my stomach!

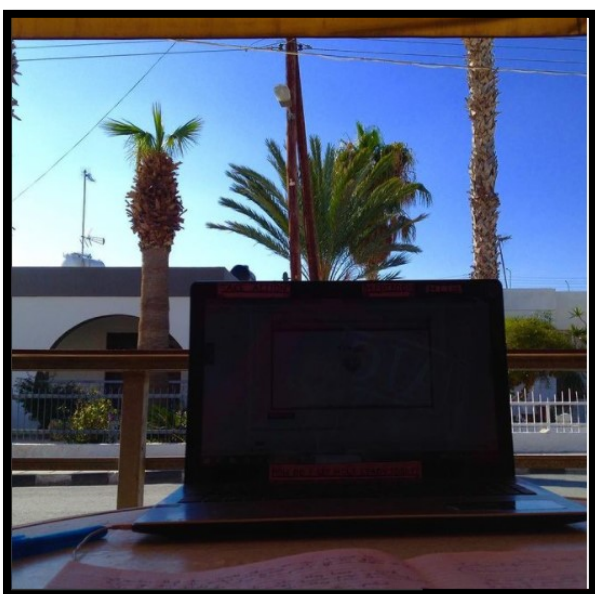
You know the feeling!?

The sun was beating down on my face!

It was 40 degrees heat in the middle of July!

Literally boiling!

I was sitting outside a betting shop in a café area because they had free WIFI!



I was about to do my **first EVER sales call** with a woman from San Francisco!

There was no one around!

But I was petrified!

To give you some context... I was the kind of kid at school that absolutely hated reading in front of the other kids in class.

I was the most **INTROVERTED** person you could ever meet with **ZERO** confidence!

Which proves **confidence and communication is a skill set that can be learnt** through practice.

However, I still stumble my words to this day...

I am not perfect!

To make **BOAT LOADS OF CASH** you do NOT need to be perfect... you only need to be good and that can be developed through practice via applying the **SECRETS** inside this special module that will ultimately FAST-TRACK your sales **SUCCESS & RESULTS!**

A month earlier I booked a one-way ticket to Cyprus!

I went **ALL IN** on my online business!

100%! Burnt all bridges!

All or NOTHING!

This forced me to take very **DIFFERENT ACTION!**

Up until this point I was dabbling and treating my business like a HOBBY!

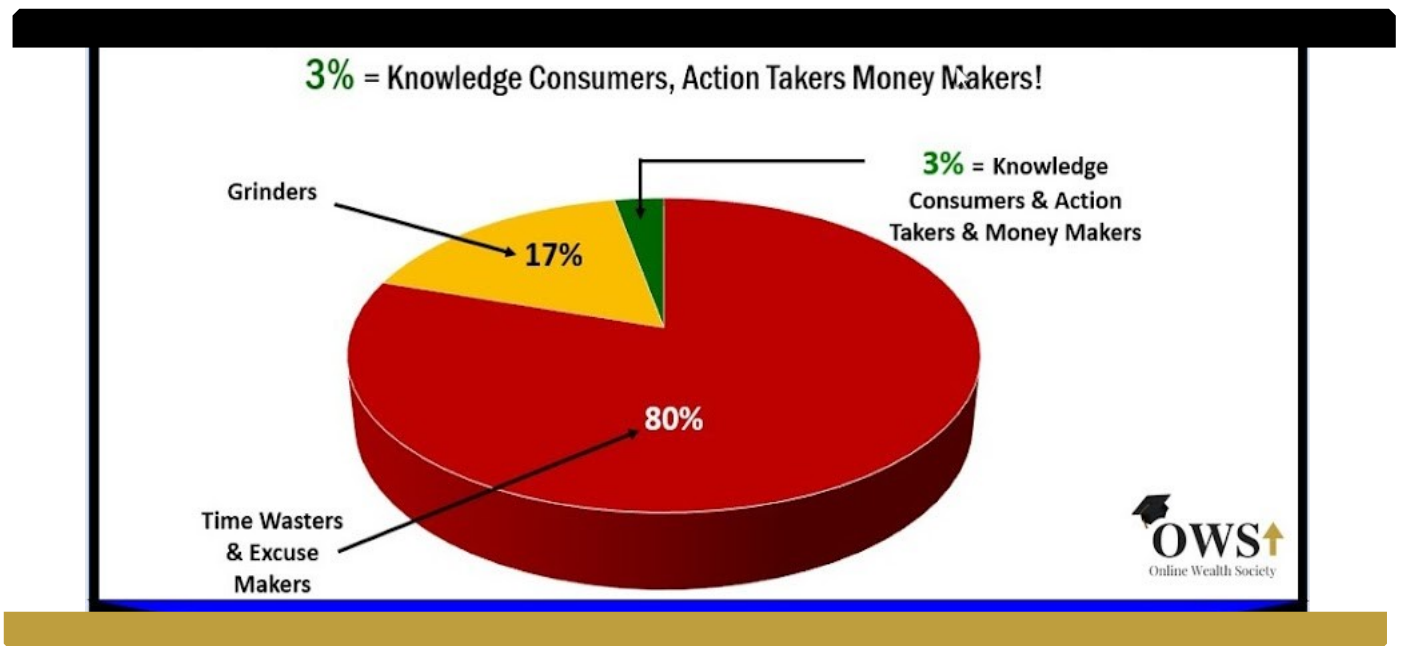
Can you relate?

If I didn't make money... I didn't eat!

And this led me to taking my business very **SERIOUSLY!**

Honestly speaking...

...only 3% will take this proven knowledge and run with it!



I am determined to raise the bar!

By increasing the RESULTS RATE in this industry.

And my mission is to make YOU my next SUCCESS STORY!

This is one of the reasons I made module 3 (*Millionaire Mind-set Mastery*)

Because for you to truly become a top salesperson and a successful online business ENTREPRENEUR you need to change your 'perception of reality' and your 'perception of self'... to achieve your desired end-goal!

When you become a true knowledge consumer, action taker and money maker you **BECOME UNSTOPPABLE!**

Sales Is The Highest Paid Profession On Planet Earth! Being Able To Sell Is a Skill-Set That Will Pay You Dividends For The Rest of Your Life!

And even if you don't want to sell over the phone you can still use these '*insiders only*' strategies to sell via:

- Email Marketing
- DM's (Direct Messages – Facebook, Instagram, LinkedIn etc)
- Video & Webinar
- In Person. (1:1 or at Live Events)

(You also have permission to share this training and the PROVEN scripts, templates and PDF's with your sales reps / team if you have any, because I genuinely want to help you!)

When you learn what I'm about to teach you, you'll be able to sell virtually anything you desire!

Now, going back to my first ever sales call...in sunny Cyprus...

I dialled the phone...

The woman from San Francisco answered!

We did the call...

I went in for the close and tried to sell a front-end product sale of \$49! HAHA

She said NO, it wasn't for her at the time!

But it was OK... because I learnt a lot about myself and what I said wrong.

I didn't have any sales training!

Like I am giving you here...

I didn't have a proven million-dollar sales script to follow...

Like I am giving you inside this module!

I didn't have the objection handlers & sales closing techniques...

Which I am also going to be giving you!

But... I did the call anyway.

I pushed through the **FEAR TERROR BARRIER!**

And as you may already know because I taught this in the previous module...

FEAR = False Evidence Appearing Real

Even though I got rejected I felt a sense of accomplishment.

And it was that day I realised how important the skill of sales was to the success of my business!

I researched the best guru sales courses and books... took out my credit card and purchased.

Went through the training and took massive action!

I've now done **thousands of sales calls and booked well over 1000+ calls with high-ticket clients** which has resulted in MASSIVE monthly profits that are reliable and predictable!

CASE STUDY – How I Booked 1,179+ Strategy Calls With High-Ticket Clients! 7-Figure Sales Secrets So You Can Scale Your Coaching / Consulting / Course Offer WITHOUT Sales Resistance!

1000+ Strategy Calls Booked With Targeted High Ticket Clients!

1000+ STRATEGY CALLS BOOKED

Watch on YouTube

Now... for selling to be effective you need a top-quality product or service OFFER that actually helps people get a specific RESULT!

We went into detail together on how to do that in module #2.

I've been studying sales for the last 10+ years... I have also been trained by some top sales people in our industry and have easily been through well over \$10,000 worth of sales training on its own!

So, in essence I could easily charge \$10,000 for everything you are getting inside the module because it's the CREAM OF THE CROP SALES TRAINING that gets BIG RESULTS!

No fluff, just straight to the point actionable sales knowledge that can help you skip the 10 years it took me to learn this!

Inside this module you're going to be learning the best sales SECRETS that have been responsible for selling over **\$250 MILLION** in combined revenue!

Let's get started...

Sales & Marketing Are The 2 Highest Paid Skills On The Planet!

And when you can get good at sales, you'll become a much better marketer.

I Define Marketing As Salesmanship To The Masses.

Now if you've got access to this coaching program + digital course there is a possibility you had a conversation with me or one of my friendly team members on the phone or over messenger chat (DM's.)

Where we found out your specific situation and **BIG PROBLEM**, taught you some cool knowledge that added value to your business and your life and then I transitioned into a sale to sell you the **Client Acquisition Accelerator** or my **DONE FOR YOU coaching program** offer which provided the solution to that specific problem.

Or you watched one of my E.B.M videos or webinars where I shared my authority story, taught you some cool knowledge and then I transitioned into a sale or call to action to book a "**results driven**" strategy call with me or my team.

Now there are two types of selling:

- 1) **SELLING 1:1**- e.g.: Phone Selling, Facebook Messenger Chat, DM's or In Person.
- 2) **SELLING TO THE MASSES – MARKETING**. e.g.: Webinars, Emails, Videos, Blog Posts, VSL (*Video Sales Letters*) **SELLING 1: MANY!**

Marketing is the art of:

- **Increasing The Pressure Conditions of The Clients Big Problem...**
- **Educating...**
- **Pre-Selling...**
- **Relationship & Credibility Building...**
- **Authority Positioning...**
- **Providing Amazing Content...**

...that naturally leads to a sale.

When I say amazing content, I mean content that your dream client would be willing to pay money for and that helps them move forward on the...

BUYING CONVERSION CYCLE!

With the right educational based marketing otherwise known as (**E.B.M**) the offer is **POSITIONED** nicely so your leads are **problem aware... solution aware + price conditioned!**

GREAT MARKETING MAKES SELLING A PRODUCT OR SERVICE OFFER EASY & EFFORTLESS!

I very rarely get on the phone with a lead until they have experienced and gone through my marketing.

This could be in the form of getting my **DAILY emails** as part of my “**Online Business Secrets**” daily newsletter!

Via getting my videos, blog posts, social media posts and watching my VSL's (*Video Sales Letters*) & E.B.M Webinar!

So, when my team or I do get on the phone to sell something, the prospect feels like they already **know, like and trust me** and are **educated** around my product & services (*the vehicle*) which demonstrates **HOW & WHY** I can help them!

They are also educated about the problem they have and the solution they need by moving leads up the **sales conversion cycle pyramid**, which I will share with you at the end of this module!

We're going to cover the strategies to sell low to mid ticket products but were also going to learn the key concepts to sell **HIGH-TICKET** products and there are **2 extra, VERY important steps** you need to take into consideration when selling a product for \$997 - \$100,000+ per sale!

The Art & Science of Building Relationships For Sales Success!

Business offline and online has always been built on **relationships** and **trust**.

So, it's vitally important that you build relationships with people before selling them a product or service.

Find out your leads / prospect's interests, talk to them about their current situation and actually be genuinely interested in the other person.

Remember it's all about your PROSPECT!

Inspire people and make them feel good about themselves.

When you can **change a person's internal energy state**, they will subconsciously like you more.

And when people like you, it's way EASIER to sell them something. However, as you will see as we move through this module, we're not actually going to SELL the client.

We're going to have a friendly conversation so **THEY** can make an informed decision and **SELL THEMSELVES on your OFFER!**

A lot of your relationship building will be done via your marketing as you advance and you can also build relationships with people on the Facebook, Instagram & LinkedIn chat platform which is really powerful.

Your marketing and content must portray the **END-RESULT** your clients desire which we spoke about inside module #1 when we mapped out your perfect core customer avatar & inside module #2 when we mapped out your irresistible offer! **(M.D.I.O)**

Building relationships within your marketing comes down to 3 KEY things:

1) Interweaving AMAZING & VALUABLE Educational Training Content (*Teaching The “Wow Not The How” Method So You Can **Advance The Sale!***)

2) Be Intellectually **Interesting!**

3) Be **Entertaining** & Likeable!

When you do this, you'll stand out from the rest of the people trying to pitch their product, or service offer, and you will become **MAGNETIC** towards your perfect client!

Secret Selling Strategy The TOP 1% of Sales PRO's Leverage!

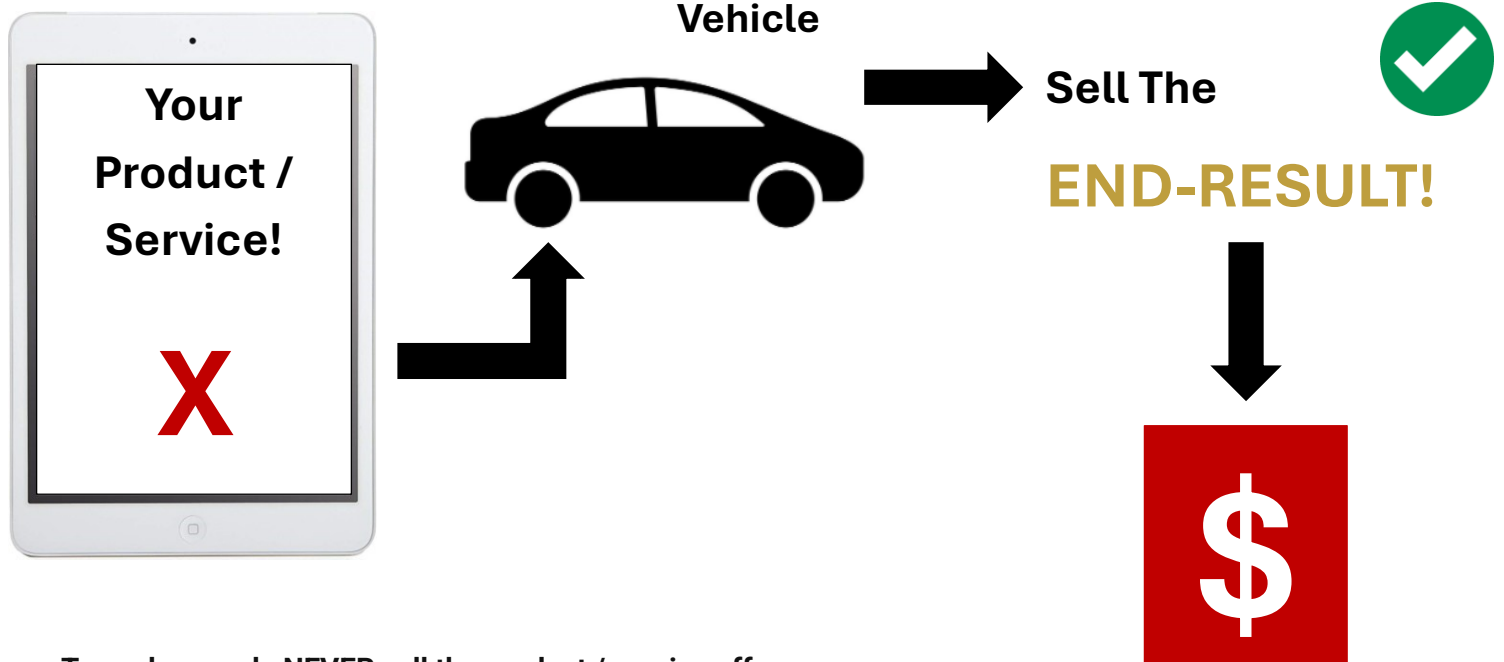
AMATEUR marketers & salespeople operate by selling the product! They explain all the features without truly sharing the benefits!

They constantly email their list, write social media posts or talk over the phone about the product they are promoting! And tell people how great it!

NEWS FLASH

Nobody Cares About Your Product / Service...

EXCEPT YOU!



Top salespeople NEVER sell the product / service offer.

We understand that the product offer is the **VEHICLE** to help the customer or client to get the result! So, from now on **always sell the END-RESULT** your **OFFER** can give them!

Now your aim is to become your prospects **TRUSTED ADVISOR** because in the high-ticket coaching, consulting, course creation or service-based industry **PEOPLE JOIN PEOPLE!**

And I will reiterate it again, so it goes into your brain!

Always sell them the **RESULT** your product or service offer can give them!

Future pace your leads and get them to **IMAGINE** what life will be like after your product / service offer has helped them get the dream end-result they deeply desire!

And become the prospects trusted advisor which means you **ONLY** sell them / give the option to buy if you genuinely feel you can help them. There are too many f\$*king cow boys in this industry that use high pressure sales tactics by selling people into offers that are not the right fit for them.

DO NOT BE A COW BOY!

BE A PROFESSIONAL TRUSTED ADVISOR & GENUINELY HAVE YOUR CUSTOMERS & CLIENTS BEST INTERESTS AT HEART!

This is otherwise known as **pre-eminence!**

Understanding You Are The Business When Below \$100k/Month!

If you're not making \$30,000 - \$100,000 PER MONTH you must understand...

YOU ARE THE BUSINESS!

- **Your Skills!**
- **Your Specialized Knowledge!**
- **Your Expertise!**
- **Your Transformative Value!**
- **Your Personality!**
- **Your Personal Branding!**
- **Your Ability To Get Yourself Results!**
- **MOST IMPORTANT > Your Ability To Help Your Clients Get RESULTS!**

Your business, product or service offer comes secondary!

When you've done over \$1M, then you can start thinking about a '**company brand**' as opposed to a '**personal brand**' if that's something you desire!

Now, as we already covered in module 3... you become more valuable in the marketplace by acquiring...

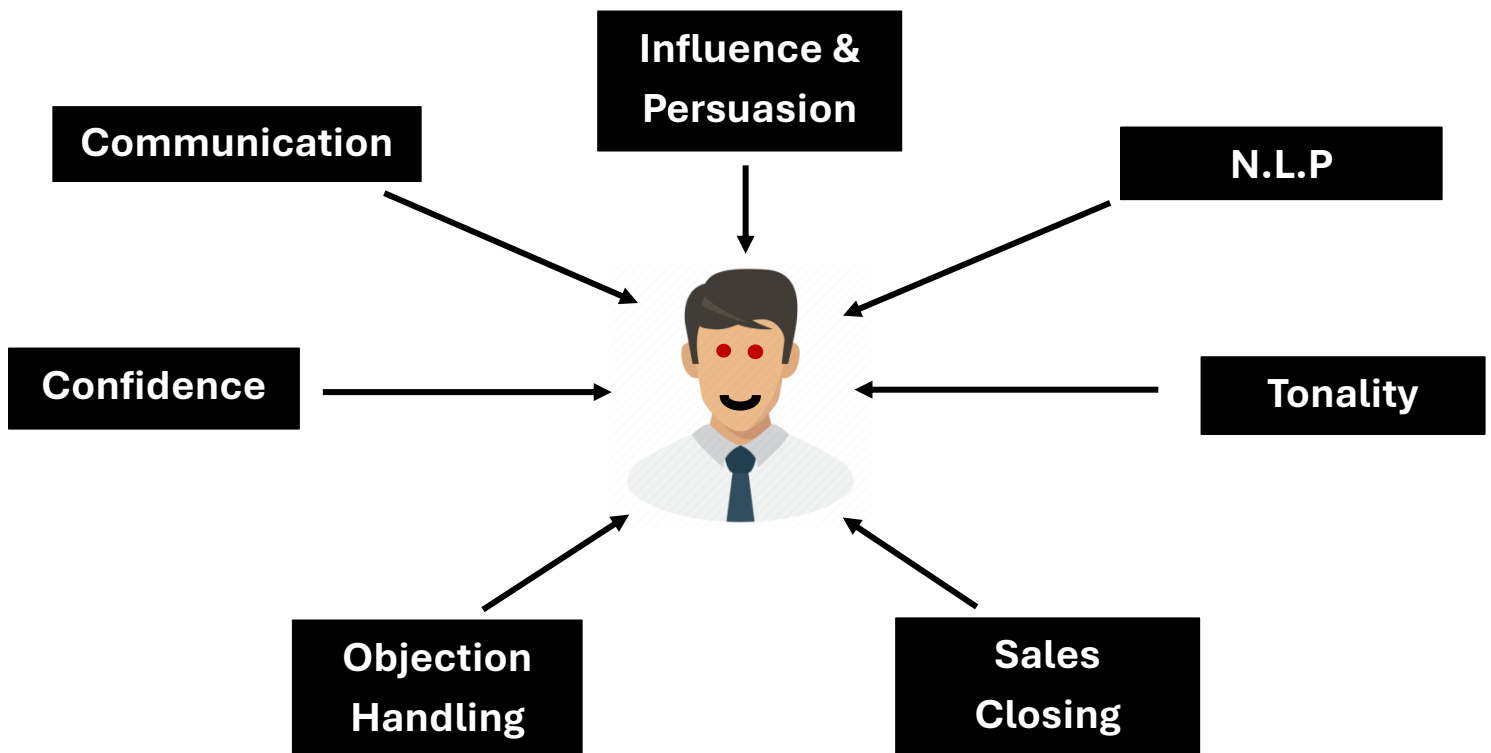
 **HIGH INCOME SKILLS!**

... and you not only get better results for yourself but you're able to **transfer those skills** to others and they get better **results**.

Your business then becomes a **FLYWHEEL** where every customer / client that joins not only improves your profits but also your marketing using social proof & the customer experience for new future customers / clients!

We will talk about the **FLYWHEEL EFFECT** in a future module! After completing the coaching program you'll have started your journey around building your high-income skills and you'll be an **EXPERT**! However, you must continue to improve and work on those skills **DAILY** by taking **massive consistent action**!

Here are some of the **high-income skills & character traits** you need to work on so you can become a **top sales professional**...



The Difference Between Advantages, Features & Benefits.

In your marketing, sales calls & sales presentations (*VSL + webinar*) you're going to want to cover the advantages, features and the benefits that your product or service offer can provide.

Or if you are booking people on a strategy call share the **BENEFITS** of them booking a call by giving your strategy session a **RESULTS DRIVEN name** which we will talk about in a moment.

Clients will only book a call on your calendar and buy your offer based off **E-MOTION** which equals...

ENERGY IN MOTION...

...and then back their decision up with **LOGIC**!

So, it's important you cover all 3 constituent parts to educate your prospect on:

- 1) Why your specific product /service offer is better than your competitors by explaining the **advantages**.
- 2) Why your product offer is the perfect fit for them and sharing what it does by explaining the **features**.
- 3) Why they need to buy now by explaining the **benefits** and adding in some kind of real **scarcity & urgency**.
- 4) You then finish by selling the **END-RESULT** your offer (*the vehicle*) can give your client, by explaining how easy and effortless it is due to your offer having DONE FOR YOU components which saves them time, money, energy, effort & sacrifice!

Make sense?

Advantages

These are statements that show why your offer is better than your competition selling a similar product offer. A great way to improve the advantages of a product is to create an IRRESISTIBLE OFFER with a U.M (*Unique Mechanism*) which we covered in module 2 together!

To create an **IRRESISTIBLE OFFER**, you can also add on extra FREE mastery bonuses that target pain points for the customer to help them which makes the advantages and the perceived value of purchasing from you higher than your competition.

Features

A product feature is one of the distinguishing characteristics of a product or service that helps boost its appeal to potential buyers and might be used to formulate a product marketing strategy.

Features highlights the usefulness of the product to targeted potential consumers.

Features explain what the product does and backs up the benefits by displaying **logic**.

Benefits

Benefits are the most important aspects out of the 3 because people only buy based off emotion.

There are 2 types of benefits:

- **Type A Benefits**

Shows how a product or service offer can help the customer.

- **Type B Benefits**

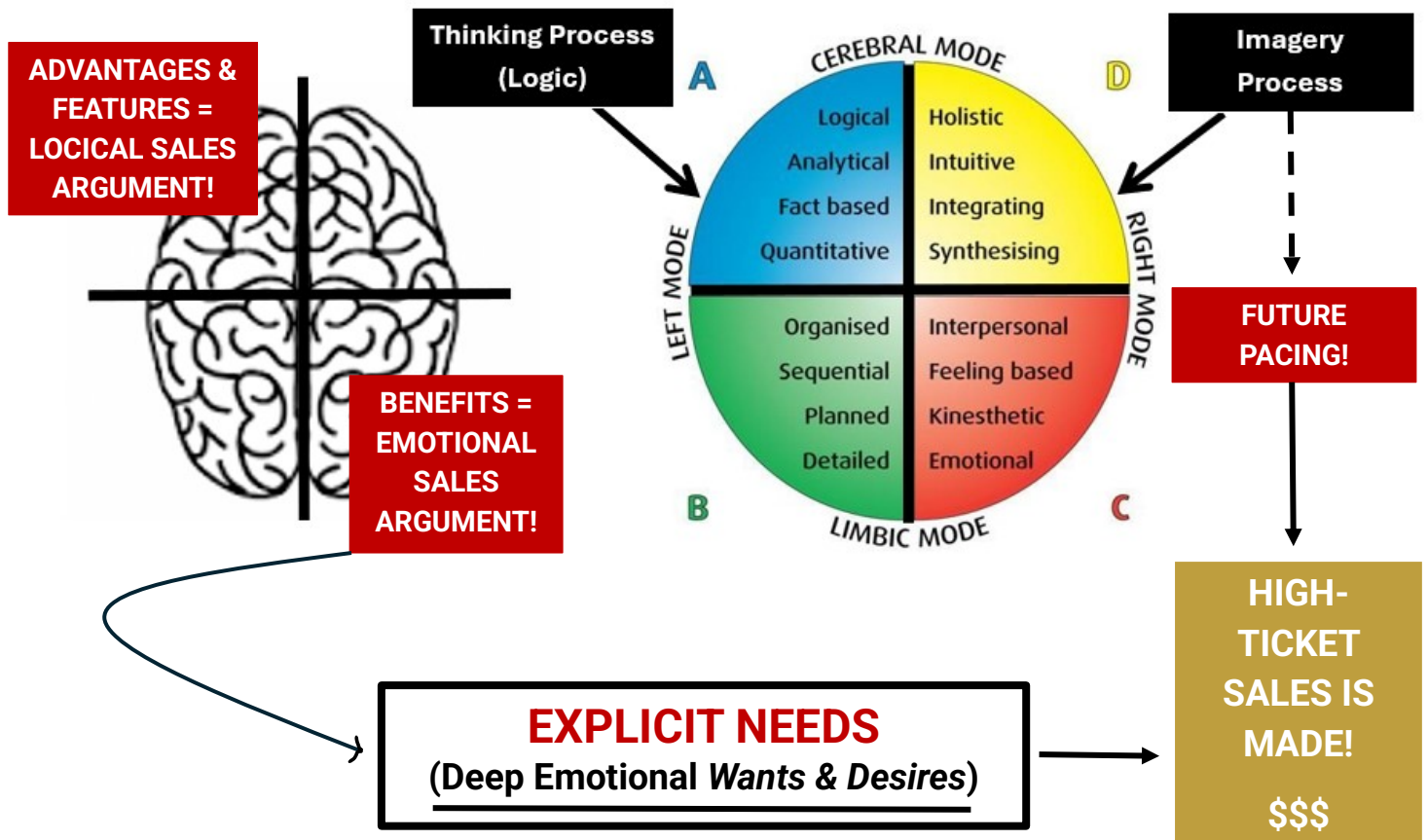
Shows how a product or service meets an **EXPLICIT NEED (deep emotional wants and desires)** expressed by the potential customer or client. This kind of benefit is strongly related to success in all kinds of sales, both low-ticket, mid-ticket and high-ticket sales.

If we revert back to the previous module (*Millionaire Mind-set*) we talked about **Brain Dominance Theory** otherwise known as **Lateralization of Brain Function!**

When selling we must **target both sides of the prospects brain!**

Sharing the **benefits** of your offer tap into the prospects **EMOTION** which targets the **right side of the brain**.

Advantages and **features** target the **left hemisphere of the brain** which then backs the emotional sales argument in their brain with **LOGIC**



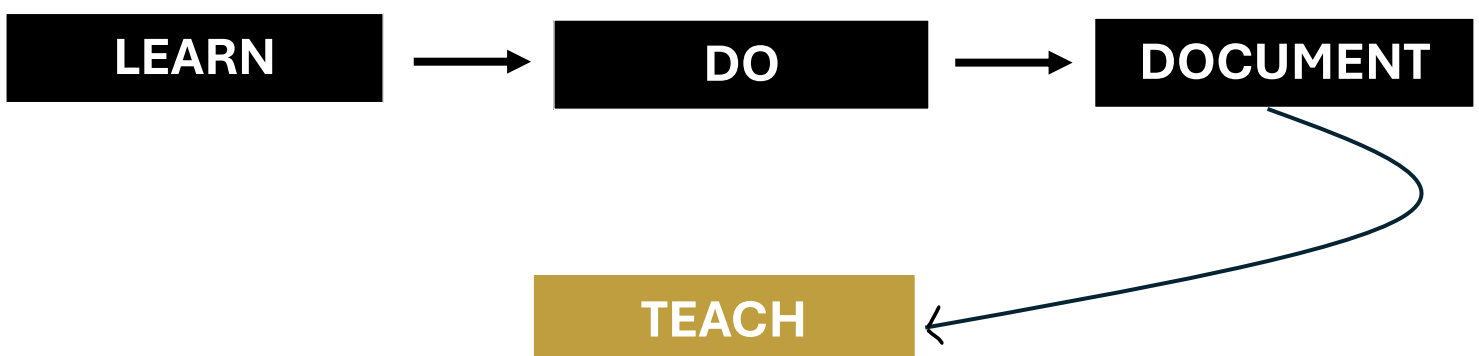
Awesome... moving onto...

How To Position Yourself As An Authority In Your Niche Marketplace.

Authority is one of the **6 psychological triggers of influence**.

People are more likely to buy from people who are expert authority figures within a specific niche!

Now even though you don't need to do this to get to your first \$10k or even \$100k per month... if you have no results yet you can still position yourself as an authority in the marketplace by following this formula.



I made 6-figures from my first coaching program, by having just **7 value videos episodes** on my channel that were shot on my iPhone.

Nothing fancy, just pure free value! The key is to share some free value so people can see you as more of an authority even if you don't have results yet!

SAM MALSOM TV – FREE ONLINE BUSINESS VIDEO COACHING TO HELP YOU GET RESULTS FAST!

HOME | MY STORY | BLOG | FREE COACHING | EVENTS | PRODUCTS | AGENCY SERVICES

Million Dollar Journey - Sam Malsom SUBSCRIBE Watch later Share

SAM MALSOM's BLOG JOIN THE PODCAST - COMING SOON SUBSCRIBE TO WEALTH HACKER T.V & NEVER MISS AN EPISODE! FREE "INSIDERS" CUSTOMER ACQUISITION BLUEPRINT

As you're going through the C.A.A coaching program you're **learning** millionaire time-tested knowledge and wisdom. You'll then start **applying** the knowledge into your business by **TAKING ACTION**.

Then as you advance you can **document your journey** & share this knowledge with your email list subscribers by teaching others in your own unique way if you're operating in this niche.

This can be done via emails, social media posts, blog posts, videos and free trainings!

However, you only want to pick 1 or 2 channels at the start and master them!

My advice would be email and video.

Then as you cross multi-7-figures you'll want to use **MULTI CHANNEL MARKETING** by leveraging them all.

If you're operating in a different niche like health, fitness, weight loss or dating & relationships teach people using the WOW not HOW strategy by sharing valuable education that teaches your leads cool stuff that will help them.

This does 3 things:

- 1) Builds the **RELATIONSHIP & TRUST** with leads & clients!

2) Positions you as an **EXPERT AUTHORITY** even when you don't have results!

3) Makes sales **EASIER** when selling via DM chat and the phone!

After you hit \$100k per month you can then be more consistent in shooting videos on a daily or weekly basis if that's something you desire to increase sales conversions, but it's not necessary to get to \$10k - 30k+ per month!

OPTIONAL - If you don't have results yet get 5-7 videos shot sharing amazing knowledge, training and tips around the **BIG PROBLEMS** your target market is facing!

If you do this your target client avatar will instantly start seeing you as more of an authority which will improve sales conversions when you apply what I am going to teach you in the future modules!

When you're applying my **D.A.O prospecting method (Direct Authority Outreach)** script which I am going to teach you in a future module, you'll figure out their biggest niche market challenges and you can even direct message your leads a link to a specific video helping them with the **BIG PROBLEM** they are facing!

To do this correctly you need to research and figure your clients biggest problems.

If you're going to share value to help people & build relationships by creating videos...

JUST BE YOURSELF ON CAMERA!



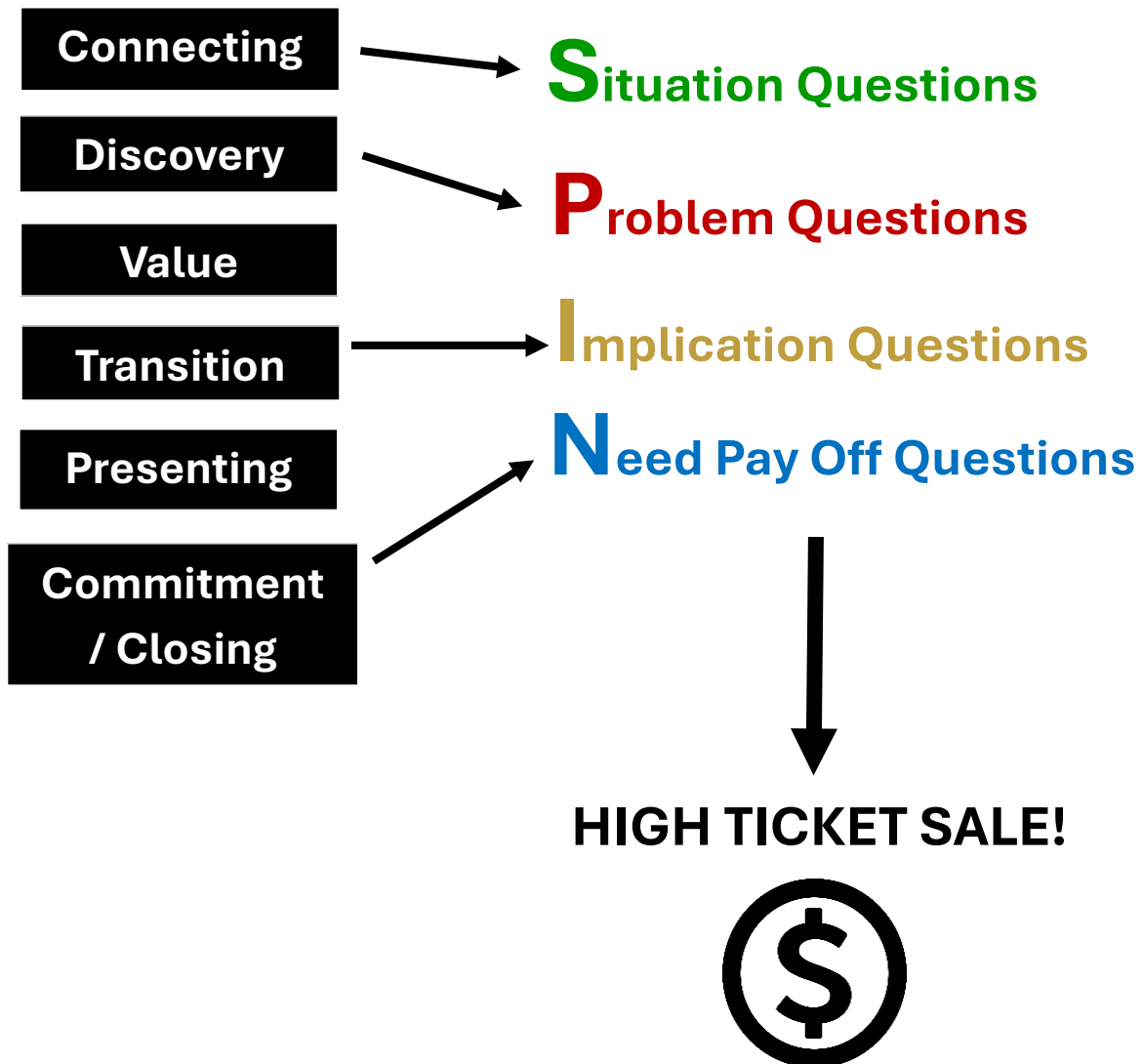
Like I mentioned, this method is NOT needed to get to your first \$10k per month and even 6-Figures but it does help with **relationship building** and **selling** when you don't have your own results yet or client results that you can use as social proof!

Now were going to dive deeper into the...

7-FIGURE SALES METHODOLOGY...

...so you can **convert high ticket clients** effortlessly WITHOUT sales resistance & struggle!

7-Figure Sales Methodology Diagram!



6 Step Formula For Sales Domination!

Connecting

Duration = 1- 3 Minutes Max

Before the call... the **Asymmetric Phone Application Funnel** **QUALIFIES** prospects so that you only get on the phone with **QUALIFIED SERIOUS LEADS!**

The connecting stage of the call is where you'll find out about the prospects current situation by asking **SITUATION QUESTIONS**.

You need to build rapport and find things in common with them. Before I jump on a call, I will sometimes go to their social media channels if I have access to them and see if we have anything in common.

Ask them how they are doing & where they're from?

And just build that know, like and trust factor from the beginning.

Like attracts like so if you can find an **interesting topic** that you're both passionate about this will make the prospect feel more comfortable talking to you.

IMPORTANT! During this stage of the call, I...

TAKE FULL CONTROL OF THE CALL!

I also outline the purpose of the call and say to the client that I need to get a better understanding of their current situation so I can help them out. I ask them about their **story** and what they want to **achieve!**

Then I will share a brief overview of my **AUTHORITY STORY** to **position** me as the **expert** that can help them achieve the result, they deeply desire!

Although my marketing does the majority of the work for me here, I want to cement the **belief** in their minds that I can help them overcome the big problem they are suffering with that is stopping them moving forward to achieve the **end-result** they desire!

I can only help the client if they have a big problem. If they don't or they are unwilling to share that information I will politely end the call!

*(See the **Million Dollar Phone Sales Script** which you can access inside module #4 of the C.A.A training hub to see exactly what I say during the connecting stage of the call!)*

Discovery

Duration = 10 - 15 Minutes

The discovery stage of the call is where you'll start to ask deeper **PROBLEM QUESTIONS** that the potential customer is currently facing in their business or their lives.

At this stage you'll want to be in full control of the conversation by asking **specific questions and LISTENING**, while taking notes.

You're trying to figure out what **PROBLEMS** and **CHALLENGES** your prospect is facing by asking PROBLEM questions.

The majority of salespeople that struggle try to sell without first **DIAGNOSING A PROBLEM!**

During this stage of the call, you'll want to become more like a **doctor** instead of a salesperson!

DIAGNOSE THE BIG PROBLEM THEN PRESCRIBE THE SOLUTION IN THE FORM OF YOUR PRODUCT / SERVICE OFFER... ONLY IF YOU THINK YOU CAN HELP THEM!

MIND-SET OF MOST SALESPEOPLE!



**ADDS PRESSURE &
DESPERATE TO GET THE
SALE WHICH CREATES
SALES RESISTANCE!**

MIND-SET OF A DOCTOR!



**PRESCRIBES PATIENT
WITH A SOLUTION TO
THEIR BIG PROBLEM!**

90% of your sales calls you need to have the mind-set of a doctor and 10% you need to have the mind-set of a sales closer.

Sometimes you need to push hard for the sale, but you must **read the prospect** and understand their situation!

Now during the discovery stage of the call, I am taking notes which I refer back to later on in the call during the transition and the commitment / closing stage.

Below I have included my... **"Client Diagnostic Call Notes Template"** for you to print out and use when taking notes on your sales calls!

At this stage of the call, you'll also want to figure out their **VISION for the future** and information around their current results and desired results.

For example, on my calls I ask HOW much money they are currently making from their business, HOW much they want to make per month and the real **deep emotional reason WHY** they want to make more money online.

If you're in a different niche, you must go deep in terms of the information related to the clients specific end result your offer can help your client achieve!

When you know this important information, you can then **influence** them to buy your offer at the commitment / closing stage of the call, by positioning you and your offer as the ultimate FAST TRACK to get the end-result they deeply desire, which is linked with strong emotion that is personal to your potential new client!

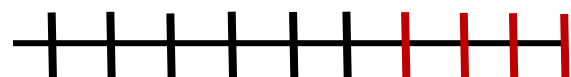
The key at this stage of the call is to get the prospect to a 7 or above on the **PAIN SCALE!**

Value

Duration = 5 Minutes

NO PAIN!

BIG PAIN!



This stage is **OPTIONAL** but if you leverage it in the right way, you will ultimately...

- 1) Make more **SALES!**
- 2) Build a better **RELATIONSHIP** with your subscribers & clients
- 3) Increase **EMAIL OPEN RATES**
- 4) Increase sales from your **FOLLOW UP**
- 5) Increase your **ACV (Average Customer Value)**

(Many people will buy on the call after they have filled out the Calendly application form within your funnel IF you have a high converting offer, however if you are selling a product or service offer for \$3k - \$100k per sale you may need multiple calls to close the sale depending on the price of the offer.)

This is otherwise known as the **2 CALL CLOSE!**

(You have access to the sales script + the follow up sales script inside module #4 of the Client Acquisition Accelerator training hub)

By sharing value & following up I was able to close this specific client as seen in the screenshot 3 months after we had our first strategy call for \$3,000! If I had not built a good relationship on the initial strategy call and **provided value + followed up** I would have missed out on a \$3,000 sale!

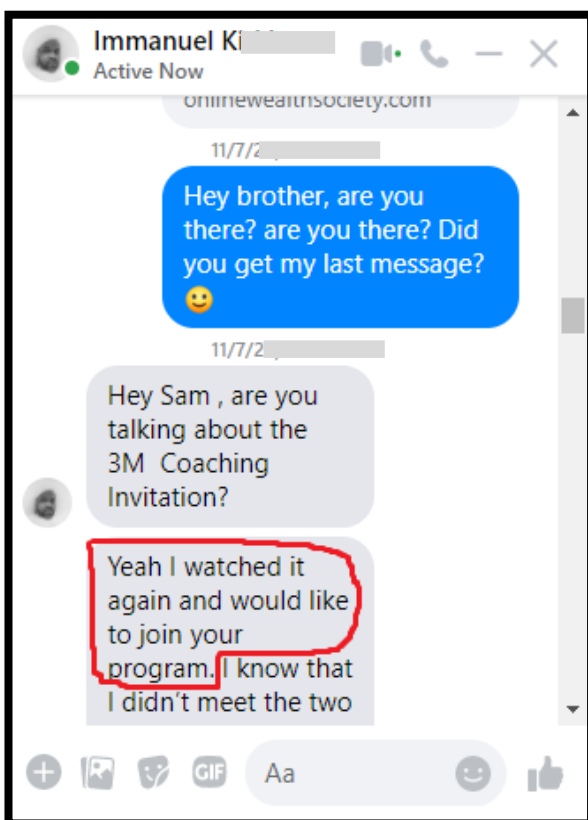
Which means 2 things:

- 1) Providing Value Will Get You Extra High-Ticket Sales In The **Long Term** & Remember What I Taught You In The Millionaire Mind-set Module...

“ALWAYS THINK LONG TERM!”

- 2) Top Salespeople Always **FOLLOW UP!**

“THE FORTUNE IS IN THE FOLLOW UP!”



As soon as I know the problem the prospect is facing and I'm happy that I can provide one of my products or service offers as the solution...

...and I know what they want to achieve + the deep **emotional reason why**, then and only then will I move onto the value stage of the call.

Reciprocation is one of the **6 psychological triggers** of influence so as soon as you share some valuable knowledge for free that will help them move forward in their business, **they instantly feel in debt to you on a subconscious level** and therefore are more likely to purchase your product or service offer at the end of the call during the commitment / closing stage!

The key is to use the **“WOW Not The HOW” Method** we previously talked about!

You'll want to give them a brief overview of the strategy in relation to your **U.M (Unique Mechanism / Method)** (if you have one) while sharing your own results + clients results to WOW them and get them excited.

When I was operating in the high-ticket affiliate marketing niche, I took my phone leads & clients through my...

“\$1M 5-Step Underground Business Blueprint” that walks them through the steps we used to make \$1.2M in sales in less than 2 years!

During the “**Value Stage**” my sales team and I go over the steps briefly without going into too much detail!

IMPORTANT: DO NOT go into detail when sharing knowledge during the VALUE STAGE of the call otherwise they will not buy at the end of the call!

And I make sure I completely skim over the step where they have told me the big problem, they are struggling with previously on the call during the discovery stage!

For example, if the prospect on the call is struggling with (**BIG PROBLEM = traffic and lead generation**), I do not want to solve their problem on the call because they will not buy my offer at the end of the call

(I want them to feel the pain and understand how big of a problem it really is, that's stopping them from achieving their end goal by a method called **twisting the knife**, so they take action.)

So, as you can see from the screenshot below, I would quickly skim over step 5 (Traffic Mastery) in this given example.

The screenshot shows a presentation slide with a black header containing the text: "DISCOVER The 5 Key Components You Need To Scale Your Online Business To 6/7-Figures WITHOUT Frustration & Struggle!". Below the header, on the left, is a photo of a man in a white shirt and tie sitting at a desk. To his right is a circular diagram labeled "C.A.L.V.O Flywheel" with arrows for "GROWTH", "ATTRACT", and "CLIENTS". On the right side of the slide is a horizontal flowchart with five numbered steps in colored circles (1-5) and corresponding boxes below them: 1. CONTENT MARKETING, 2. LEAD GENERATION, 3. FOLLOW UP, 4. LEAD & CUSTOMER MONETISATION, 5. TRAFFIC MASTERY.

Now, the Unique Mechanism / Method you share with your phone call prospects must be some of **YOUR BEST STUFF (VALUE)** and must **POSITION** you as an **AUTHORITY!**

The client must think... WOW this guy / girl seriously knows what they are talking about.

When this happens in the clients brain...

THE PERCEPTION YOUR PROSPECT HAS IN RELATION TO YOU TRYING TO HELP THEM & THE PERCEPTION THEY HAVE OF YOUR PERSONAL BRAND (If you have one) & YOUR PRODUCT / SERVICE OFFER DETERMINES IF YOU GET THE SALE \$\$\$

If your prospect has any doubt around the **3 PILLARS**...

- 1) **YOU!**
- 2) **YOUR OFFER!**
- 3) **YOUR PERSONAL BRAND / COMPANY!**

Then you must overcome those **OBJECTIONS** to keep the sale moving forward until you get their credit card information for a SALES transaction!

As soon as I'm finished giving 5 minutes of free value while interweaving some of my results and previous clients results, my prospect instantly perceives me as more of an authority in the marketplace because I'm teaching them something of real value that can help them for **FREE!**

And it positions me as an EXPERT so when I get towards the end of the call, I can **prescribe** my PRODUCT / SERVICE OFFER as the **SOLUTION** to their BIG PROBLEM... (*just like the doctor*) prescribes the solution to the patient's problem!

The offer helps **FAST-TRACK their progress** in relation to the value section of the call, instead of doing everything on their own and staying stuck, while FAILING!

Make sense?

When you master this, you will effortlessly bring in high ticket sales DAILY!

And when you apply the...

- ✓ **VALUE & PRICING FORMULA +**
- ✓ **MASTERY BONUS WEAPONIZATION &**
- ✓ **GUARANTEE STACKING LANGUAGE PATTERNS...**

...which I shared with you in module #2, you'll close sales left, right and centre on high ticket recurring payments & special payment plans even when clients have not got the full amount to **INVEST!**

Transition

Duration = 2-5 Minutes

The next stage of this **MILLION DOLLAR SALES CALL FORMULA** I go back to the big problem they are facing and make them realize how big of a problem it actually is by asking **IMPLICATION QUESTIONS**

These are questions that make the prospect **understand** what life will be like if they **stay stuck and don't take action right now.**

I then **transition** into the sales material by saying...

“Well, “NAME” based on what you've told me I think my program / product / service offer could be a good fit for you, would you mind if I spent a few minutes explaining how it works so I can help you get [END-RESULT] & [EMOTIONAL PERSONAL REASON WHY]?”

Presenting

Duration = 10+ Minutes

I then give them a simple overview of my M.D.I.O (*Million Dollar Irresistible Offer*) which focuses on HOW I can help them solve their **BIG PROBLEM** & achieve the **END-RESULT** the prospect desires!

(If they don't buy and have objections which a lot of leads will have when I get to the "commitment / closing stage of the call" I start stacking on the DONE FOR YOU BONUSES which increases the value of the offer!

During the presenting stage of the call, I get them to imagine what life will be like in the future when I help them solve the problem & achieve the result.

If you're just beginning your journey as a sales professional, you have 3 options:

Use the previous language pattern I shared with you inside the transition phase and then either...

- 1) **Explain the offer over the phone (you can also share your screen via zoom call)**
- 2) **You can send them straight to a sales page where you walk them through the OFFER which explains the RESULT (**BENEFIT = EMOTION**) and then back that up with the ADVANTAGES & FEATURES of your offer (**LOGIC!**)**
- 3) **You can send them to a VIDEO CASE STUDY of a SUCCESS STORY that has used the product or service and that will do all the selling and telling for you!**

The sales presentation case study video should be around 7-12 minutes long and it must sell your offer for you using the influence and persuasion strategies I will teach you in the copywriting module!

If you leverage any of these 3 options as a sales professional...

YOU MUST KEEP THEM ON THE PHONE WHILE YOU TAKE THEM THROUGH THE PRESENTING STAGE OR HAVE THEM WATCH THE VSL (VIDEO) WHILE YOU ARE STILL ON THE PHONE WITH THEM!

If you're more advanced and have done sales before... you have more authority in your industry with results of your own and students results, say the following and then focus on selling the SOLUTION to their BIG PROBLEM while focusing on the END-RESULT:

So, [NAME], you've told me your BIGGEST CHALLENGE is [BIG PROBLEM] Eg, TRAFFIC, LEAD GENERATION, APPOINTMENTS, SALES, CONVERSION, SCALING etc

And that your DESIRE is to make [RESULT] per month so you can [DEEP EMOTIONAL DESIRE] E.g. LIVE A LIFE OF MORE FREEDOM WHILE SPENDING MORE TIME WITH YOUR FAMILY & KIDS]

Now my area of expertise is helping entrepreneurs just like you, get the correct million-dollar education and set up a proven high-ticket conversion system that reliably and predictably attracts serious clients & creates income on demand...

...so I know exactly how to help you go from where you are now to your desired goal of [RESULT]

So... I definitely think my [VEHICLE - OFFER NAME - e.g. Client Acquisition Accelerator]... could be a good fit for you.

What I'd like to do is just briefly go through some of the details with you.

Would that be ok with you?

Here you are getting their **PERMISSION to present your offer** that can help them!

When they say yes... move forward with presenting your offer.

Inside the million-dollar phone sales script which you have access to inside this module, it will walk you through how I do this to increase sales conversions!

Commitment / Closing

Duration = However Long It Takes To Get The SALE!

After you have taken your prospect through an overview of the offer then you'll want to ask them the following question.

“On a scale of 1 to 10 with 1 being this isn't for you and 10 being this might be what you're looking for to help you achieve [RESULT], where would you rate yourself right now?”

Now this question is extremely powerful, because if you have built the problem up in the prospects mind during the transition phase, by asking implication questions and they have watched, or you have personally walked them through the sales presentation material that explains the overview of your offer, + they properly understand how it can solve their problem then the majority of prospects will say 7 or above.

You then reply...

“Awesome... why did you rate it so high?”

This is a super powerful influence and persuasion question technique because the prospect is now telling you all the **benefits** of why they think your product or service offer is so great. 😊

They're Selling Themselves... You're Not Selling Them!

You'll then introduce the price for your offer, then quickly recap the offer while focusing on their big problem and then reveal the **TOTAL VALUE** they are getting which should be 10X -100X more than the price they are paying!

If you are selling a high-ticket offer at this stage of the call some prospects may have **OBJECTIONS** which you'll need to learn via the....

OBJECTIONS & SALES CLOSING PDF which you can access under this sales training module.

If they rate 6/7 or below, then there's objections that need to be uncovered and overcome! Here you can say...

“Why didn't you rate a 9 or a 10?”

These answers from prospects will give you feedback data on objections + ways you can improve your offer as time elapses. So be sure to keep notes and add the data to a spreadsheet for future reference!

I have done all the work for you by researching the most common objections based on my years of selling over the phone and over the DM's. For you to get the sale you'll need to overcome any objections!

Example:

YOU ASK FOR THE SALE & PROSPECT REPLIES WITH OBJECTION #1:

“Now Is Not A Good Time!”

YOU REPLY:

“Okay, I hear what you are saying ‘NAME’ but let me ask you a question...”

“When is it gonna be a good time for you to start putting the things you said to me previously on the call that are most important to you... into action?”

You'll then ask if they have any more questions, if they say yes, overcome their objections.

When you've confirmed all the objections and they have no questions left, you'll then **position the close** to get a **commitment** as a **partnership** together by saying?

“Would you like to partner with me and I will help you get started?”

When they say yes... you close the sale and get the credit card information over the phone, or you can send them a link to buy while keeping them on the call until the payment is complete!

Then you can help onboard them and get their access to your program or service offer!

Now if you're selling high-ticket (*product or service offer over \$3,000+ all the way up to \$100,000 per sale*) you're going to want to ask **NEED PAY OFF QUESTIONS** to get the sale.

These questions get the prospect to tell you why they think the offer is going to help them, by getting them to communicate their **deep emotional needs and wants!**

The questions to ask are inside the sales script. **Master this script** and recreate it following the framework for your offer and niche!

In the right hands its potentially worth millions of dollars to you and your business!

At the end of this module in the action steps section there will be a link with the exact MILLION DOLLAR SALES SCRIPT that I use to sell offers worth thousands of dollars so you can use my script to help you.

Its proven and has made A LOT of money!

I have also included my SALES OBJECTION & SALES CLOSES PDF so you can overcome any objections and close clients WITHOUT the guesswork!

On top of that I have included my CLIENT DIAGNOSTIC CALL NOTES TEMPLATE so you can take notes on your calls and refer back to them when you go in for the close during the end of the call.

PLEASE PRINT THE PDF's and the TEMPLATE out, so you can leverage them when selling to help improve your sales conversion rates.

Integrating The Million Dollar Sales Strategy – Mastering Implied & Explicit Needs!

Now if you're selling a product for under \$500 - \$1,000, you'll only need to use **Situation** questions and **Problem** questions to get the sale.

These questions will bring **implied needs** to the surface.

But if you're selling a higher ticket product or service offer (*\$3,000 - \$10,000 all the way up to \$100k per sale*) you'll want to develop implied needs into explicit needs by asking **Implication** questions and **Need Pay Off** questions to increase the **PERCIEVED VALUE** of your offer.

With higher ticket offers of over \$5k - \$10k per sale sometimes you need 2 or 3 calls to close the sale. The key is to keep **FOLLOWING UP**, provide value and as time elapses... **CLOSE THEM!**

IMPLIED NEEDS:

These are statements made by the prospect of **problems, challenges, difficulties, and dissatisfactions.**

EXPLICIT NEEDS:

Specific customer statements of **deep emotional wants, needs and desires!**

As you may have noticed when I previously walked you through the **6-Step Sales Methodology For Sales Excellence...** we started off with IMPLIED NEEDS by figuring out the clients PROBLEM(s) (*Some clients will have more than 1 problem*) and that's ok.

If you've set your offer up correctly using the proven framework, I gave you inside module #2 your offer should cover ALL of the major big problems your leads, prospects and clients are struggling with!

However, when selling high-ticket offers we need to transition into **EXPLICIT NEEDS** and figure out the **deep emotional wants and desires** of the prospect, so we can **POSITION the offer as the SOLUTION**, to both their IMPLIED NEEDS & the EXPLICIT NEEDS!

We do this by asking specific **QUESTIONS... LISTENING & TAKING NOTES** to refer back to during the commitment and closing stage of the call!

Remember we are NOT selling.

We are having a friendly conversation and then prescribing a solution to the client's problem... **ONLY IF** they have a problem we can solve with our offer, personal guidance, coaching, support & help!

Let's walk through...

The 4-Step Sales Questions Vault!

If you're in a different industry or niche just use the questions and add in your language by personalising the questions so that's its congruent with your offer.

For example: If you are in the health and fitness industry question number #1 listed below in the situation question section which is...

How long have you been trying to make money online?

You would just change the wording to...

“How long have you been trying to get fit and build muscle?”

Make sense?

Cool! 😊

Let's dive into the questions vault...



Situation Questions

These questions enable the seller to understand the **current situation** the prospect is in and opens up the gateway to ask problem questions.

- 1) How long have you been trying to make money online?*
- 2) Are you working full time online or do you have a job as well?*
- 3) Are you already involved in the coaching, consulting or course creation industry or are you just getting started?*
- 4) How long have you been doing coaching & consulting?*
- 5) Have you created a niche-based program or is it a generalised offer?*

Problem Questions

These questions are used to help the seller diagnose the prospects problem(s) so you can understand if you are able to provide a solution in the form of selling / prescribing them your offer.

They bring out **implied needs** which are **problems, challenges, difficulties** and **dissatisfactions** the prospect is currently facing!

- 1) Are you satisfied with your current situation?*
- 2) What are the disadvantages of the way things are going?*
- 3) What's the biggest challenge in your business that is stopping you from getting to the next level?*
- 4) Would you agree that things are slightly difficult and it's time for a change?*
- 5) Would you agree that it's going to be very time consuming for you, if you carry on doing what has NOT been working for you nor getting you the results that you desire?*
- 6) Okay, you've told me your biggest challenge is (XYZ)... Why do you want to solve it now & what are you looking to achieve?*

7) *What's stopping you from getting (END RESULT) on your own?*

Implication Questions

These questions are used by the seller to make the prospect aware of how big the problem really is...which then initiates **explicit needs** which are **deep emotional wants and desires!**

- 1) *What affect does that have on your life / business?*
- 2) *Do you think (BIG PROBLEM) could lead to increased costs and lost revenue?*
- 3) *Will it slow down your success in business / life?*
- 4) *What's life going to be like in the next 6-12 months if you stay stuck in your current situation?*
- 5) *If you keep doing what you've currently been doing [BIG PROBLEM] (e.g. **like not being able to generate targeted leads & high-ticket clients for your business,**) would you agree that it's going to be a struggle & require extra effort on your part to get the result you desire on your own?*

Need Pay Off Questions

These questions get the prospect to tell the seller the deep emotional **explicit needs [BENEFITS]** of why they should buy your offer.

These questions are especially needed when selling a high-ticket offer for over \$3k - \$100k+ per sale!

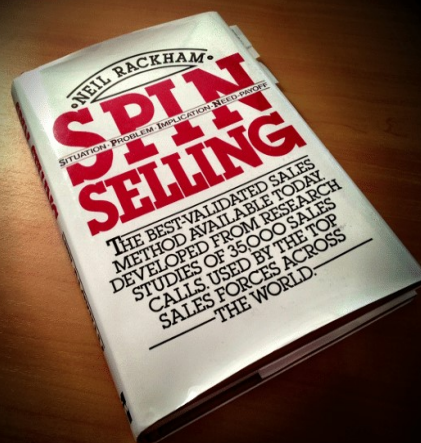
- 1) *If I had a magic wand how much would it be worth to you, your life / your business if I could solve [BIG PROBLEM] right now so you can [ADD DEEP EMOTIONAL BENEFIT / REASON WHY!?!]*
- 2) *Why would you find a solution so useful? How's it going to help you move forward in your business & your life?*
- 3) *If I could help solve [BIG PROBLEM] how would that help you!*
- 4) *Why is that important to you to solve [BIG PROBLEM] now?*
- 5) *What's stopping you from solving [BIG PROBLEM] & getting desired [END-RESULT] on your own?*
- 6) *If I can help you get [RESULT] e.g., **Grow Your Profits So You Can Work In Your Zone of Genius & Live a Life of More FREEDOM...** how is that going to make things better for **YOU and your FAMILY?***

These are the **key questions** the moves a prospect from **implied need** toward uncovering their **explicit needs!**

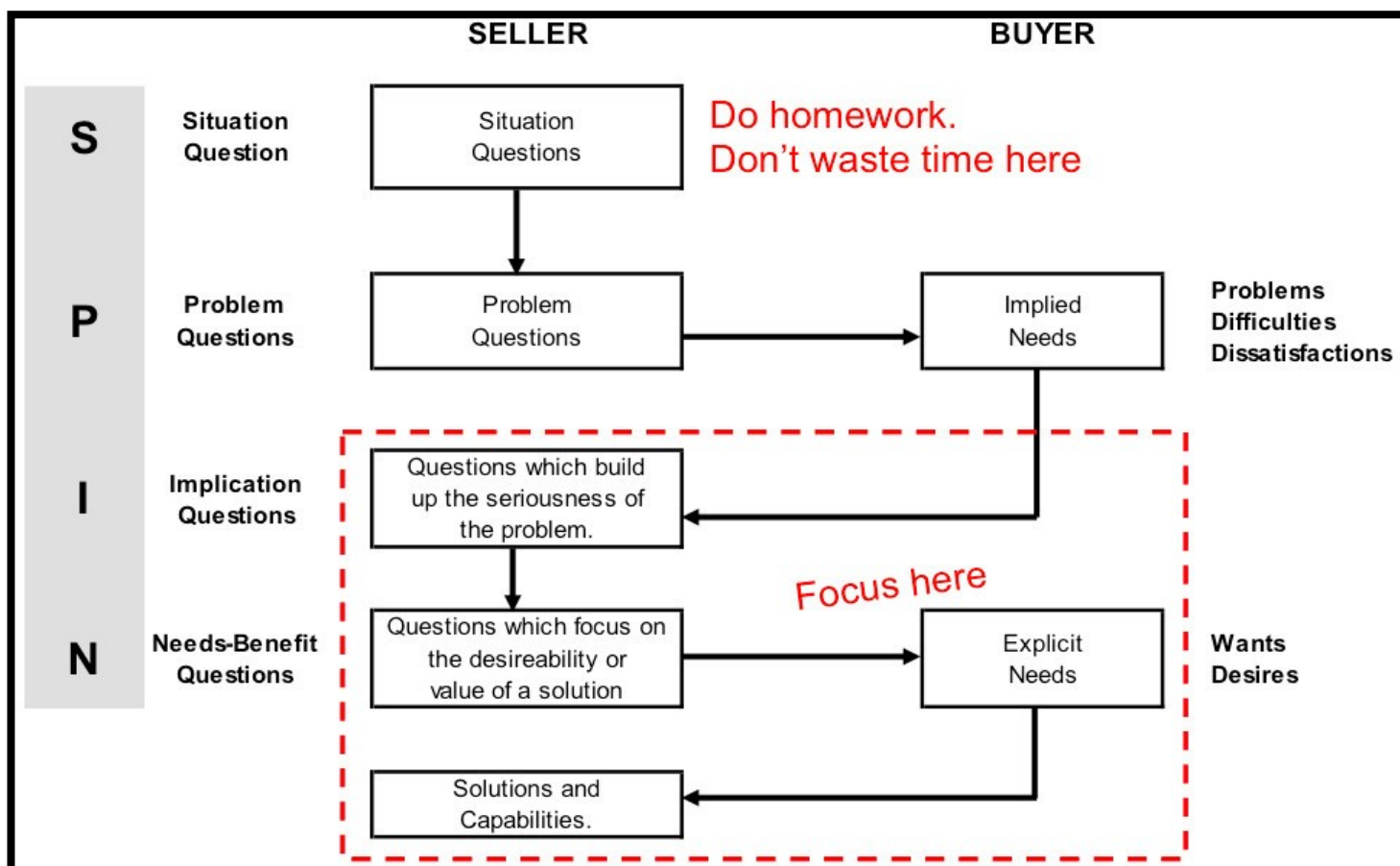
Inside my million-dollar sales script there are more questions on each of the 4 levels if you need to probe deeper to uncover the problem and get the prospect to reveal **WHY** they need your offer which should provide them with the solution!

I learnt some of these questions... while also adding in my own questions from my 10+ years sales experience selling over the phone to help you from a book called Spin Selling by Neil Rackham!

So, if you want to continue to sharpen your sales skill set AFTER you have completed this module then you have the option to get this book and study it. Neil and his team studied 35,000 high-ticket sales calls and it's by far the best book I've ever read on selling... **Book Title: Spin Selling By Professor Neil Rackham**



Here is a diagram explaining this...



Here's also a great article and diagram from Tony J. Hughes that I stumbled across on LinkedIn that explains more about SPIN SELLING that I think you'll find valuable.

<https://www.linkedin.com/pulse/20141206103124-17644996-questions-in-selling-everdd>

Awesome let's move onto...

The Ninja Power of 'YES'

The next thing I want to talk to you about is the power of getting your prospect to say **"YES"**

It's been scientifically proven that if you get your prospect to say yes throughout your sales call, then you'll increase your conversion rates and more of your prospect will say yes to buy your products and services at the commitment / closing stage IF you have an **M.D.I.O. (IRRESISTIBLE OFFER)** in place.

You'll want to get at least **7 yes's in a row** before you go in for the close.

Here are some 'ninja yes' questions to add into your sales presentation / sales script.

For example, let's say I share an overview of my **unique C.A.L.V.O method** on how to scale a business during a strategy call...

...when I finish sharing the secret knowledge, I would ask one of the following "NINJA YES" questions listed below to get the client to say YES in their mind or out loud verbally!

I drop these questions throughout the sales call / sales presentation and throughout my marketing to get leads, prospects and clients to say YES over and over again which trains their mind to say YES to buy!

- 1) *Is that correct?*
- 2) *Does that make sense?*
- 3) *Do you see how that works?*
- 4) *Is that clear?*
- 5) *Does that sound good?*

The client either says yes verbally or subconsciously and when you go in for the close at the end of a strategy call their brain is conditioned to say yes which has been proven to improve sales!

I've also been doing this through the Client Acquisition Accelerator training program.

Keep an eye out for when I do it in the future modules and see if you can spot when I do it. Then implement this into your sales calls and marketing to close those high-ticket clients!

It may not seem like a big deal but when you add in this strategy along with talking to prospects by having a friendly conversation instead of being a desperate sales rep...

+

...you add in the **neuroscience influence and persuasion strategies** I am going to teach you inside the **copywriting module**, it becomes **EXTREMELY POWERFUL** in the hands of students that build or have an amazing offer and dangerous in the hands of people selling crap offers that don't care about their clients!

Because you will literally be able to sell ice to an eskimo! LOL!

How Following Up on The Phone Will 10X Your Profits!

Following up on the phone is hugely powerful.

When I operated in the high-ticket affiliate marketing space the majority of people in that industry want to sit behind their computer screens and make money online, which can be done (*however you need to have a high level of copywriting skills, be able to drive targeted traffic and have a high converting affiliate offer to promote to do this*)

The key to mine and my previous business partners success was calling back our email list leads and jumping on the phone.

Again, just having a friendly conversation to see if we could help them!

You will massively improve your conversion rates if you're willing to get on the phone with people, have a real conversation with them and actually help them move forward in their business & life!

When selling my previous offers + affiliate offers I had a **VSL (Video Sales Letter)** page titled the...

“FREE INCOME BOOSTER STRATEGY CALL”

(You'll want to give your strategy call a **'RESULTS BASED'** name to increase call applications and conversions)

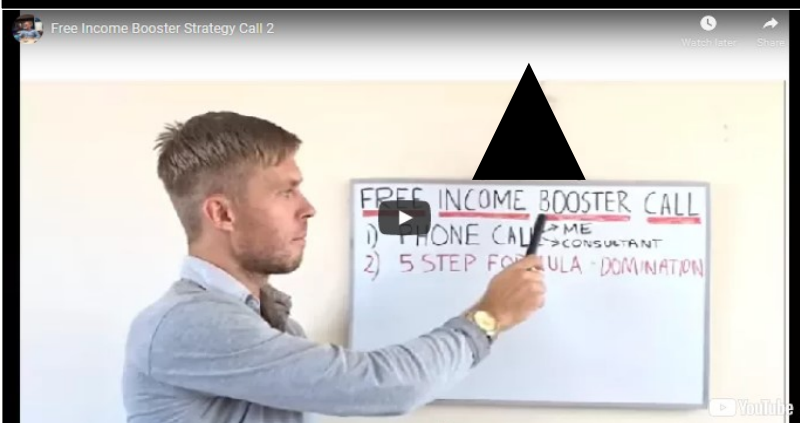
This page offered my leads and prospects a **FREE 30+ minute phone consult / coaching call** with me or my team members.

We emailed this link to my list, shared it on social media via direct outreach messages (DM's) to book strategy calls with high-ticket clients.

I then use the formula I've laid out for you above, to actually **HELP people, give VALUE** and then transition into presenting my offer only if I feel I can help them move forward in their business and life.

Here's screenshots of one of my older phone VSL sales pages from 4/5 years ago...

Would You Like Help Scaling Your Online Profits
WITHOUT Losing Money On Traffic That Doesn't Convert?



FREE INCOME BOOSTER
STRATEGY CALL PROGRAM



Click Here Now To Book Your Free Income Booster
Strategy Call >>

As you can see it's positioned asking people if they need HELP building their online business & scaling profits without the big problem of losing money on traffic. And the majority of people in the industry need help because 97% of people are failing online.

If you're a bit more advanced and you have some results and student testimonials, I definitely advise building out your own **phone VSL page** so you can book calls or have someone from your team do the selling for you.

It will hugely increase your:

- 1) **Sales & Profits**
- 2) **Email Open Rates**
- 3) **List Engagement**
- 4) **Social Media Presence**
- 5) **ACV (Average Customer Value)**

This VSL page will be one of the pages we will build together using my proven **asymmetric call booking funnels template** that you will get access to in module #8 (**Multi 7-Figure Sales Funnels - Automatic Customer & Client Acquisition + C.A.L.V.O Protocol!**)

The Clever Way to Ask for The Sale (Result - Partnership – Commitment Closing Technique!)

I've read many sales books over the years that talk about closing the sale with different closing strategies.

Some of them are **high pressure** and some of them **low pressure**.

As you get better at becoming a sales professional, you'll begin to be able to read the situation in terms of which **sales closing strategy** is needed with different prospects.

When you know you can help a client, sometimes you have to give them a nudge over the line to get the sale.

I have added the **best sales closing strategies** inside the **OBJECTIONS & SALES CLOSING PDF** which you have **free access** to inside the high-ticket sales module, at the end of this training PDF.

One of the best closing techniques for selling, digital products, services and coaching / consulting that I use in my business is the...



Result – Partnership - Commitment Close!

During the sales call I find out what **RESULT** the client wants & desires and I demonstrate how I am the authority expert that can help them achieve that result.

At the end of the call, I position the sale as a **partnership**. When my customers & clients buy from me, they're not just buying my product or services. They're partnering with me and were going to work together as a team by going on an **EXCITING JOURNEY TOGETHER!**

Here's how I do it...

At the end of the call, I ask the client...

“So, “NAME”... I can definitely help you get [END-RESULT] just like I’ve helped many of my previous students!

It’s ZERO RISK for you due to the [BETTER THAN RISK FREE GUARANTEE NAME!]

You either get [END RESULT] in [SPECIFIC TIME FRAME] or you get your money back + you get to keep the program & all my amazing mastery bonuses worth \$X!

Would you like me to help you get started today so you can get [END RESULT WITHOUT BIG PROBLEM] and I’ll help you get everything set up?”

Or you can use the same copy but change the last sentence to...

*“Would you like to **partner with me** today and I’ll help you get everything set up?”*

The client then **COMMITTS to purchase**, you take the credit card details over the phone or send them a payment link and you just made a HIGH-TICKET SALE ☺

7-FIGURE PRO SALES TIP:

After doing thousands of high-ticket sales calls, I advise you to take the credit card details over the phone, or failing that send them the payment link and walk your new client through the payment process while on the phone with them to give them guidance and support!

I’ve lost a lot of sales in the past by ending the call after the client agrees to buy. I then sent the payment link and the clients who initially said they were getting started ghosted me. Clients will always experience a bit of fear when purchasing high-ticket offers and it’s your job to reduce that fear during the payment process while keeping them accountable.

Great... let’s move onto...

How Understanding The Buying Spectrum Will Exponentially Increase Your High-Ticket Sales + Income!

When you’re selling your product / service offer, your leads & prospects will be at different ends of the buying spectrum.

So, it’s important that you target your traffic to people who are at the buying end of the spectrum as opposed to people who are at the non-buying end.

The key here is to find an aggregation of people otherwise known as a **specific niche** or a **blue ocean niche** by tapping into an emerging market which we previously covered in module #1 by following the 5 criteria’s I’m about to share with you:

- 1) **Blue Ocean Niche or Specific Niche = T.A.M (Total Addressable Market)** - The niche needs to have at least 30,000+ people or preferably way more! This group of people must also have **FINANCIAL POWER** to invest in your offer!

This aggregation of people (*niche*) must be suffering from the **BIG PROBLEM**. This requires research to figure out! (*If you're an expert in your field you have previously suffered from this big problem yourself and have figured it out!*)

For example: When I started my online business many years ago, I struggled with driving targeted traffic, generating leads, booking calls and converting high-ticket clients & systemizing my business.

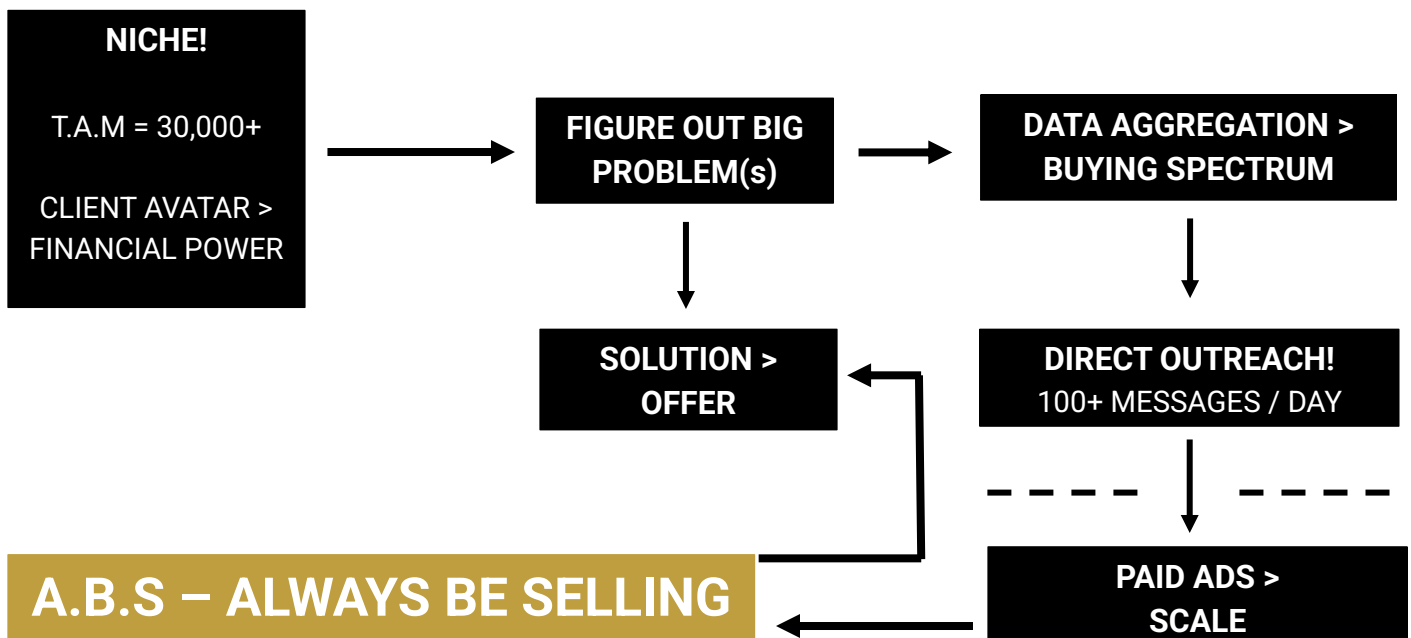
These were the biggest problems I suffered with, and they are probably the biggest problems you are most likely suffering with.

Am I correct?

You see what I just did there?

I used one of the "NINJA YES" questions! 😊

- 2) Figure out the **SOLUTION** & create the **OFFER** to help clients overcome the **BIG PROBLEM!**
- 3) Leverage **Data Aggregation** & **TARGET** people in the specific niche / blue ocean niche that are on the **BUYING END OF THE SPECTRUM!**
- 4) Apply **DIRECT OUTREACH 100+ messages per day** + when you advance add **PAID ADS to scale!**
- 5) Apply **A.B.S = ALWAYS BE SELLING!** (*Having friendly conversations, figuring out IF prospect has the BIG PROBLEM and prescribing the SOLUTION with your offer like a doctor so clients can get DESIRED END RESULT!*)



Here's an example so you can understand the...



Think back to when you purchased a new car.

Did you wake up one morning and say *"I'm going to buy a new car today"* ...did you go down to the local car dealership and pull out your credit card and buy straight away?

Probably not.

It's a longer drawn-out process.

You may have typed into google and researched different models first.

Then life got in the way, and it may have slipped your mind.

A couple days later you realised the engine on your current car is making a funny noise.

You go back to google and do some deeper research on different cars available and the prices.

You then did some more research and found local car dealerships in your area and started thinking.

"How much money do I have to put towards this new car?"

"What car can I see myself driving?"

"Should I buy second-hand or new?"

Maybe you typed in *"car financing options"* into google.

These **thoughts** and **'search queries'** that you plug into the search engines are buying signals for marketers like you and me.

This tells me that you are seriously thinking about buying a new car.

Now the same applies to the online business, business education, coaching, consulting, services & course creation industry.

You want to **be targeting people who need a solution and are ready to buy right now** within your specific niche market that have the financial power to BUY.

Not people who are vaguely interested and only just realizing you can even make money online or can achieve the end-result they may desire that your offer can help them with!

Sure, you can convert these people who 'realise a solution is needed' over time, which I will explain when walking you through the **SALES CONVERSION CYCLE PYRAMID** in a moment, but to get **FAST CASH** flowing in...

...targeting people that are desperate and ready for your solution / offer now, is way easier to convert especially when they have the financial buying power to do so!

The key to **make SALES EASIER** is to **find a profitable niche** or create a **blue ocean niche** in an emerging market &...

SOLVE RICH PEOPLES PROBLEMS THAT ARE READY TO BUY NOW!

I was on a call with a multi-millionaire coach recently. There was around 15 people on the call and one guy was saying he's struggling to make sales of a \$1,000 offer.

When the coach dived deeper into his situation by asking situation & problem questions, the guy said his target market was aged 14-18.

He was trying to sell fitness programs + coaching. Now while that's all well and good there is a BIG PROBLEM!

His **NICHE!**

Very few 14 -18 years olds have a spare \$1,000 to invest. This is why **picking your niche** with people that have the **financial power** to buy your offer is **CRUCIAL!**

If you get it wrong like this guy did **EVERYTHING ELSE FAILS!**

You can have the best offer, sales funnel, traffic & lead gen system, appointment booking system, follow up process and be a killer sales professional but if you are selling to broke people, even if they are on the correct side of the buying spectrum that have a desperate need for your solution you will still **struggle!**

The key is to operate in a niche that have an aggregation of rich / wealthy people inside... that can afford your offer, who are on the right side of the buying spectrum as shown below.

Here's a diagram of the **BUYING SPECTRUM...**



By understanding the buying end of the spectrum methodology, and you know how to find these buyers online, you'll increase the sales and profits for your business, + you'll decrease the time it takes to convert a cold lead that comes onto your email list & through your funnel into an **instant red-hot buyer!**

We will be covering more about targeting in the paid traffic module of this coaching program, where we will be targeting specific keyword phrases, demographics, location, age, income and interests!

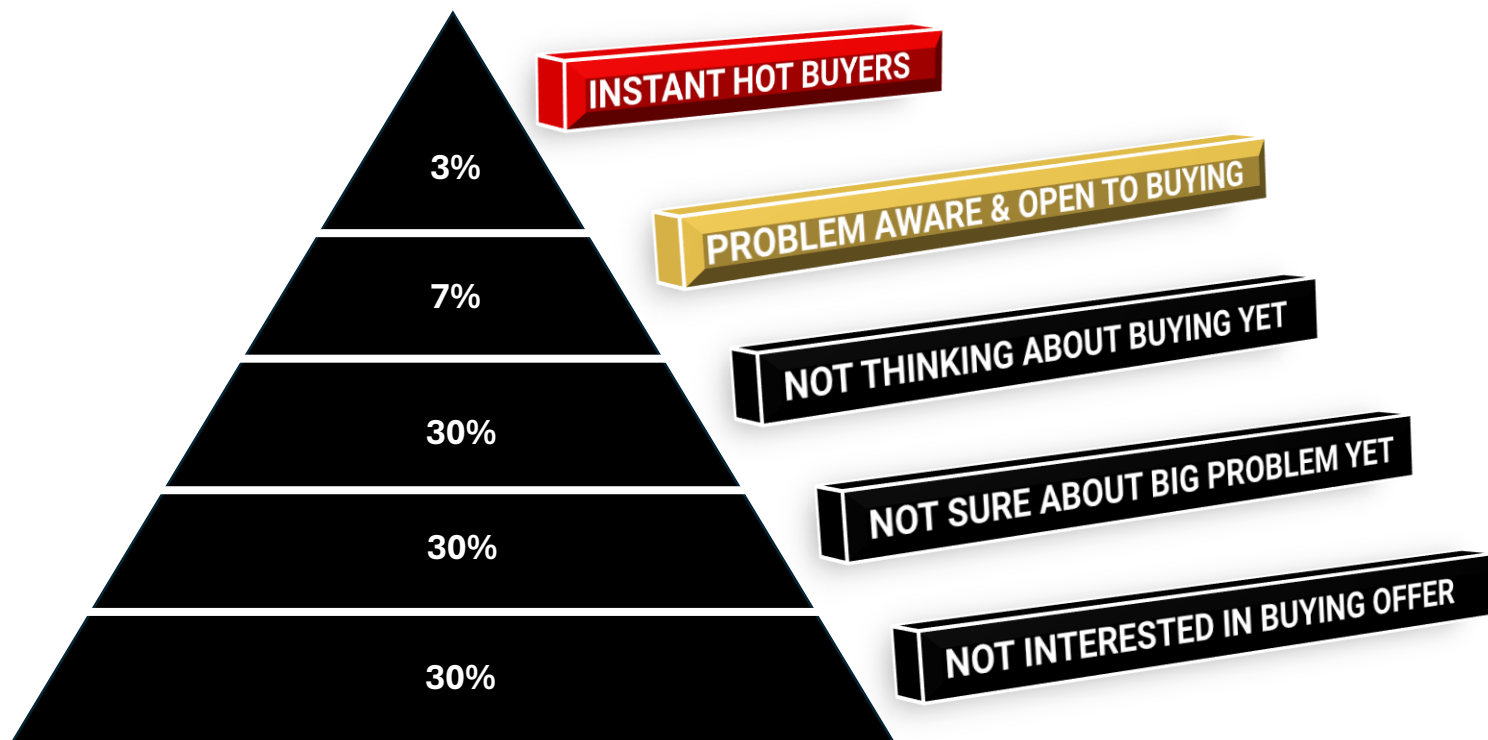
Also, the major ad platforms like Facebook, Instagram & YouTubes **A.I.A (Artificial Intelligence Algorithm)** has got very good at finding your perfect client avatar providing you feed it with the correct pixel data.

This is one of the ways you can **target your best future clients** that are serious and ready to invest in your offer, who are situated on the right side of the buying spectrum... desperate for your solution!

Understanding The Sales Conversion Cycle Pyramid So You Can Increase Sales & Profits 10X!

Now that you know about the buying spectrum, so you can target your traffic to the instant hot buyers (you do this by targeting congregations online like **buyer's groups** with **organic traffic** and keyword phrases, specific interests + **demographics** with **paid ads**)

However, there will always a be a larger number of leads on your email list and your social media audience list that are not ready to buy yet, which fall into the 5 different categories as shown in the diagram below.



At the base level you'll have around 30% of your leads that are **"Not Interested In Buying Offer!"**

A % of these people will be moved up to next level, via sharing valuable content using E.B.M (*Educational Based Marketing*) by emailing them daily and sharing value on social media!

The other % of these leads at the base level are people that will never buy and that's okay.

You only need 1% of your email list of subscribers to buy from you to become a multi-millionaire when selling high-ticket offer(s)!

The next level up another 30% of your leads will **"Not Be Sure About The Big Problem Yet"**

This is where you'll want to use E.B.M content via email, video, social media posts & blog posts to get them to understand the big problem your offer can solve, and also make sure how serious the problem is that's stopping them from achieving their end goal / result.

Once these leads understand the problem they then get moved up to the next level where another 30% of your leads already understand they suffer from the BIG PROBLEM you solve but are **"Not Thinking About Buying Yet!"**

At this stage you'll want to again use E.B.M content in the form of emails, videos, social media posts, blog posts + a **webinar** so you can **BUILD THE RELATIONSHIP & POSITION** yourself as an **AUTHORITY EXPERT!**

A % of these leads are then moved up to the 4th level known as **"Problem Aware & Open To Buying!"**

7% of your leads on your list will be open to buying and this is where they have gone through your E.B.M marketing + watched your webinar or VSL (Video Sales Letter)

At this stage you can do 3 extra things to increase your high-ticket sales:

- 1) **Retargeting ads!**
- 2) **Isolate them on a 1:1 selling basis via DM's Facebook, Instagram or LinkedIn using appointment setters!**
- 3) **Booking them on a RESULTS DRIVEN 15-min discovery call or a 30+ min strategy call to qualify them and convert them into "Instant Hot Buyers" then get them to BUY!**

3% of your leads that come onto your list will be at this level at the top of the **sales conversion cycle pyramid!**

These leads opt in to your email list, go through your funnel, watch your VLS (Video Sales Letter) & / or E.B.M webinar... book a call and buy your high-ticket offer without any sales resistance!

They're desperate for the solution you offer and want to get their big problem solved NOW!

The whole goal of your marketing campaign AFTER you have scaled past \$10,000 per month consistently, is to move your leads up each level so they eventually become **INSTANT HOT BUYERS** which makes **SELLING EFFORTLESS!**

The Aim Of Your Marketing Is To Make Your Sales Process

EASY!

Hopefully that makes sense!?

We're going to talk more about the **Sales Conversion Cycle Pyramid** in a future advanced module of C.A.A where I will walk you through exactly how I do this!

I am also going to give you real life examples on the **strategical content pieces** I use to move ICE COLD LEADS up each of the 5 levels of the **S.C.C pyramid**, so they become INSTANT HOT BUYERS!

Next up we're going to walk you through...

8 Tips To Becoming A Top 1% Sales Pro!

1) **Understand First Based Principle of Selling:**

The word sales has a negative connotation attached to it within society. However, when you get down to first based principles thinking...

Sales boils down to having a...

Friendly Conversation As Their **TRUSTED ADVISOR** To **Help Your Client!**

When you have an irresistible offer that can genuinely help clients get a RESULT, it's your duty to chat to them and influence them in a positive way by asking the correct questions to get them to sell themselves and buy.

Because if you don't you are doing them a **DISSERVICE!**

They either buy or they stay **stuck in their current situation** for months or even years struggling on their own! When this happens, they either lose more money than the cost of your offer as time elapses, because they haven't got a f%&king clue what they are doing!

They lose out on all the future profits / results they could have achieved if they bought your offer.

And if this happens for too long, they end up quitting!

EVERY YEAR YOU DELAY THE LEARNING & DEVELOPMENT OF THE SKILLS REQUIRED TO MAKE A MILLION DOLLARS...

IS COSTING YOU \$1,000,000/YEAR IN LOST REVENUE!

Deeply think about that for a moment.

However, inside C.A.A you have access to EVERYTHING you need to succeed! 😊

2) **Become a Problem-Solver:**

The key to making high-ticket sales is shifting your focus from simply selling a product or service offer to helping customers & clients **solve problems**.

Understand their challenges and present your offer as the solution and remember to always sell the end-result!

Money is a transfer of energy in return for value.

Value is created when problems & pain is alleviated in relation to achieving an end-goal... in the fastest time possible with **DONE FOR YOU components** to reduce the workload for the client!

3) **Know Your Customer / Client Inside Out:**

Research your target audience and tailor your approach to their specific needs and preferences. Inside module #1 we walked through mapping out your perfect client avatar.

The better you know your clients pains, problems, dreams, goals and desires the easier it is to ask the right questions and make sales!

4) **Listen Actively:**

Amateur sales people blabber on about how great their product or service offer is.

Expert pros **ask the right questions & pay close attention** to what your customers & clients say, both verbally and nonverbally. Listening is a skill you must develop.

This will help you understand their concerns and tailor your pitch accordingly to increase sales conversions!

5) **Be a Master of Empathy:**

Put yourself in your clients shoes and try to see things from their **perspective**.

This builds massive **trust** and rapport FAST!

6) **Know Your Product or Service Offer Inside Out:**

Be an **expert** on what you're selling.

In-depth knowledge around your offer allows you to answer questions confidently and **overcome objections** effectively.

If you have sales reps already, they must know your product or service offer inside out including all the **advantages, features, benefits & bonuses** so they can effectively sell.

7) **Follow Up Is Where The Real Profits Reside:**

Don't let a lead go cold.

Top 1% sales professionals consistently follow-up which shows interest and keeps you top-of-mind resulting in long-term business growth & profits!

Use E.B.M content to **advance** them up the **Sales Conversion Cycle Pyramid** and as time elapses, leads on your list and social media list become **INSTANT HOT BUYERS!**

We will talk more about follow up in the future modules of C.A.A!

8) **Embrace Rejection:**

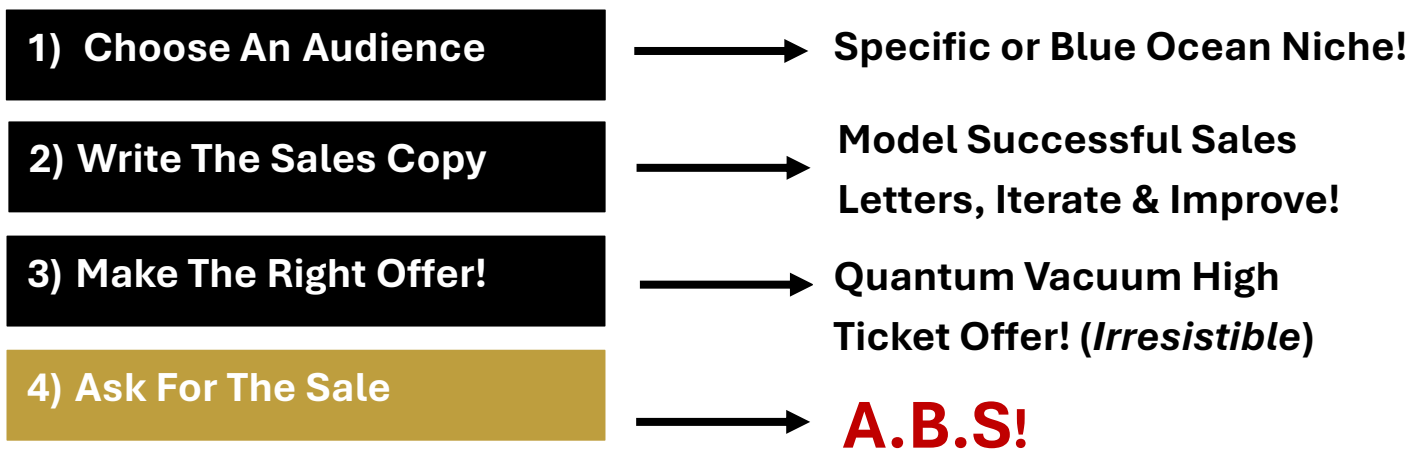
Not everyone will say yes to buying your offer and that's ok.

Don't get attached to the sale or become needy as it will come across on a subconscious level and people won't buy!

Learn from rejection and use it to improve your sales approach as you advance on your sales professional journey but **never let it affect you!**



4-Step Sales Formula That Works Like a Treat!



A.B.S = ALWAYS BE SELLING!

When you have completed the traffic modules (*organic & paid ads*) of this training program and start the promotional phase...

YOU MUST ADOPT THE **A.B.S MINDSET & BE A SHAMELESS PROMOTER!**

And remember selling is just having friendly conversations with people, as their **TRUSTED ADVISOR** to see if you can help them and then influencing them to take action and buy only IF you believe you can help them!

For you to do this you must believe in yourself & believe 100% in your product or service offer that you are promoting.

Stop caring of the opinions of others because they are not going to pay your bills and **DO NOT LET FEAR HOLD YOU BACK!**

Now when I say... *be a shameless promoter*, I do not mean picking some random product and promoting it.

You need to be strategic and promote or create something that you **100% believe** in because otherwise it will come across on a subconscious level in your marketing and sales conversations!

When you start the **promotion phase** you must have the **Always Be Selling Mind-set** because if you do not you will not make any money. The only way you will make money in this game is if you **PROMOTE & SELL** on a daily basis!

97% of people in our industry fail!

One of the main reasons is because they go through a training course or coaching program and then when it comes time to promoting and selling, they do nothing with the information, and they do not take enough consistent action long enough to **create MOMENTUM!**

It takes **90 days** of consistent promotion to create momentum in your business.

NOTHING HAPPENS IN YOUR BUSINESS IF YOU DO NOT **SELL!**

Without selling there is...

- **No Sales**
- **No Cash Flow**
- **No Profits**
- **No Time Freedom**
- **No Ability To Hire Others So You Can Work In Your Z.O.G (Zone of Genius)**
- **No Ability To Invest Into Paid Ads & Scale Your Business!**

Every day you need to drive **TRAFFIC**, generate targeted **LEADS** using both free and paid ads.... book qualified **APPOINTMENTS** on your calendar and **SELL** leveraging the...

A.B.S = ALWAYS BE SELLING mindset!

And you **DO NOT GO TO BED UNTIL YOU HIT YOUR DAILY KPI's (Key Performance Indicators)**

This is the discipline of a 6 / 7-Figure sales professional / online entrepreneur that you must adopt if you want to succeed & get **BIG RESULTS!**

Million Dollar Sales Script!

I have created a **proven script** to help you convert cold and warm prospects into high ticket sales!

This script is a **FRAMEWORK** for you to follow. You'll need to re-write and edit the script by personalising it to your niche, customer avatar and offer.



Click the link below to access the PDF:

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5e0d280fd_MillionDollarSalesScript1.pdf

If you are selling a higher ticket offer from \$5k - \$100k per sale you may need 2 or even 3+ calls to convert them into a sale. Below is access to the **2 Call Follow Up Call Script**.



https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5ee019d56_MillionDollarFollowUpCallScript.pdf

Million Dollar Objections & Sales Closing Techniques Mastery!

As you start selling your own program, coaching, consulting, service or a digital info course you may come up against objections.

Many people will buy straight away if you have a good offer & if they are in need of a fast solution! But many prospects will take more time to convert.

Objections are statements explaining **reasons WHY they don't buy** when you go in for the close, and it's your job to overcome them so you can make the sale!

If there is ONE THING, you get from this training module understand that...

THE REAL SALE STARTS WHEN THE POTENTIAL CUSTOMER / CLIENT FIRST SAYS **NO TO BUYING YOUR OFFER!**

This is where the majority of people give up when a lead says no to buying! However, this is your opportunity to find out the real reason why they do not buy and overcome the objection so you can help them via selling your offer and keep following up until they do buy!

The KEY to overcoming objections is always to...

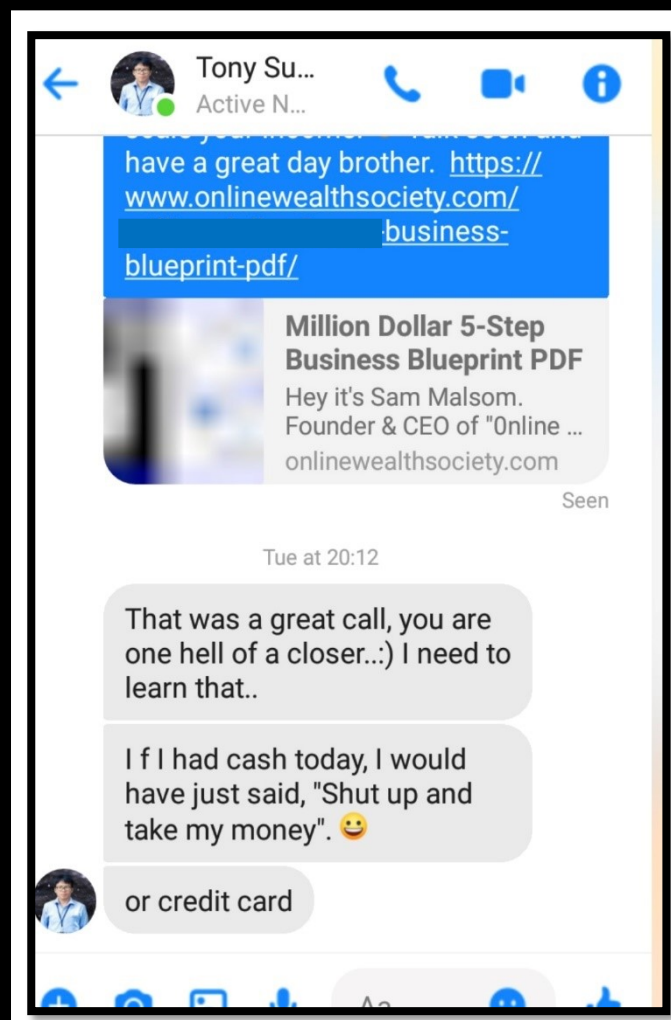
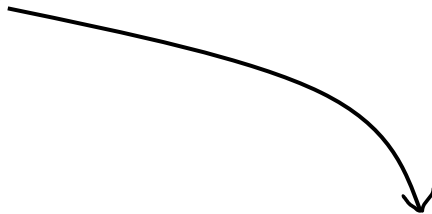
AGREE WITH THE PROSPECT!

When I made my first \$100k in sales years ago around 70% - 80% of my revenue came from following up and overcoming objections!

I have been in the industry for a while, and I have created a special PDF objection & sales closing techniques script with all the most **common objections + story telling trial sales closes to help you convert even more sales!**

This script alone has been responsible for me making thousands of dollars DAILY and is super powerful.

When you master the knowledge, I have taught you inside this training module + scripts I've given you access to, you'll **CONVERT** way more **HIGH-TICKET SALES** + you'll have people messaging you after calls saying things like this...



Make sure you read the PDF in full, print it out and commit the objections and sales closes to memory. Also be sure to restructure the copy to suit your specific niche, client avatar and offer, so you can become a **MASTER SALES PRO!**



Click the link below to access the PDF:

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5fd4722a9_ObjectionsSalesClosingScript.pdf

SECRET BONUS TRAINING TIP - How To Eradicate The Main Objections Before The Prospect Even Has The Opportunity To Use Them Against You During The Sales Close!

When you REMOVE all 3 of the following objections early on in the call, the only LOGICAL thing the prospect can do is...

BUY YOUR OFFER!

The 3 Main Objections are as follows:

- 1) ***"I've Not Got The Money Right Now"***
- 2) ***"Now's Not a Good Time"***
- 3) ***"I Need To Check With My Partner / Spouse First"***

You can leverage this in the discovery stage of the sales methodology BEFORE even mentioning your offer and pricing via the questions you ask.

Let's walk through these in more detail...

1) *"I've Not Got The Money Right Now"*

This objection is a **QUALIFYING problem**, because you should have already asked this question on the application form the prospect fills out before a call. Try not to get on a call with a potential client if they are broke. It's a waste of time for the prospect and it's a massive waste of time for you!

2) *"Now's Not a Good Time"*

To overcome this objection, before they can use this against you during the sales close at the end of the call. You can ask the following question during the **discovery stage** of the call where you'll ask problem questions.

SELLER >>> *“So ‘NAME’ you’ve told me your biggest challenge is (XYZ) why haven’t you fixed this already?”*

PROSPECT >>> *“I just haven’t been able to find the right coach / program to help me overcome it!”*

SELLER >>> *“Okay I hear what you are saying. So, if I could help you overcome this problem, would that be something you’re interested in getting solved TODAY!”*

PROSPECT >>> *Yes 100%*

Here you are **getting the commitment from them to solve the problem today** before even mentioning your program offer + pricing.

And because your funnel application process will be in place in terms of what I will teach you in the future modules of C.A.A... you'll already know they can afford your offer, because you know exactly how much they are willing to invest via the application process questions you ask.

If they have limited funds, it's best not to take the call and send them some free training and resources to help them in the meantime!

The last big objection is...

3) “I Need To Check With My Partner / Spouse First”

To counter act this objection during the discovery stage of the call... before it even becomes an objection during the end of the call... at the sales closing stage. Here's the objection question language pattern you can use.

SELLER >>> *“So ‘NAME’ one of the keys I’ve realised from myself, my successful students and the ones that make it big in the online space is that they make quick decisions and take massive FAST action!”*

Tell me... are you the kind of person that makes fast decisions, or do you need lots of time to think and procrastinate?”

PROSPECT >>> *“I like to make fast decisions!”*

SELLER >>> *“Great that’s what I thought! You seem like a massive action taker!”*

When you make decisions do you make them on your own or are you the kind of person that needs time to talk things over with others first?”

PROSPECT >>> *“I make decisions on my own!”*

SELLER >>> *“Cool, me too... “*

Here you are eradicating the *“I need to check with my partner / spouse objection.*

Because if they use that at the end of the call you'll say...

SELLER >>> *“I completely understand ‘NAME’... that’s good you want to get the all clear from your partner!*

Correct me if I’m wrong though... earlier on in the call you told me you make fast decisions and don’t need to talk things over with others when making decisions or did I miss hear you!?”

PROSPECT >>> *“Yeah, you’re right, Sam!”*

SELLER >>> *What’s the max you could invest today so we can get you access to the program WITHOUT you having to talk to your partner!*

For example: you wouldn’t have to speak with your partner if you wanted to buy a can of coke or a chicken from the grocery store would you or would you!? HAHA 😊

PROSPECT >>> *“HAHA No! Hmm probably around (\$XXXX)”*

SELLER >>> *“Okay here’s what I can do for you...*

If you put a deposit down today of \$XXXX, you can get full access to the program today to solve your big problem and help fast track your success & RESULTS!

Have a chat with your partner within the next 24 hours & get the all clear from him / her and if you want to continue with the program... after you’ve got your access we can arrange another call tomorrow whenever were both available.

If you or your partner are not happy for any reason, just simply message me & get your full deposit back.

You either get inside the program and we help you solve your BIG PROBLEM and grow your results, or you get your deposit money back + you get to keep some of my mastery bonuses worth (\$\$\$\$) So it a WIN- WIN scenario for you!

How does that sound?” 😊

Eradicating Top 3 Objections CONCLUSION!

By eradicating the top 3 objections prospects may tell you during the commitment / closing stage of the call, by overcoming them early on in the call... BEFORE you even mention your offer + the price...

...they either have to admit to themselves that what they were saying previously to you, wasn’t actually truth or make the decision to BUY YOUR OFFER because it’s the only logical thing for them to do!

This is only ethical if you truly have an OFFER that you 100% believe in and can help your clients get results! Because you are using **psychological hidden persuasion** strategies that are extremely **powerful!**

Objection #1 = MONEY – You must **QUALIFY** them before getting on the call!

Objection #2 = TIME – Get them to admit that the right time to solve their problem is **NOW (TODAY)**

Objection #3 = DECISION MAKING - PARTNER / SPOUS – Get them to admit that they need to make fast decisions, without the need to talk things over with others, so they can get faster results and eliminate **PROCRASTINATION!**

By applying this underground strategy, it will allow you to convert A LOT more high-ticket sales especially when you add what I taught you in module #2 in relation to the...

- ✓ **PRICING STRATEGY!**
- ✓ **BETTER THAN ZERO RISK GUARANTEE FORMULA!**
- ✓ **MASTERY BONUS PACK WEAPONIZATION!**

This is how you become a **KILLER TOP 1% SALE PROFESSIONAL** that has the potential to scale to multiple millions of dollars!

That's it for module #4 of the Client Acquisition Accelerator...

I hope you enjoyed and got value from this module!

Be sure to access the **DONE FOR YOU** scripts and **FOLLOW ALL ACTIONS STEPS!**

Next up we will cover the action steps you need to complete below!



7-Figure High-Ticket Sales Secrets

ACTION STEPS!

ACTION STEP 1 - Understand The 7-Figure Sales Methodology Diagram.

You need to learn how to sell so you can sell in your emails, DM's (*Direct Messages*), phone conversations and as you advanced past 6-Figures in revenue... sell during your VSL (Video Sales Letter) + E.B.M Webinar!

Remember...

Sales = having friendly conversations as your prospects **TRUSTED ADVISOR** to **HELP PEOPLE**, by diagnosing the **PROBLEM** & providing a **SOLUTION** like the mind-set of a doctor.

Always **SELL** the **END-RESULT** not the offer as that's the vehicle to help them achieve it!

ACTION STEP 2 - Read through the 4-Step Sales Question Vault and commit questions to memory!

ACTION STEP 3 - Understand that **YOU** are the business, not your products and services.

People join people based on the relationship (**Know, Like & Trust**) & the confidence they have in YOU in relation to you being able to help them achieve a specific **RESULT!**

ACTION STEP 4 - List out all the advantages, features and benefits of your product or service offer and commit them to memory.

The best salespeople understand their offer inside out so they can overcome any objections the prospect may have effectively!

ACTION STEP 5 - If you want to do your own phone sales – Write & personalise your own Sales Script using the framework at the link below so its congruent for your niche, offer and client avatar!

Practice role play with a friend or family member using my Million-Dollar Sales Script template that I've given you access to!

Million Dollar Sales Script:

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5e0d280fd_MillionDollarSalesScript1.pdf

Million Dollar “2 Call Close” Follow Up Script:

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5ee019d56_MillionDollarFollowUpCallScript.pdf

IMPORTANT:

Please use the script as a FRAMEWORK to walk a lead / prospect into a high-ticket buyer and DO NOT be robotic.

Your goal is to be a friendly, confident, expert **TRUSTED ADVISOR!**

And to ask the correct questions... then close the sale using everything I have shared with you inside this module + the **DONE FOR YOU scripts!**

I highly advise you to do phone sales but if you don't want to... you can use this information to sell over the DM's (*social media messenger chat*) by understanding the sales formula I have shared with you.

ACTION STEP 6 – Master the sales objections & sales closes from the **Million Dollar Objections & Sales Closing Techniques PDF** so you can increase your sales conversions!

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5fd4722a9_ObjectionsSalesClosingScript.pdf

Also master the top 3 objections by asking the language pattern question to eradicate them before prospects have the opportunity to use them against you during the sale closing stage at the end of the call!

RESULTS BASED ACTION STEP – VERY IMPORTANT!

If you already have your own offer, **go and sell it TODAY using the PROVEN 7-figure sales strategy**, I have taught you inside this module.

You have everything you need here to make a million dollars and beyond as a top sales professional with **NOTHING held back!**

Like I mentioned at the start of this module... I have been through \$10,000+ worth of sales training, learning from the very best in the game! I've tried my best to condense 10+ years of sales knowledge & experience into this module to help you!

Figure out your prospects **BIG PROBLEM + EMOTIONAL REASON WHY** they **DESIRE** what they want, by having conversations with people and provide your offer as the **SOLUTION** while focusing on selling the **END-RESULT!**

You should have some leads from doing the free traffic method by targeting people in buyer Facebook groups or on Instagram or LinkedIn.

Add some more leads and go sell your offer 1:1 over Facebook messenger, DM's or book them on a free **RESULTS DRIVEN** strategy call by walking them through the sales script process to convert them!

It took me 20+ sales calls to make my first high ticket sale...

...so even if you don't make a sale, do not worry... you are making **PROGRESS** because...

EVERY SMALL FAILURE IS JUST A STEPPING STONE TOWARDS SUCCESS AS LONG AS YOU LEARN FROM IT!

The key is to stay in the game long enough and get better and better EVERY SINGLE DAY!

Each call you take, you will learn and iterate along the way via **OSMOSIS (learning through action & experience)**

And you'll be miles ahead of the students that are just going through this program and not taking any action!

+ You never know...

You Might Just Make Your FIRST or NEXT HIGH-TICKET SALE Before We Even Start The 90 DAY PROMOTIONAL PHASE After Completing The Organic Traffic & Lead Generation Module #5! 🤪

Super POWERFUL!

When you can make 1 sale, you can make 100's because it's a repeatable process!

You have greatness within you!

GET TO WORK & GET SELLING!



See you in module #5 where we will be covering the...

Traffic & Lead Generation System- STAGE #1 – \$100K+ Organic Appointment Booking Mastery!

Talk Soon!

Appreciate You!

Sam Malsom!

