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**KBB PRO WEEK #6 ASSIGNMENT**

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# Sales Call Mastery

**We Recommend You Complete This Entire Assignment To Better Serve Your KBB Pro Experience!**

Whether you're brand new to sales or have been crushing the game for years there is **ALWAYS** a next level! This week's training is the framework we use to execute high converting sales calls. Once you have a flow to follow it enables you to stay present with your client so you can sell with authenticity and hold your confidence during the call.

## The Sales Call

### 1. Build Rapport

- a. Time 3-5 minutes
- b. Ask and use their name
- c. Mimic their energy – posture – tone/speed of voice
- d. Ask questions and find something in common
- e. Highlight something you like about them
- f. Listen Actively

### 2. Frame the Call

- a. Define the flow of the call
  - i. Length of call
  - iii. Topics you'll cover
  - iv. How to communicate
    - 1. **Example:** In terms of our call today, we have approximately 45 minutes. The way it's going to work is I'll be asking a lot of questions, so I can really understand the best way to serve you. As we're going, if you have any questions at any point, please let me know. At the very end of the call, if I think there may be ways for me to further support you, I'll tell you a bit about my programs. But that will be at the very end, sound good?
- b. Additional framing statement: The purpose of this call is to come to a yes or no about moving forward.

### 3. Establish Pain Motivator

- a. Ask questions to get clear on the pain points they're wanting to work through
  - i. **Example:** "What made you want to invest your time into this call?"
- b. Look for Everyday life pain
  - i. Career, Family, Time, Money, Impact, Purpose, Happiness, & Freedom
- c. Laser focus on the pain point they identify and continue digging deeper with good questions. Avoid shifting into an additional pain point if you can go deeper on the current one.

## The Sales Call

- d. Question/Comment options:
  - i. Tell me more about that.
  - ii. Let's explore that a little more.
  - iii. That's a good point, let's talk more about that.
  - iv. How long have you been dealing with this?
  - v. How long has this impacted those around you?
  - vi. Anything going on I need to be aware of that you haven't shared?
  - vii. What's not working for you right now?
  - viii. Tell me the top 3 obstacles that keep you from moving yourself forward.
  - ix. How long can things carry on like this?

### 4. Shift into Pleasure

- a. Increase your vibration and lead them into a higher quality emotional state.
- b. Pleasure questions
  - i. What are the biggest goals and dreams you have for this area of your life?
  - ii. If we spoke 12 months from now and you had the best year of your life...what would that look like?
  - iii. What problems go away for you when this becomes a reality?
  - iv. What would it feel like if you were able to achieve this - Go deep here
  - v. What is it you REALLY want? (Make sure they say what they DO want and not what they DON'T want)
- c. Let them indulge in this feeling for a while.
- d. DO NOT go back to pain once pleasure has been established.
- e. Align them with what it will feel like to work with you.

### 5. Confidence Statement

- a. Recap pain motivators
- b. Recap pleasure motivators
- c. Confidence Statement example: "Based on what you shared with me, I believe we can do amazing work together. I know you're looking to work with someone to help you achieve X and I would love for that person to be me. Would you be interested in hearing what that would look like?"

### 6. The Offering

- a. Identify the benefits...what they'll feel
  - i. **Example:** "I think you would be a perfect fit for my XYZ Mastermind. This program is designed to help you eliminate <Insert pain point> and shift you into a <Insert Desired Emotion> which will allow you to <Insert Desired Outcome>"
- b. Explain the features/structure
  - i. **Example:** XYZ Mastermind is an intimate container of 8-10 people where we'll do a deep dive immersion over the course of 2 days using zoom as a virtual platform. Each day will be 5 hours with a small break in between. The container is designed to ensure that you get your specific challenges with XYZ addressed with strategies on how to overcome them so you can create <Insert Desired Outcome>

## The Sales Call

- c. Overcome objections about the program before the investment
  - i. Before we talk about the investment, do you have any questions about the program or structure?" This must be asked before pitching the investment so it prevents it from being used as a price objection.

### 7. The Pitch

- a. You **MUST** hold your certainty in your belief of your value here! Be hyper aware of your State!
- b. The Delivery - Simple, Smooth, and Light
  - i. The investment for the XYZ Mastermind is \$XXXX
  - ii. I have the option to pay in full at that price or we can do a payment plan of \$XXX over (# of months). Which one feels best for you?
  - iii. Then **PAUSE! BE QUIET** until they respond
- c. If they say yes
  - i. **DO NOT** continue to sell the program if they say yes!
  - ii. Tell them next step:
    - 1. Great option. I'll send you over an email now with all the details we discussed and the link to my order page (Mindmint) so you can lock up your seat.
  - iii. Celebrate their decision and end the call.
- d. Handling Objections
  - i. **\*\*Remember\*\*** objections are expected and are **YOUR** opportunity to lead. It's simply fear showing up...lead them through it.
  - ii. Take a deep breathe, Maintain posture, Hold your certainty and confidence
  - iii. Acknowledge the objection and ask qualifying questions
    - 1. Tie in Pain/Pleasure Motivators - Use their words in your response
- e. Example Responses to objections
  - i. If they ask for another call: "Sure...my time is very valuable to me and I'm happy to do another call...what is your intention for the follow up call?" This enables you to get the objection out of them there and resolve it.
  - ii. What's still coming up for you because the best answer is going to come from me serving you here now.
  - iii. Money Objection: "Money aside...what is your gut/intuition telling you?"
  - iv. Be courageous in closing the sale...it's fear holding most people back from committing...your courage is what they need to feel to help them align with their own.
- f. Steps to Success
  - i. Rehearse this flow until it feels natural
  - ii. Role play a minimum of 3 times before you do it on a potential client
  - iii. **HAVE FUN - YOU'RE SELLING AN EXPERIENCE THAT WILL CHANGE THEIR LIFE!!!**