

Tracking My Invitations & Sales Calls

Week of: _____

My Weekly Goals

This week I my goal is to get:

_____ invitations
 _____ sales conversations
 _____ closed sales / new clients

I plan to make \$ _____ this week.

Invitations

Fill in the circle for every person you ask for a sales conversation.

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Sales Conversations

Put an "X" in the circle for every booked sales call. Fill in the circle after every completed sales conversation.

Monday	Tuesday	Wednesday
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	Friday	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	

You need to hook your lead so they book the your enrollment conversation with you

A HOOK is a simple reason WHY a lead should be compelled by their own self-interest to book a call with you.

Hook to enrollment conversations examples

Brian Stark - "Your Quick Niche Session"

While speaking or while sponsoring at table at an event, Brian spoke about finding your target market and niche.

While speaking, Brian tied to the topic of his talk with the importance of finding the right niche. This lead the audience to naturally think, "Do I have the right niche?" This created a desire and urgency to know. Brian would close out his talk with the opportunity to book time with him to identify your right niche called "Your Quick Niche Session".

The audience was hungry to book that time with him because they were compelled by their own self-interest to find their niche. And this is something Brian would do in the enrollment conversation anyways.

James Roche - High Ticket Offer after webinar

James used to give a live webinar about developing and selling high-ticket offers in your business. These are programs at cost multi thousands of dollars. The natural question people had was, "Do I have a high-ticket offer and will my market pay for it?"

You might be asking yourself, "Does my business have a high-ticket offer and will my market pay for it?" In order to find this out, we need to talk and I need to learn more about your business..."

Other Examples of winning hooks

Veronique Prins

"I am a business coach and as I ask people how their business is doing they always say 'great' and of course they are lying. Then I say 'Great, how do you get your clients' and then they start to stutter. Then I follow up with, 'If I tell you I can teach you 3 easy ways to get new clients would you be interested?' That always does the trick."



Action Step:

How to Create Your Enrollment Conversation Hook

1. Brainstorm the most common questions, complaints, or desires a lead has around solving their #1 most burning problem.
 - a. It might be a very specific and small question that comes up naturally after you give a talk or interact with them briefly around what you do.
 - b. For example, they might be asking, "How do I apply what you just shared to my situation?"

2. Circle the best, most obvious, and most common question a lead would ask.
3. Make sure it's something you would already cover in your sales conversation under the "C - Clarity" part where you share your plan/idea for them. If not, rethink your hook.
4. Fill in the statement, "I'd love to help you breakthrough the #1 thing that's holding you back from _____."
Let's set up a time to talk and see if I might be able to support you moving forward."
 - a. Note - you're not promising EVERYTHING. Just one quick breakthrough.
 - b. Also, I always add that bit about "see if I can help you moving forward" so you are clear and manage their expectations.

Follow Up Sequence

If you met someone but didn't book an Enrollment Conversation with them...

When following up on the phone...

- First and second attempt, if you get voicemail, hang up with no message.
- If you get a voicemail on the 3rd attempt, leave a short message that says, "Hey it's _____. I'd love to talk with you. Can you call me at _____." Don't tell them why.
- Repeat at different times trying to catch them.
- When you do catch them live, don't do the sales call then. Figure out a time to talk. "Hey, it's _____. I know you weren't expecting my call. I'd love to set up a time to share with you _____. Are you available next _____ at _____?"

Tips to Ensure a High Enrollment Conversation Show Up Rate

Remind them

1. Send an email reminder 24 hour before the call.
2. OR... Have an assistant call to confirm the day before.

Scheduling Software Recommendation

You can also use scheduling software to help manage your enrollment conversations. We recommend: Acuity Scheduling.

www.acuityscheduling.com

Post-Sales Call Follow Up Strategies

If during the initial sales call you don't close them and absolutely must book a follow up call... STAY IN THE DRIVER'S SEAT! Don't ever give up control and let them get away with saying, "I'll get back to you."

Instead, book a specific day and time to have the follow up call - ideally within 24 hours. Don't ever leave it for email follow up. You have to get on the phone with them again.

What to do if they don't show up for the follow-up sales call

If the prospect is not there, leave a message so that she knows YOU called on time. Say,

1. "Hi Joan, it's ___ from _____ calling for our 8:45 appointment. Sounds like you might be tied up for a few moments. I'll call in 10 minutes if I haven't heard from you. In the meantime, my number is _____"
2. Next, call in exactly 10 minutes. If the prospect is still not there leave another message:
3. "Hi Joan, it's ___ from ___, following up on our 8:45 appointment. Looks like you're still tied up. Please give me a call when you're free at -----, otherwise I will call you later this morning or early this afternoon."
4. So far you've been persistent without being a pest. Now, give the lead a chance to call. A good rule of thumb is a half a day. Four hours is plenty of time and space for the prospect to call you and more importantly, it doesn't make you look desperate or annoying.

5. If after four hours they still haven't returned your call, call them again and say, "Joan, it's ____ from ____ I called a couple of times today but as of yet we have not been able to connect. When we last spoke you shared how important _____ [their desired ultimate outcome] is to you. I want to make sure you get that and don't slip back into _____ [share the specific issues holding them back - their pain points.] Let's talk about this. My number is _____." At this point you can also email them a reminder and request to reschedule.
6. If you haven't heard back from them in 1 - 2 days, keep following up about three business days apart.