



# RULE OF SALES

(Hard Work)

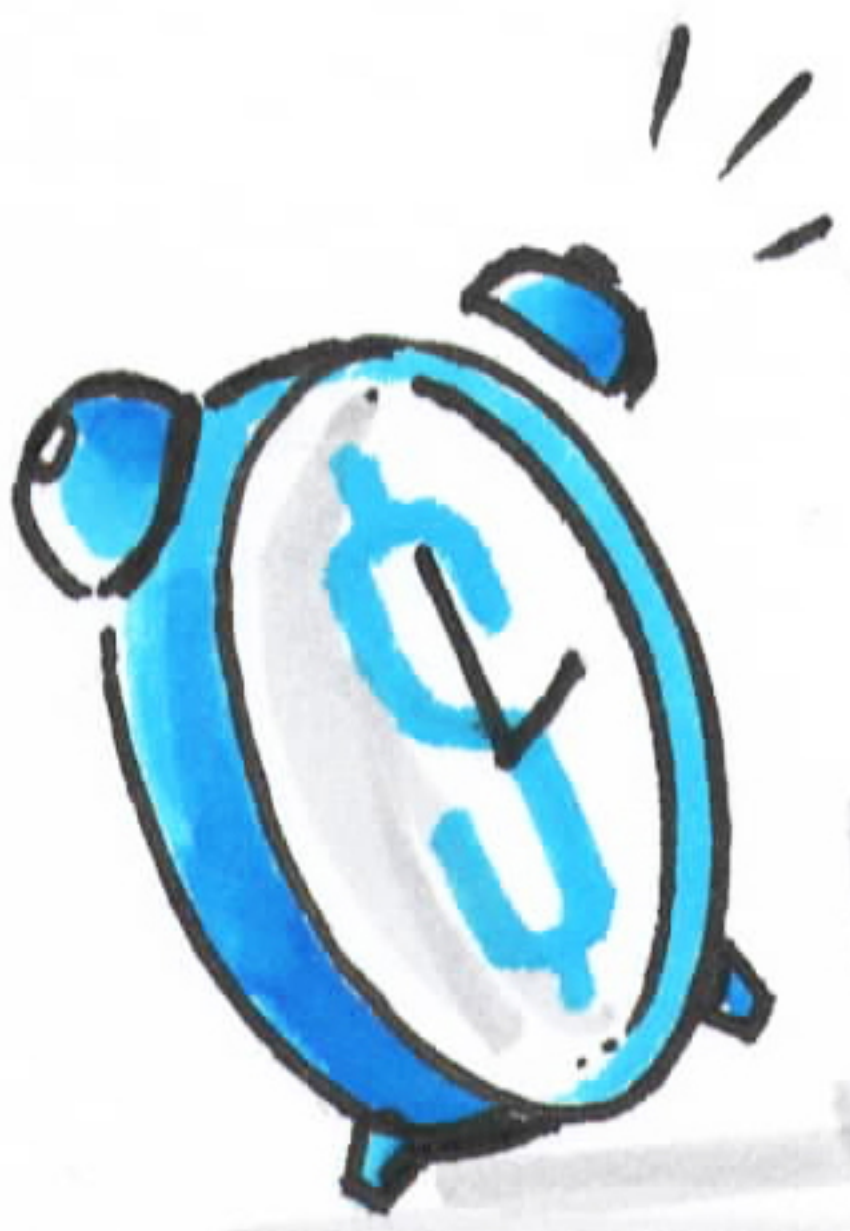
Sales comes down to **SPEED** and **FOLLOW UP.**

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

1

## MONEY IS IN THE SPEED

- Call in under 5 mins = 100x more successful
- Call the lead twice in a row
- Send texts. THEY WORK!

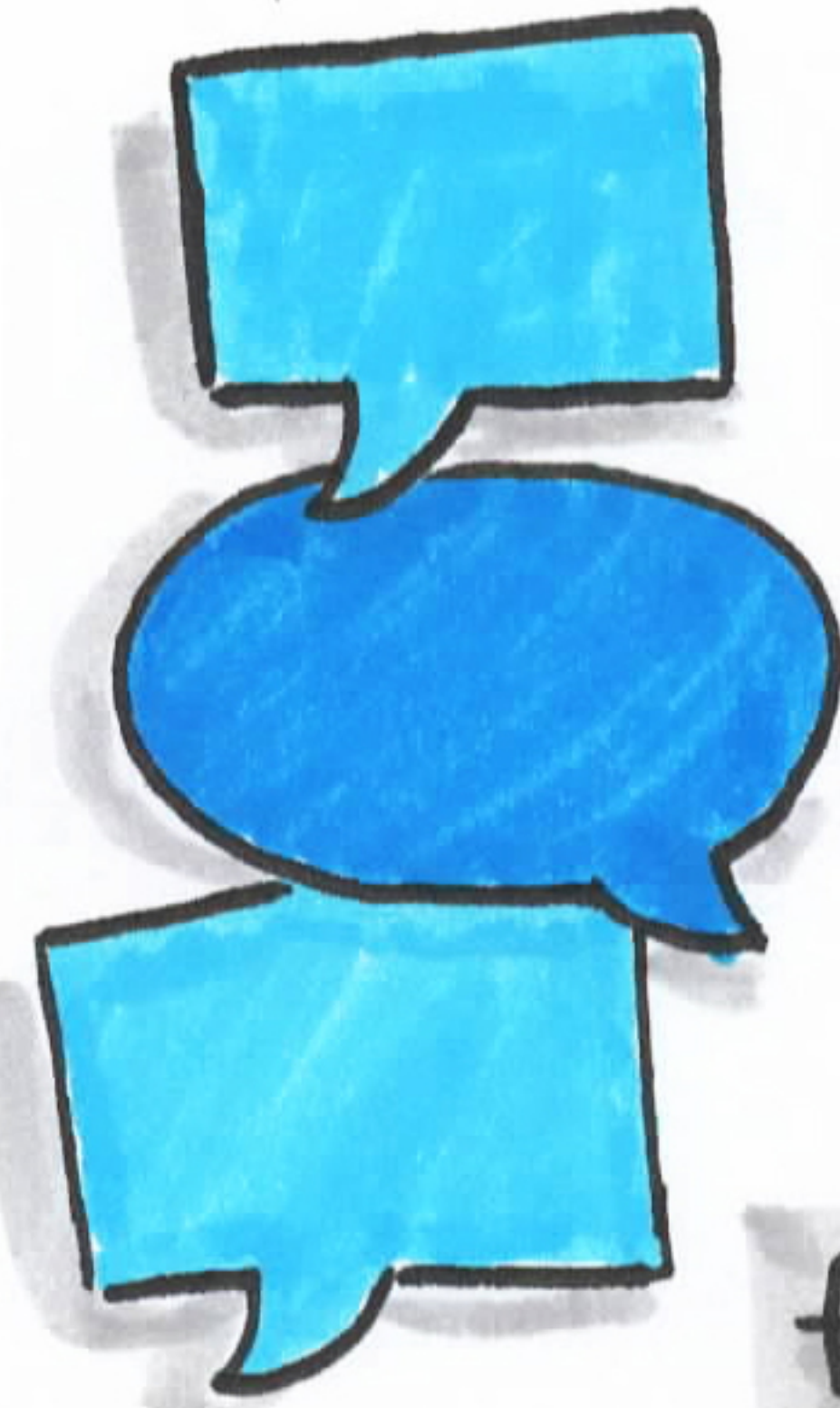


40% - 55% of leads choose the first person they talk to!

2

## GREAT CONVERSATION = SALES

- Be nice and listen
- Smile, make them like you
- Ask the right questions
- Get them to commit
- Resolve doubts by ACKNOWLEDGING & SOLVING
- Know your prospect and BE PREPARED



People become buyers no faster than they make and keep commitments. Get them to commit and you're closer to closing the deal.

3

## THE FOLLOWUP

- 8-12 Touches
- Use remarketing (google, Facebook, YouTube)
- Automated email marketing
- Push until you get a "No"
- Send them great content



The best salespeople sell more **BENEFITS** than **FEATURES.**

4

## CLOSE THE DEAL

- Tell them what happens next
- Use trial closes
- Make them feel good



Buying decisions are based on emotions and feelings - **MAKE THEM FEEL GOOD.**