



CLIENT GETTING NINJA

2-Step Sales Call Outline...

**After you have screened them through the
email process, use this outline to lead them to
closing...**

Action 1: Lead to Sale

- **Intro – discuss their needs**
- **Build Rapport – talk about their business and what has worked in their marketing**
- **Ask them what they are currently spending on marketing, as they explain what they are doing**
- **Ask them to share what is working and not working for them**
- **Briefly (I mean VERY briefly) introduce yourself and how you are in the business of helping businesses get more sales...**
- **Explain how you have a solution that will fit their marketing needs**
 - **SEO**
 - **Mobile Marketing**
 - **Web Design**
 - **Ad Management**
 - **Etc.**
- **Tell them a price (VERY IMPORTANT)**
- **Then move to decision to “make decision”**
 - **“Does it make sense for us to prepare a “getting started kit” –
note: DO NOT SAY PROPOSAL (BORING)**
 - **If yes, proceed to “Action 2”**
 - **If no, thank them and let them know they can reach you when they are ready and move on...**

Action 2: Closing the Deal

- **Create a simple “Getting Started Kit” that includes:**
 - **Who you are**
 - **What you do**
 - **What you will do for them**
 - **How much it will cost**
 - **References (if you have them)**
 - **How they can pay you**
 - **A simple agreement**
- **I recommend doing all of the above with [proposable.com](#)**
- **Or, you can just type it out in word and deliver a pdf – up to you**
- **I also recommend using [spypig](#) to tell when they viewed it (or, if you use [proposable](#), they will automatically track it as well)**
- **Notice the shift, you are giving them a kit to “get started” – now, follow up within a day of verifying they opened it...**
- **Ask them if they have any questions about getting started**
- **Tell them you are ready and close it! 😊**
- **Did this feel like a horrible cold call? No, it didn't! You know why?**

Because you are a trusted advisor here to help them “get started” on having more success! Now, go out and keep rockin!