

Module 3 - Step by Step Action Plan

Congrats on completing module 3! By now you should have gone through the sales mastery module and learned how to build rapport, the power of tonality, language patterns and how to overcome objections.

You should also have gone through the perfect discovery call + script so you're able to conduct discovery calls with potential clients.

Here is your step by step action plan for this module:

Step 1 - Fully understand rapport, tonality and language patterns

- If need be, go through these lessons several times as they're critical for sales
- Rapport is crucial for getting prospects to open up
- Tonality is crucial for positioning yourself as the alpha and expert
- Language patterns are crucial for expanding prospects awareness & worldview

Step 2 - Practice the discovery script

- Practice and record yourself going through the discovery script
- Listen to your tonality and how you come across
- Listen and ask yourself if you're someone that you would buy from
- Do you convey that you're a digital marketing expert with tremendous value?

Step 3 - Understand the 3 types of prospects

- Practice the discovery script for each type of prospect
- Think about some common objections each type of prospect would have
- Write out responses to most common objections