



## **Guide for Successful Sales Webinar**

### **Introduction/Positioning**

- Welcome - where they are is the right place
- Briefly intro what you will do - outcome based title
- Position Yourself
  - Turning Point Story - credibility & vulnerability
  - "I was once like you..."

### **Why/Positioning**

- Share your why - get them excited about what's possible from them spending this time with you
- Connect this with something they want - a "universal desire"

### **Talk overview/Re-enroll in participation**

- What will they learn today - 3 points, transition
- All is outcome-based & results focused
- State the points
- Transition bullet is like:
  - How you can develop your own...
  - How you can go deeper with...
  - How you can bring... into your life.
- Re-enroll your audience in participating
  - "This is for you if..."(Tap into what's missing for them / pain)
  - How you can get the most out of today...
  - I will give you all that I can in the time we have, and I promise to show you how you can get more...take it further...

## Talk Itself

- Develop Three Main Points
- Build each point so that it has inherent value - there is learning inside the sharing of the 3 points
- Choose 1 part or aspect to dive into - to do a teaching that really demonstrates how you teach and the value of what it possible when someone goes deeper with you
- Always remember that your "teaching" here answers a question they may have, but opens up new questions they didn't know they had, or further highlights the next level questions and problems that will get in the way.
- Include social proof with stories
- Seed your offer throughout
- Include for each point:
  - What it is (Flesh it out so they know what you're talking about)
  - Why it matters (Position it. Show the problem. Develop the pain.).
  - Teaching points - go deep with 1 point! Do teach the "how"
  - A Story with Results – building promise & hope - what's possible for them with this new knowledge.
  - Seed(s) – up to 2 per point. Don't overdo it, and show proof of success.

## Transition to Offer

- Come back to the Transition bullet from the beginning
- This is where you begin to create for them a "plan" to get the results you shared are possible
- Use your talk as a guide - include summaries of what you covered, and how what you covered is expanded on inside the offer
- Offer is focused primarily - 80% + on the "transformation" - the results - the outcome - what's possible for them after they have received this information/training/program.
  - Each module or piece of your offer can have a distinct transformational value - and this really adds to the power of the offer.
- Remaining 20% of your offer is on the service delivery components - HOW will they get this information and transformation from you.
  - This 20% must be included for the folks who are "detail" oriented. Leaving this out will leave a feeling of being incomplete.

- Include a bonus of something that is related to the offer, but not directly connected.
  - Never have a bonus that feels like it should be a part of the core offer
- Develop limiters to encourage action - time (today only / Next 48 hours) or quantity (first # people bonus)
  - Justify all limiters, and always be 100% in integrity with all offers you make
- Wherever possible, link your bonus back to a story of success - "reverse seeding"
- Justify the investment - use "contrast" to show the value
  - How this will pay them back in time, money, energy, peace of mind, etc.

## **Deal with Objections**

- Knowing your audience, you want to directly address the top 3 objections that you either hear, or are likely objections based upon your research
- "Let me answer the top 3 questions I always get..."
  - "But, what if..."
  - Common ones: too busy, bad timing, don't have the money, can't trust myself to do the work, I'm just getting started, not sure if it will work for me
    - Great to use stories & testimonials to address any of the but if's
  - Don't be afraid to say it's NOT right to invest if...
    - i.e. "If you really aren't willing to invest the 2-4 hours per week that it will take to double your income, then please save your money."

## **Make the invitation**

- Develop your own brief, inspiring, authentically from your heart invitation to join you
- Sharing a closing thought - I like to relate back to my Why that I already expressed
- Tell them exactly what to do - what web address, the process - be specific

## **Don't tame the tension!**

- No sharing, no question, no exercises!
- Allow the discomfort to be in the space - this is NEEDED for people to be able to make a decision about whether it is right for them or not.
- Do not move to "convincing" or "cajoling" - stand in the power of your solid offer and the value of your product or service

**Do your best to end early - practice and time it so that you are at least ending on-time**

## **Timing Guide - plan for 75 minutes:**

10 Mins - Intro & Overview

45 Mins - Main Teaching Content with Seeding

10 Mins - Offer with overview

5 Mins - Objection Busting & Final Invitation