



SECOND FUNNEL: FIVE STEP SALES FUNNEL

This picks up right after the first conversational phone call.

SUMMARY:

- You got their email address during that first phone conversation when you asked for permission to send them some ideas that they may not yet have considered.
- The goal of that first one is to get permission to stay in touch, to send over some ideas that they may not have had about the upcoming event.
- **Step 1: Research** - following the first conversational phone call where you got their email address and permission to reconnect you do some more research on the event, company, venue...
- **Step 2: "You Got This!" Conversational Phone Call** - This is where you connect on a deeper level.
- **Step 3: Follow up Email** - This is where you take the deeper research that you've done on the event, company, venue... and you recap the conversational call that you've had and typically include a graphic (not a video).
- **Step 4: Reconnect via Phone, Email, or Skype** - This is the sweet spot. This is where they have questions that you work through with them as they affirm for themselves their need for you.
- **Step 5: Irresistible Offer** - CVI loaded with social proof

STEP 1 – RESEARCH:

It starts with doing research in in preparation for the conversational phone call.

- Using the internet and finding out what's going on, finding out their theme, finding out who they've had in the past. LinkedIn, phone, personal introduction, any of the other methods.
- Use the website Contact Us page to research key contacts.

STEP 2 – "YOU GOT THIS!" CONVERSATIONAL CALL:

The phone is used to connect on a deeper level, it's not for selling.

POSITIONING YOURSELF FOR THE PHONE CALL:

- Do you stand up while you are on the phone?.
- Do you listen more than you talk?
- Are you afraid of silence? Is silence killer to you on a phone call, or is that the place to let the conversation breathe and have life?
- Do you stay in the moment, or are you married to some kind of a script?

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- Do you take it personally? Are you connected to the results?
- Focus on the beginning of the phone call, not the end. That alone is probably such a radical shift in the way that you've been running phone calls.
- A phone call is to build trust so that we can have a conversation to see if there's a fit.
- The words and mindset must be a match.
- Success depends on this ability to connect.
- Master your mindset and you master the call.

THE PHONE CALL:

- There's no big opening. It's hey, can I speak to the person...
- What's a core conflict they might be sitting with right now?
- Our goal is to allow them the space to articulate their problem and we do that by opening conversations with questions - Questions that allow them the space to articulate their problem.
- So, you state a problem that you believe they are having. You're not looking for a yes or no right now. **Keep the focus on their core problem.**
- Sincerity is the key. Be curious. We don't pitch. That's death; that is over with.
- ***"I'm calling to see if you're grappling with how to get thousands of qualified prospects to your booth." That's the exact language of the call's opening. That's what we do. That's the language.***
- Use Aikido, deflect and refocus, ***"That's not a problem. And then take a breath. I'm not calling to replace who you currently have. I'm calling to see if you'd be open to some different ideas based on what you might not have right now."***
- The whole goal of this phone call is to determine a fit and reconnect. Let it have a natural ending - Where do you think we should go from here?

STEP 3 – FOLLOW UP EMAIL:

In this one I'm going to just do basically the script from the conversational cold call: ***"Can I get a moment of your time to introduce you to a couple of ideas for the CDA 2015 show in San Francisco that can attract, educate, and entertain thousands of potential leads every hour?"***

Recap and do some sort of a graphic or video introduction. I hold off on the video and do graphic at this point. Your graphic can be sent as an attachment (PDF) or dropped on customized landing page.

Then I have this note here. ***"Hey <NAME>, we've been thinking about the CDA Show and came up with a hilarious routine using a 16 lb. bowling ball, a feather and a syringe to demonstrate the versatility of <PRODUCT>."***

I put in the <SQUARE FOOTAGE> square feet of exhibit hall, meeting space and breakout rooms. "History tells us that crowds we bring to your booth will always remember <COMPANY> and their products. Let's talk. We'll call tomorrow at 3PM."

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STEP 4 – RECONNECTING VIA PHONE, EMAIL, SKYPE...

This is the magical step you guys. They'll have questions and conversation in at this point. Alright it's always great to be answering questions. That's the sweet spot.

Always speak in the "I got this gig position." It's always about you being the owner, being the trusted advisor, being the leader. So always speak in that "I have the gig" position.

When it gets to price, tell them an entire proposal is coming because you are a line item in this thing and the pricing is not the big deal, so don't get stuck on that.

This is the time when you are giving the people the opportunity to, write this down, talk themselves into having you. They're overcoming their own objections during this phase of the conversation.

- **END IT WITH THIS:** When you ask them what excites them about having you at their event, they're talking themselves into it - powerful, powerful, powerful.

STEP 5 – IRRESISTIBLE OFFER

In ShowBiz Blueprint we use Customized Video Introduction (CVI). Easy to produce, effective as all get out. These are loaded with social proof, authority and they have been tested. The important pieces are in there that I will go over in this webinar are the things that you definitely want to hit though: the social proof, the authority, the "we got the gig" attitude about it.

Change your objective, it's always to connect, not to sell. Don't scare them away with the conversation. You bypass the chance to build trust and that hurts. Remember the trust conversation to see if there's a fit. At that part you go into that five part funnel of just making an irresistible offer and that's where it ends. Words and mindset have to match. It's trust based.

BIG PICTURE - FIVE STEP SALES FUNNEL

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- **Step 5: Irresistible Offer** - CVI loaded with social proof
- **OUTSOURCE:** This is the time to say what can I outsource, what can I get done? What can I spend a ½ hour on in the morning that's going to change me so that next year I'm not in this exact same place, but I'm somewhere radically different? What's my niche marketing?