

The Six Learning Torches – Executive Read



1. Goal Setting and Valuation of Activity of average clientele and top 20% clientele

Establish Current and Dream Goals based on the actual value you create per sales interaction with both your median clientele and your top 20%. We compare the value you create with both groups and apply the actual number of sales interactions you need to light your sales goal on fire. We establish a minimum value for future sales interactions and review your calendar, past and future, for clarity, obstacle avoidance, and success as defined by you.



2. Secret Sauce Formula (QxA)I=\$ Applying The Dollars Per Interaction Formula (DPI)

The DPI formula is used to isolate the elements that are within your control to affect the outcome of your results. The elements that are in your control are:

Q: The quality of the clients and prospects to whom you direct your resources.

A: Your ability and effectiveness when interacting with clients and prospects.

I: The number of sales interactions or activity level to which you can execute.

We discuss, confidentially and comprehensively, strategies to improve each element.



3. Creating your Unicorn Client Profile(s)

Unicorn Clients are those that are the top 1% of your top 20% of your clientele and prospect base and have some of the following characteristics:

A. Unicorns share many of the same interests, hobbies, social clubs and lifestyle traits as you, and can or could be considered friends.

B. Unicorns are the most effective referral sources to others of your Unicorn Client Profile. Unicorns become advocates for you to other Unicorns.

C. Unicorns respect and act on your recommendations and are accessible when necessary.

We will design and create an action plan with a definable process based on your Unicorn client profile(s) and show you how to implement the process to impact your Unicorn client acquisition.



4. Setting The Stage to tee up your meetings for success

Shortening the sales cycle begins with your preparation and ensuring that your client or prospect has the correct mindset, impression and expectations because of your interaction.

Setting The Stage incorporates a few of the following:

- Establishing an objective(s) and purpose for every sales interaction.
- How to use video coaching to create a better presentation. Leverage technology for coaching and to enhance skill sets.
- Having a professional and effective biography that creates the right first impression and can be used for Unicorn client referral generation.
- How to create a effectively utilize a pre-meeting agenda and assigning the client or prospect preparation tasks and homework that leads to buy in by the prospect/client.
- How to prepare appropriate material, props and small gifts.
- Preparing for active listening, note taking and how to leverage what you hear.



5. Developing your opening conversation for client interactions

The first words out of your mouth set the direction of your interaction and often dictate how it will end. We discuss creating opening dialogue for clients and prospects that will give you a baseline understanding of where their mindset is, and what actions will be required to execute prospects' and clients' needs. This knowledge torch compliments and enhances your value proposition in your sales presentation, shortens the sales cycle and can increase your credibility with your Unicorn clients.



6. Quantifying your value and conveying it to your clients

We discuss how to quantify and convey the value you, your product and/or processes bring to your prospects and clients. One of the primary reasons a client or prospect does not take action is that they do not clearly understand the value of what is being discussed. The sixth knowledge torch creates clarity of your value which allows your prospect the ability to make a decision to execute or disengage from the proposal.

Building Your Client Acquisition Process

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