

Guide to Selling LBE Membership

This guide provides 7 simple steps to help you sell the LBE membership effectively to clients or business partners. These steps are designed to grab our client's attention and achieve our desired outcomes.

Step 1: Introduction

1. **Introduce Yourself:** Start by introducing yourself clearly and confidently.
2. **Show Interest:** Ask about the services the client provides.
3. **Build Rapport:** Display a genuine interest in their services to build rapport and trust. This enhances communication and sets a solid foundation for the conversation.

Step 2: Gather Information

1. **Encourage Sharing:** Make the client feel comfortable enough to talk more about their business.
2. **Ask Questions:** Pose questions that prompt them to elaborate on their business operations and challenges. This step builds on the trust established in Step 1.

Step 3: Identify Goals and Problems

1. **Discover Goals:** Ask about what the client wants to achieve.
2. **Identify Problems:** Understand what obstacles are delaying their goals.
3. **Decision Making:** Use this information to align your solutions with their interests. Focus on goals first, then address the problems.

Step 4: Build a Relationship

1. **Show Support:** Demonstrate that you are there to help them, not just to make a sale.
2. **Commitment and Loyalty:** Show your commitment and loyalty to their success, making it clear that your goal is to assist them genuinely.

Step 5: Create Suspense

1. **Generate Interest:** If the previous steps are successful, the client will be curious about your offerings.
2. **Share Teasers:** Give them a brief overview of what you do without revealing everything. This will increase their interest and curiosity.

Step 6: Engage and Hook

1. **Wait for Questions:** Once the client starts asking questions, it indicates their interest.
2. **Present Your Offer:** Act as though you are mindful of their time, then present your offer and obtain what you need from them, such as contact information.

Step 7: Close the Deal

1. **Offer a Freebie:** Provide something for free and explain that they can upgrade anytime for more value.
2. **Ensure Follow-Up:** Make sure they are attentive to your email or text before ending the call.
3. **Affiliate Link:** Provide them with an affiliate link and explain how they can earn from referrals, emphasizing that they can benefit even without purchasing from us.
4. **Highlight Benefits:** Make them feel they have gained a free product and potential earnings, creating a win-win situation.

Following these steps will increase your chances of successfully closing the deal and achieving your sales goals.

Here is an example below:

You: Hi(client's name), nice to meet you I was calling because I wanted to know more about what you do and the services you provide.

Client: Okay, I'm into smma

You: That's a good industry to be in right now, smart move? What's keeping you from hitting that next level as a smma?

Client: Oh, I've got to have a audience and some real contents on my page

You: What's what's up but what's your clientele looking like? Is it pretty consistent?

Client: Yes, it is

You: Not trying to get too personal but how much are you making in a month?

Client: I don't think that's what you should know

You: I understand that was a personal question, only reason I was asking is cause I came across a lot of smma lately and it's like they're all making a mistake when it comes to maximizing profit from the clients. And I'm not trying to take up too much of your time. What would it take for me to be one of your clients ?

Client: And what's the mistake?

[6/17, 9:49 PM] Annazier: Well I don't have info to let you know if you're making that mistake with your clients or not. What's your email you might not have enough time to sit here while I explain it. I will send you how to spot the mistakes and fix them I'll also send my website that guides you through scaling your business completely free.

Client: Completely free? You must want something in return, what is it?

You: Nothing in return if anything let me know if the info was valid or not

Client:Okay then. I think I'm interested in this. My email is ****@gmail.com

You: I'll send the info and link over right away