

LESSON #8 the sales template

INTRODUCTION – PROBLEM / SOLUTION

Start off with what you believe to be the biggest problem that your audience has that your training seminar, product or service will solve. Make sure that you are crystal clear and do it in a few short lines.

Introduce your solution. For example; “Train the Online Trainer is a complete end to end 5-day online training intensive that will help you learn to grow your business and make money as a speaker.”

PERMISSION & THANK YOU

“I trust that it’s okay if I tell you little bit about it? Thank you.”

NAME OF PROGRAM OR PRODUCT

It is imperative that you name your product or service to give it power and authority.

WHO IS IT FOR?

Roundup your audience. Call them by name.

WHAT WILL LEARN AND KEY BENEFITS

Use as many bullet points as you feel are necessary for everyone to understand the value and the benefits that they will receive. Each bullet point should contain two important elements...

1. What does it do? Or, How does it work? Or, What will you learn?
2. Key benefits.

TESTIMONIALS OR STORIES

Please share written testimonials (slides or web pages) and read enough of them so that the audience can learn and relate.

COURSE LOCATION & DATE

If you are giving a course, then it is important to tell them when and where it will be. (Note: It is always a plus when the course is in the same room that you are making the offer.)

ACTUAL PRICE/TUITION

Comparison Price

- On the screen in big bold letters, reveal the price of your competitors.

Actual Price

- On the screen, share your price which is smaller than the comparison price. "Our tuition is \$_____."

INTRODUCE FUTURE BONUSES

Share on the screen 2 or 3 alternative products (using acronyms) that are lower-priced. You will include these in the price later on as bonuses. But do not say that they are bonuses, not yet. For example, you could say the following; "We also have the following products, training courses, videos etc."

REASON FOR DEAL

It is always a good idea to give a reason for the deal. There are two main reasons that you can use; either you have limited time or limited quantity. However, there are other reasons and you will need to use your creativity and imagination. For example: "Company X is sponsoring today's event and they made me promise that if I was going to introduce my products to you that I would give you an incredible deal."

LIMITATION

If you are going to use a limitation make sure that the audience clearly understands what that is. There are 2 types of limitations:

- Time
- Quantity

SPECIAL OFFER INCLUDING BONUSES

Clearly explain what the offer is by systematically virtually crossing off the price of the alternative products and including them as bonuses.

For example, you could say the following, "Today only, when you purchase the three-day course. I am offering you the following special price."

OFFER PAYMENT OPTIONS IE: CREDIT CARDS, CASH, CHEQUES ETC.

It is important to let people know that you have payment options. For example, if you can offer long-term payment options, it will increase your closing ratio.

GUARANTEE

There are two types of guarantees; limited and unlimited. Please explain each one clearly. The amount of returns you will get will be dwarfed by the

amount of sales you make. Always offer some type of guarantee, as it will increase your closing ratio exponentially.

CLOSE - CALL TO ACTION

Please tell your audience exactly what to do.

Example: Go to the following link and use the coupon code “webinar50”

“Go now.”

THANK YOU

Once you say “Thank you all for showing up today,” put the music on for a few minutes and monitor the chat area.

your sales template

PREPARE LOGISTICS, SEEDING MATERIALS, SLIDES, LINKS

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