

{Digital *Dining Room*}



[B&L] Plot Your Sales

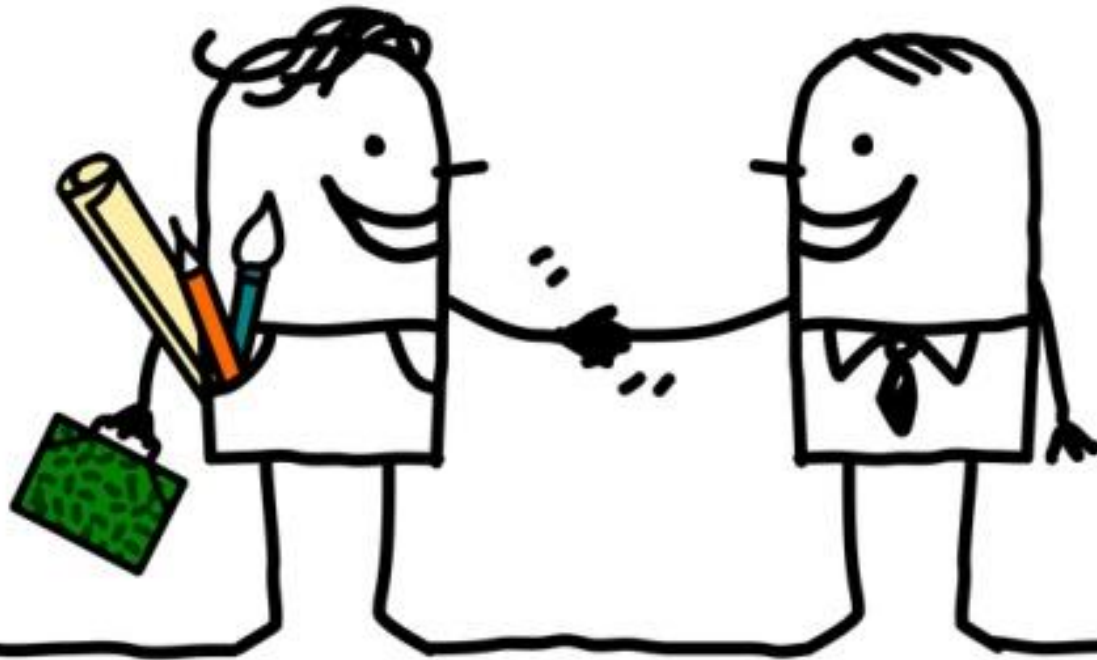
Create a Win-Win Path to Business Success

Story  Bistro

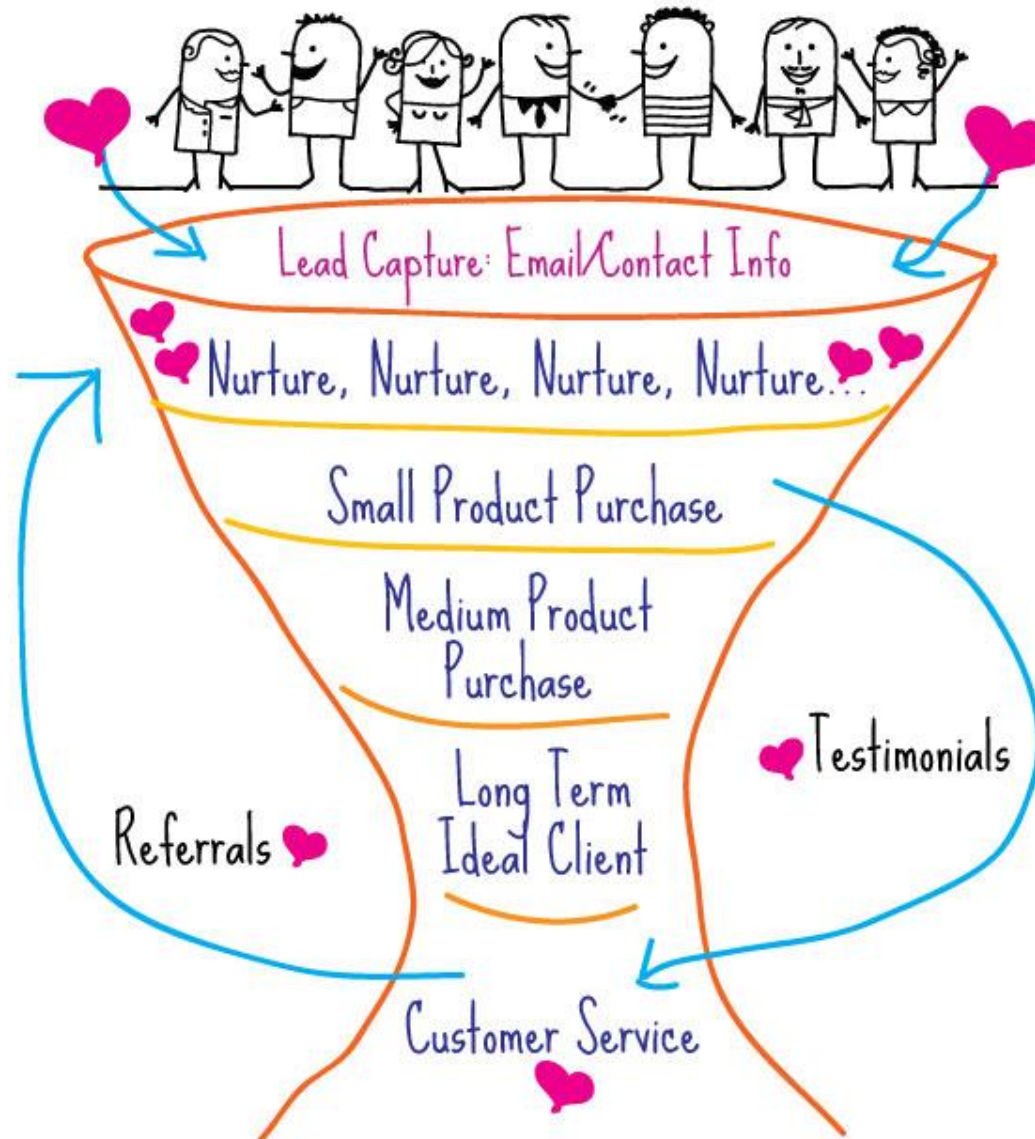
Question!

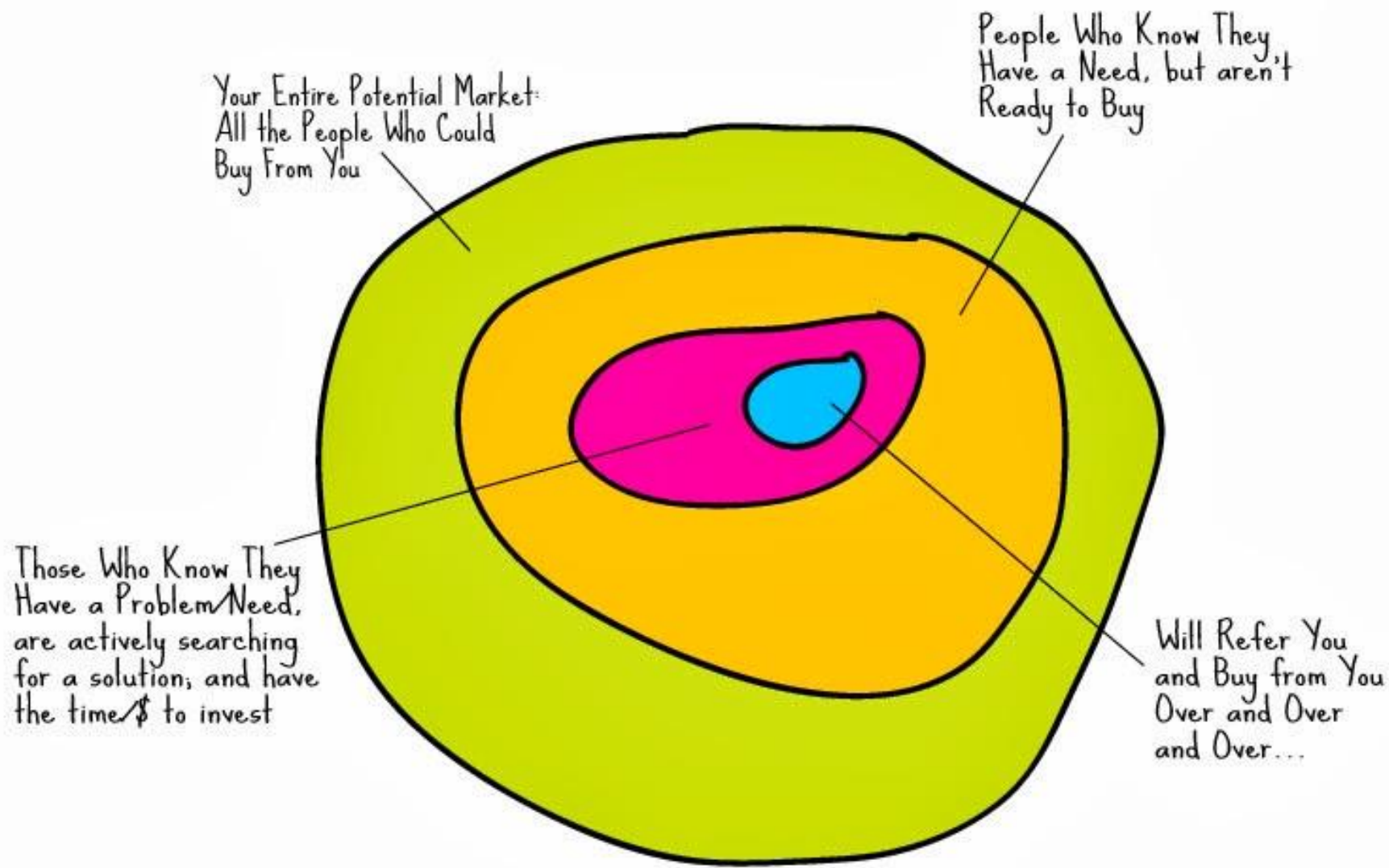
- ▶ What's the shortest distance between you and a new client?

A Live Conversation!



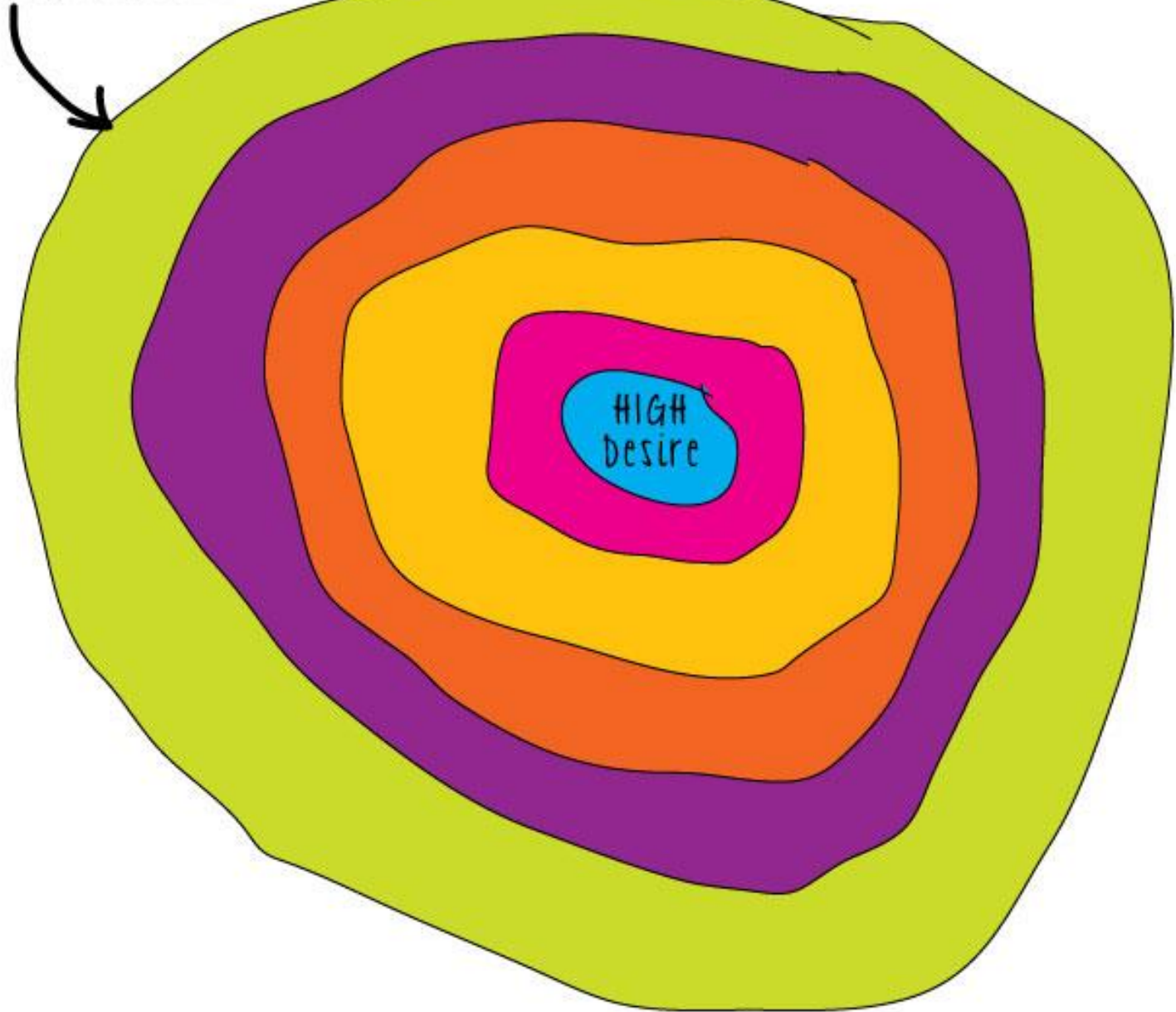
Traditional Sales Funnel





Your Ideal Customer

Low Desire/Readiness

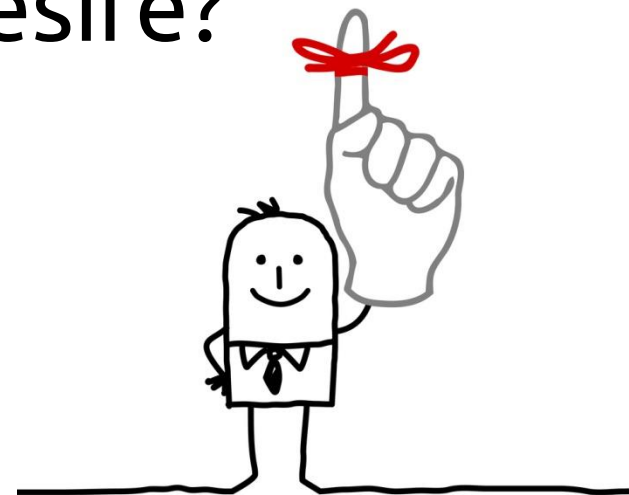


The Story of a Sale

»» Plot the Path!

The HERO: Your Ideal Client

- ▶ What is her BIG Desire or Problem?
- ▶ What is her END goal?
- ▶ Who/what stands in the way?
- ▶ On a scale of 1 to 10 (with 10 being MOST), how BIG is her Desire?



Your Positioning Matters

- ▶ What's broken in your industry? Where are the holes? This is your rant/soapbox!



How Many Offers Do You Have?

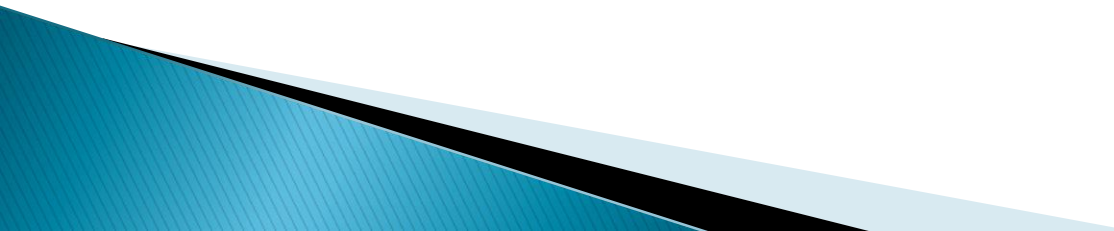


Keep it Simple!

- ▶ Focus on ONE offer at a time
- ▶ Create authority and proof
- ▶ Build from there



But I'm Good at So Many Things!

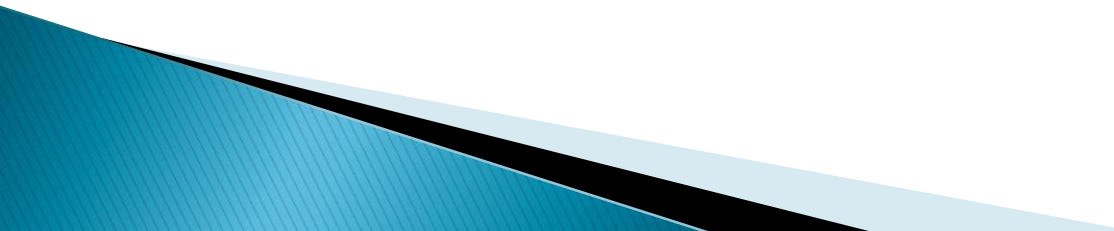
- ▶ Because we see our businesses as extensions of ourselves; and
 - ▶ Because we always strive to over-deliver;
 - ▶ We tend to OVERWHELM potential clients with TOO MUCH
- 

Start Small & Build

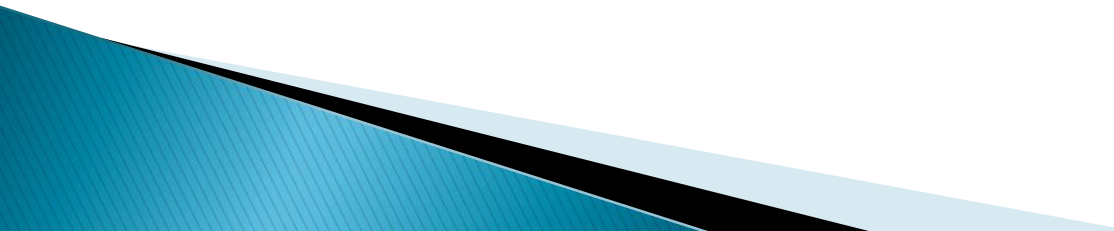
- ▶ One social media status leads to...
 - ▶ One blog post...
 - ▶ One email...
 - ▶ One teleclass...
 - ▶ One workshop...
 - ▶ One eBook...
- 

Anatomy of a Great Product


▶ **The 4 Ps...**

- ▶ Product Essence (Solution)
 - ▶ Profitable Price
 - ▶ Place (How it's packaged/delivered)
 - ▶ Promotion (Positioning)
- 

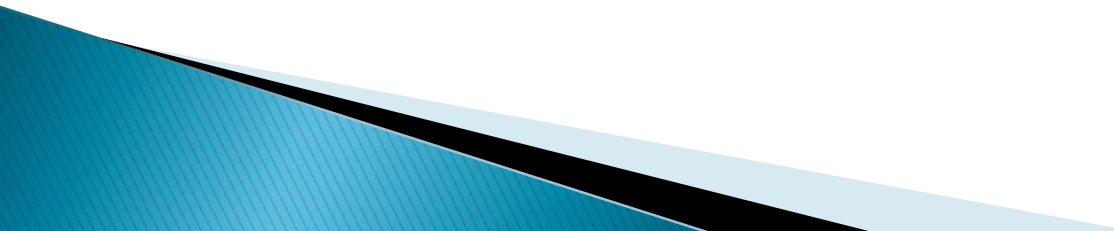
Show. Don't Tell!

- ▶ **Demonstrate** your value
 - ▶ **Testimonials** build trust for THEM and for YOU
 - ▶ **Proof** builds **DEMAND** for your product
 - ▶ Approach from **service**
 - ▶ Keep it **SIMPLE**
 - ▶ **Repeat** what works
- 

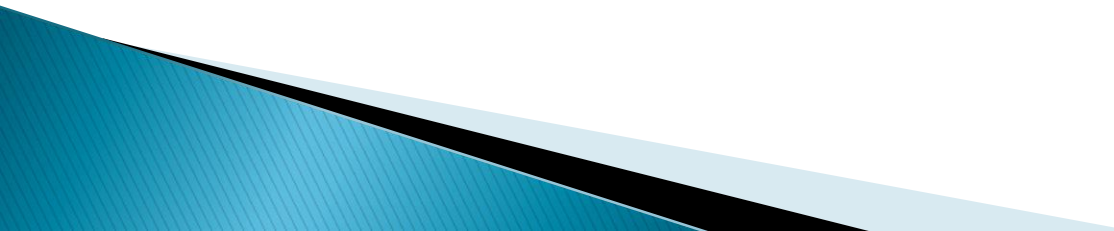
Know, Like, TRUST!

- ▶ Does she trust **YOU** and your ability to deliver?
 - ▶ Does she trust the **OFFER**?
(Understand it?)
 - ▶ Does she trust **HERSELF** to use it properly, fully?
 - ▶ Do **YOU** trust **YOURSELF**?
- 

Major Pitfalls

- ▶ Not testing (no proof/testimonials)
 - ▶ Being Inflexible
 - ▶ Following someone else's Roadmap, Blueprint, Rules, Commandments...
 - ▶ Over-complicating your offers
 - ▶ Starting over from scratch repeatedly
- 

Quickest Road to CA\$H

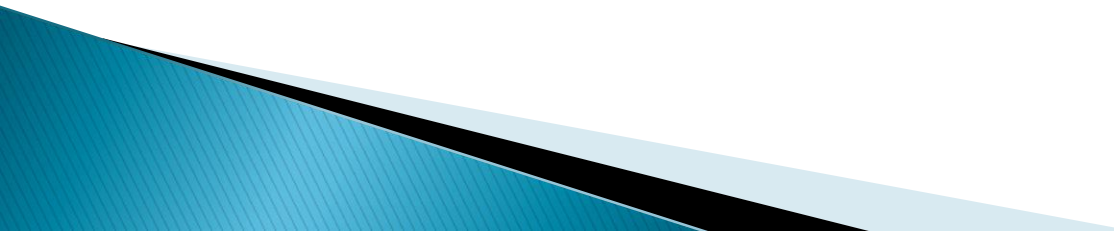
- ▶ Take Your BIG offer and create a SMALL bite (simplify!)
 - ▶ Upsell when you get to the right place
- 

The Sales Conversation

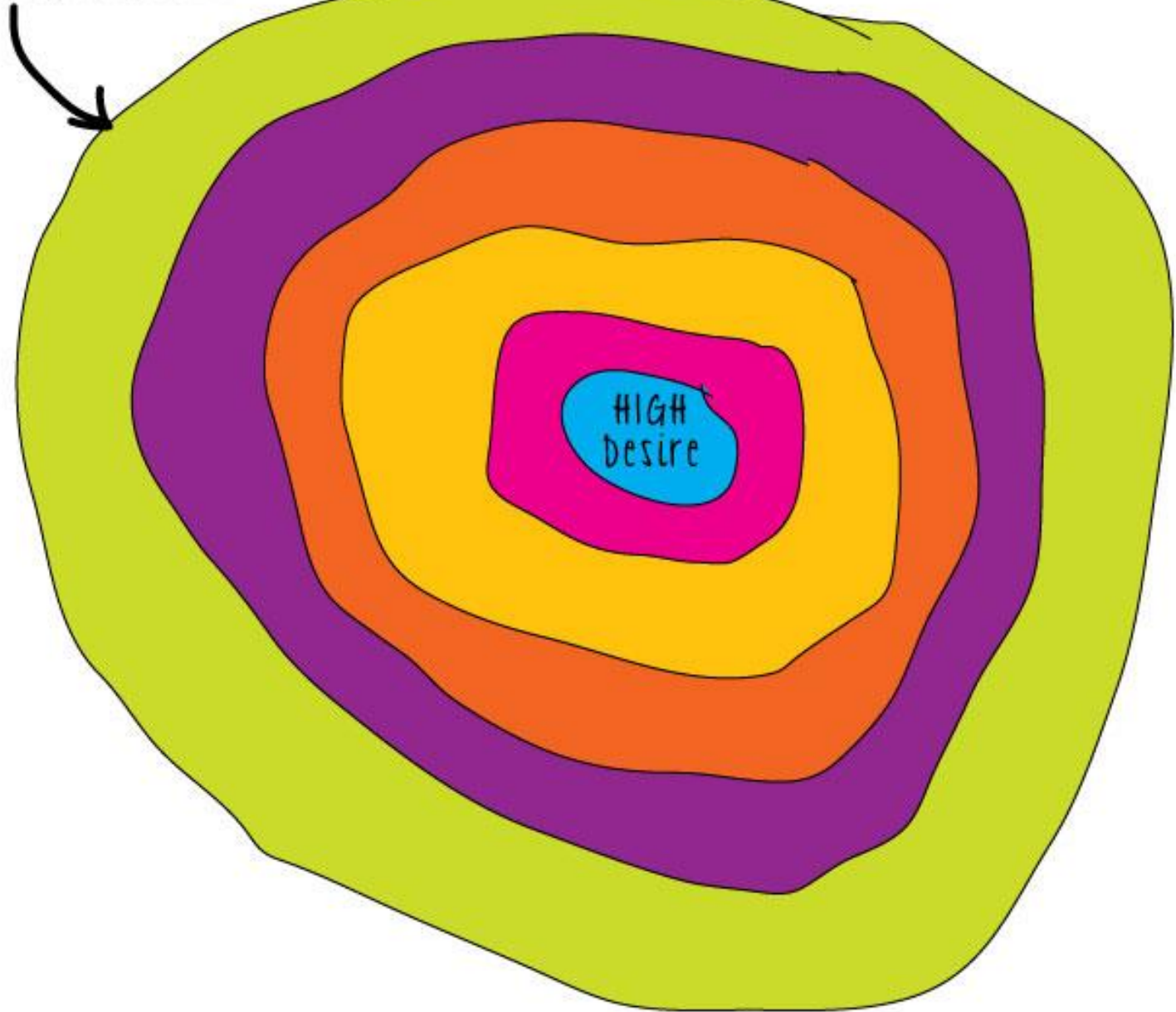
»» The Win-Win Way to Revenue

The Win-Win Sales Conversation

(See Copy Starter Recipe Ingredients!)

- ▶ Where are you now with _____?
 - ▶ Where would you like to be?
 - ▶ Do you have a plan for getting there?
 - ▶ On a scale of 1 to 10, how BIG is your desire to get there?
- 

Low Desire/Readiness



Warm Leads

- ▶ thewordchef.com/please-tell-me-about-you/

How Ready are You to Do What's Necessary to Build Your Business?

1 - Not at all Ready ▼

Why didn't you choose a LOWER number? *

How did you hear about me? *

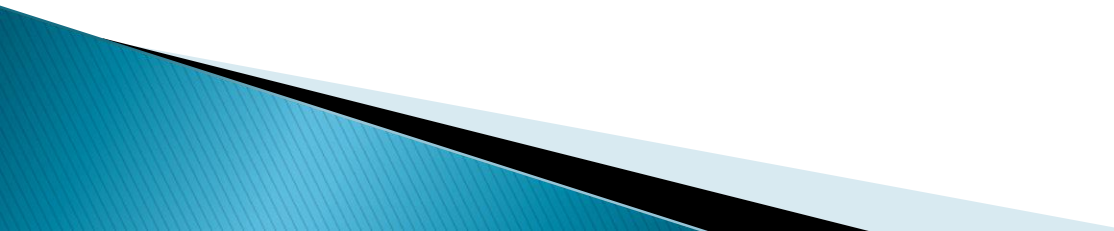
What about the Unqualified?

- ▶ My biggest challenge is getting unqualified leads from taking up my time. I can identify them quickly enough, but they're persistent and I'm too nice.

From FREE to Paid?

- ▶ How do you transition peeps from free to paid? Yes, the funnel, but how do you encourage people to go deeper into the funnel in this day-and-age when the expectation isn't even 'five cents' (a la Peanuts gang in MetLife commercials), but free?

Finding the Right People

- ▶ Our main issue is reaching our target market and encouraging them to contact us. Once we get the contact, we probably close about 75%, but we need more people to see us and contact us for info. Between Social Media and email, we have a couple of thousand people who we are connected to. We need to make a plan to convert more of those people on our lists to customers. We have a good repeat business rate as well.
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How to Repackage?

- ▶ How to repackage items for parts of your funnel - low end vs. VIP. I am an overgiver so this is always a challenge.

Win-Win Sales Conversation

Know Your Hero
(Ideal Client)



Where are You
Now?



Where do you
want to BE?



What's her GOAL?
and
What keeps her
from it?

How Ready are
You?



How Will You
Get There?



Artichoke
Love/Offer



Artichoke Love (Mmmm)



Fructus Artiochi.

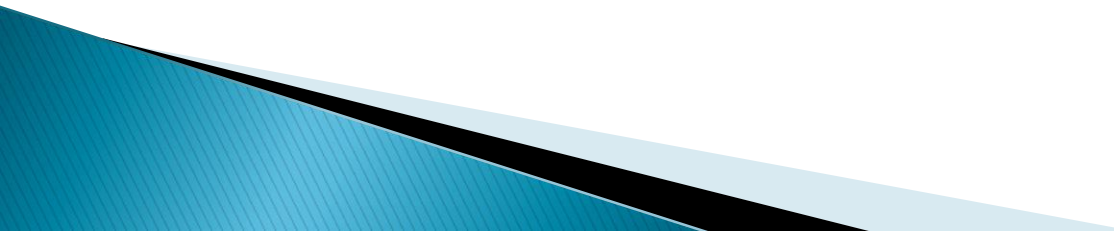
Heart
America

WHERE do you LOVE your biz?

- ▶ What makes you as EXCITED about doing your work as you are about your “Artichoke”?
- ▶ Include this passion and excitement in your conversations!



Your Assignment

1. Identify ONE area of TRUST where you need to improve and give 3 ideas for how to address it.
 2. Describe your “Artichoke” (something you Love-Love-Love)
 3. Describe something you Love about your work in the same way
 4. Choose ONE Doorway (aka Product/Service)
 - Describe it’s BIG end result
 - Describe three SMALL bites/ways to get to the Big
- 

For More...

▶ **DigitalDiningRoom.com**

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