



Cultivate Advisors®

*Perfecting Your Sales Process &
Mastering the Art of the Close*

SYTA Mastermind



Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations

— •

Hello! I'm Andrea Ross

Business Advisor



Cultivate Advisors®

Why We're Here

Purpose: Sharpen Your Sales Skills

Outcomes:

1. Identify Gaps in your Process
2. Two Takeaways to Increase your Conversion

**SMALL CHANGES =
BIG RESULTS**



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Agenda

01

Buyer's Journey

02

Solutions vs Selling

03

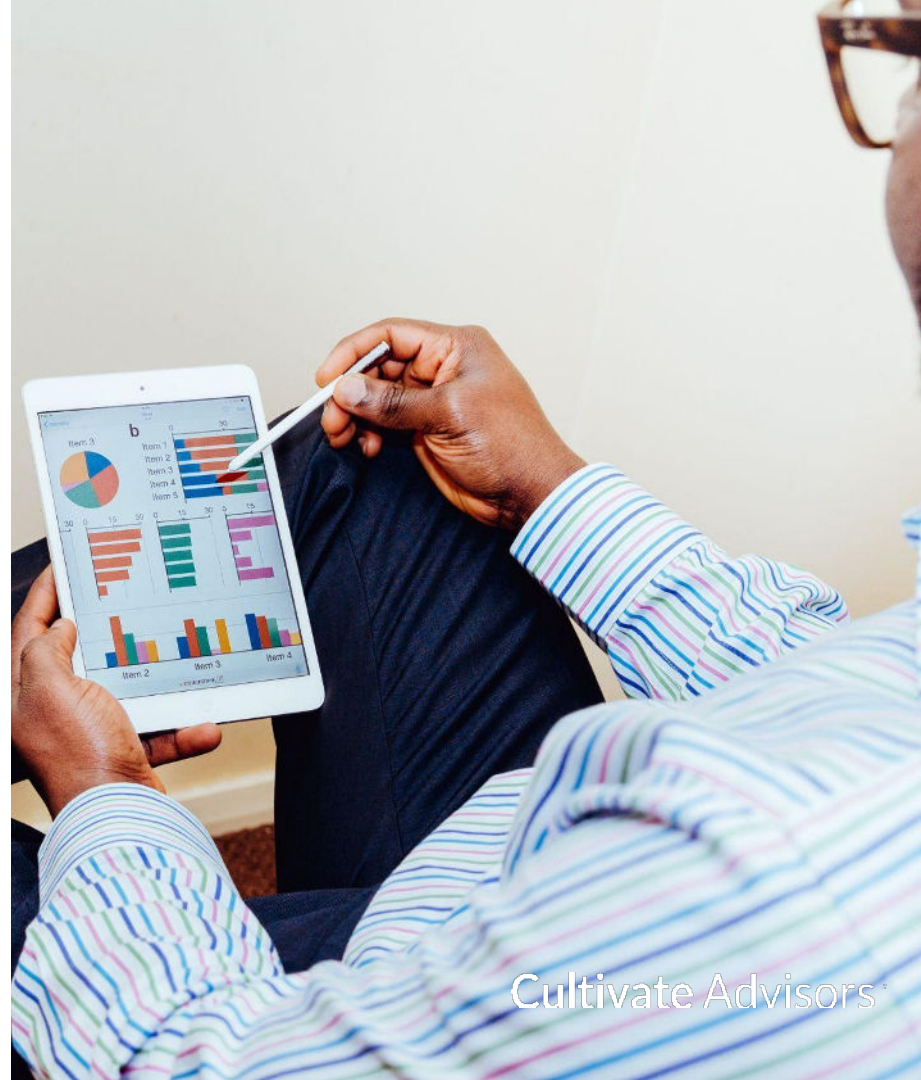
Offense vs. Defense

04

Takeaways & Wrap-Up

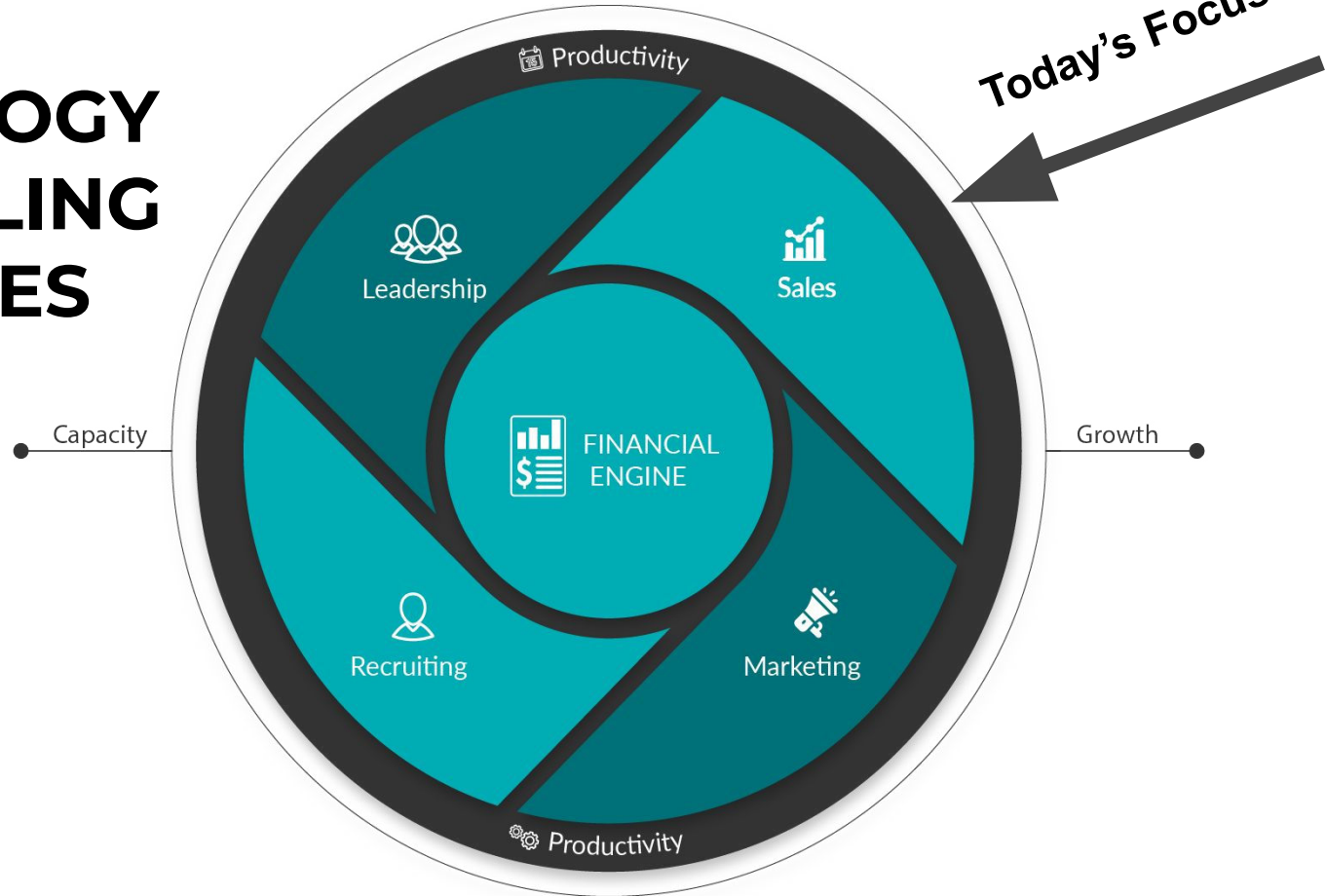
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Next Steps



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OUR METHODOLOGY TO PROPELLING BUSINESSES



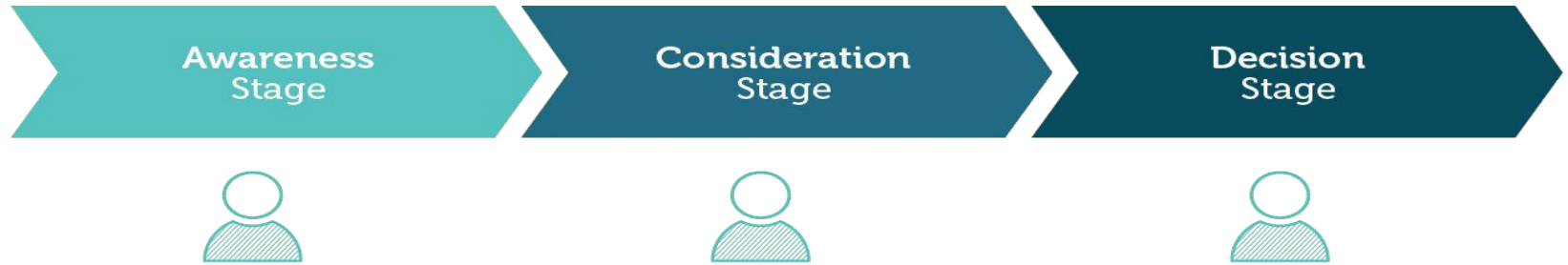
Quick Chat In

What is your biggest struggle with sales/closing deals?

Perfecting Your Sales Process



Buyer's Journey



Let's talk about the Buyer's Journey

Awareness

The client realizes that they have a problem.



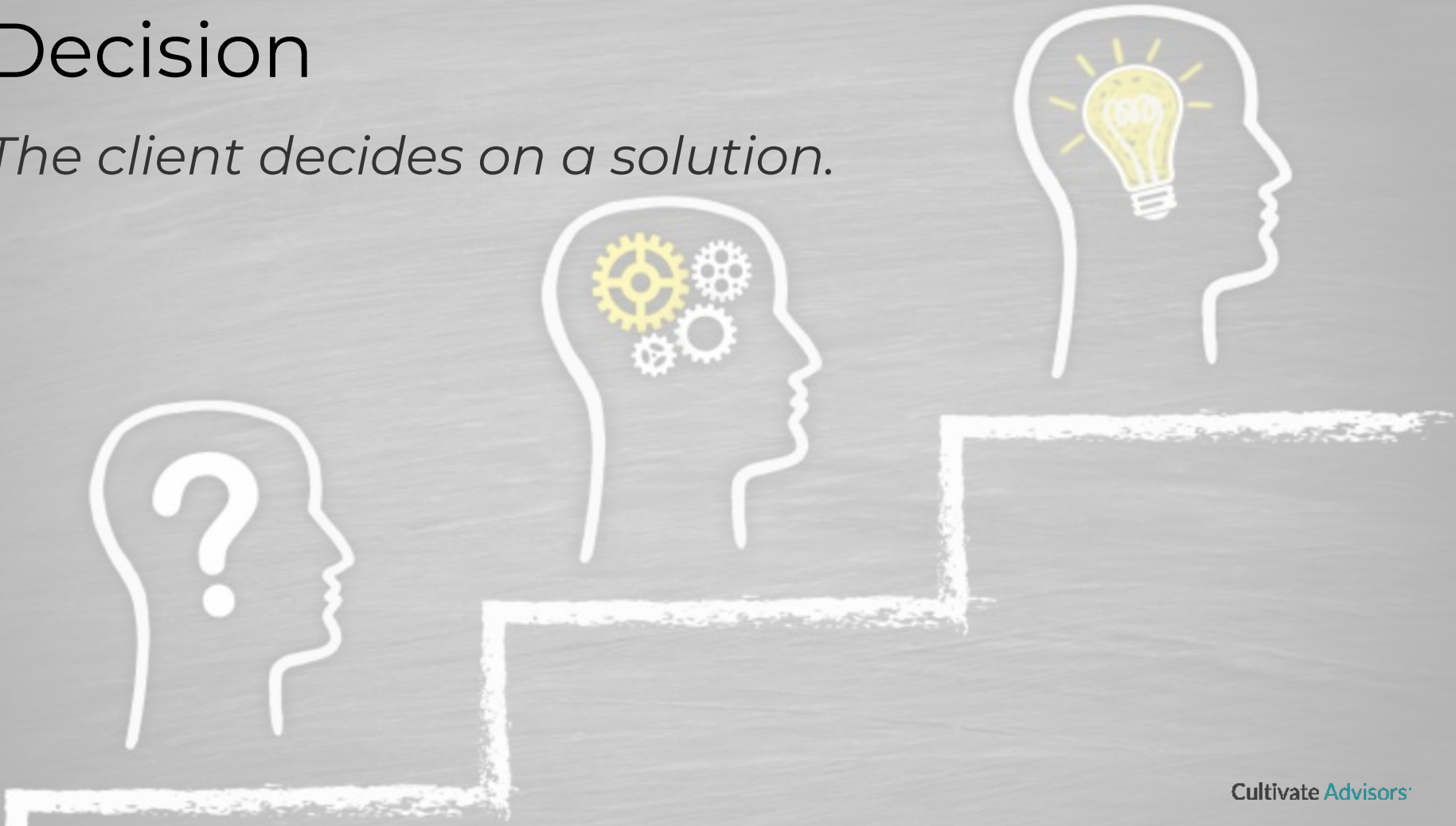


Consideration

The client understands their problem and researches ways to solve it.

Decision

The client decides on a solution.



Perfecting Your Sales Process



Flexibility

Stop Pitching & Start Listening

Your sales funnel steps must be clearly laid out and adhered to during your sales process.

However, while being clear on the end goals, you need to be flexible on the path based on your prospects needs.

Track activity and make adjustments as needed.

SALES FUNNEL



Solutions vs Selling

Stop Pitching & Start Listening

SELLING TO THE NEXT STEP

Selling to the next step is so simple at the sound, but very hard to actually follow through on.

- **Step 1:**

Ensure your sales process is designed in a way that moves at the prospective clients pace.

SALES FUNNEL



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Solutions vs Selling

Stop Pitching & Start Listening

SELLING TO THE NEXT STEP

- **Step 2:**

Identify the next step.

(Not end product or goal of service)

Then determine when and how to tactfully explain or pitch the next step.

SALES FUNNEL



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Solutions vs Selling

Stop Pitching & Start Listening

SELLING TO THE NEXT STEP

- **Step 3:**

The ability to appropriately divert or be flexible in order to do what is best for that prospect to keep “moving the ball forward” while keeping within your sales process.

SALES FUNNEL



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Pro Tip: Sales Conversion Toolkit

Higher closing ratio > more product > more revenue

Current

Client Value: \$2,000

Goal: \$500,000

Sales Needed: 250 Clients

Conversion: 30%

Time/Conversion: 3 hours

Total Sales: 833

Total Time: 2,500 hours

Future

Client Value: \$2,000

Goal: \$500,000

Sales Needed: 250 Clients

Conversion: 40%

Time/Conversion: 3 hours

Total Sales: 625

Total Time: 1,875 hours

WHAT WOULD YOU DO WITH AN EXTRA 625 HOURS?

POAD

01

Purpose

02

Outcome

03

Agenda

04

Decision





Purpose

- Connect the big picture and vision (Gap)
- 15-words or less
- Connect the “Why”
- Establish filter and focus



Outcomes

- Establish your outcomes
- Ask/Identify their outcomes
- Don't answer, just validate
- Answer through process



Agenda

- Confirm time all parties have
- Give rough agenda w/estimated timelines
- Refer to both parties outcomes/questions

Decision

- Agree if any decisions need to be reached today
- Keep as a filter tool to keep you on track
- This manages and simplifies conversations

Question:

What's Your Most Common Objection?

1. Cost
2. Time
3. Looking at other options
4. Not sure of the fit
5. Other



Every sale has
five basic obstacles:

- No need,
- No money,
- No hurry,
- No desire,
- No trust.

~Zig Ziglar

How to Surface:

Ask direct questions early on in the sales process to start the conversation

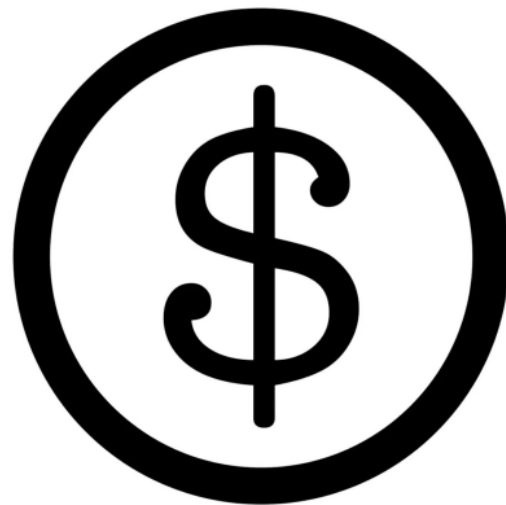
Common Objection Example:

Stop Pitching & Start Listening

Service is too expensive

Proactive Direct Questions:

- Have you purchased this service before?
- What are you expecting this to cost?
- Do you have a budget set aside? How much?
- How do you perceive value or measure ROI for this service?



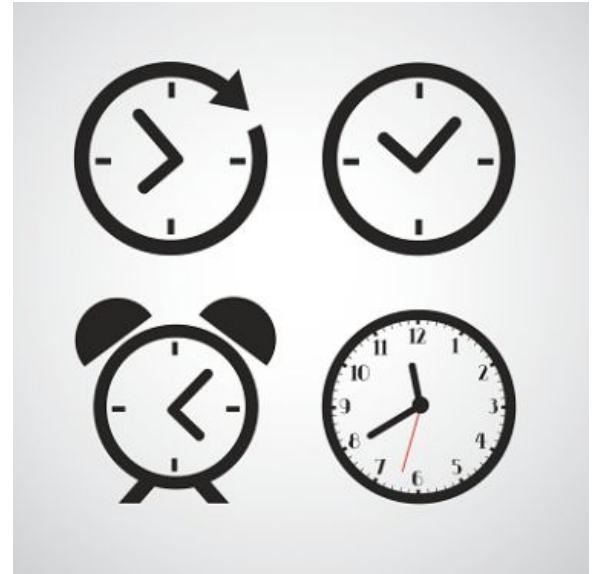
Common Objection Example:

Stop Pitching & Start Listening

Need Time To Think

Proactive Direct Questions:

- By what date will you need to purchase by?
- Why will this date be important to you?
- How do you think a delay in your decision could alter things for either side?
- Are you open to making a decision quickly upon getting all the information needed?

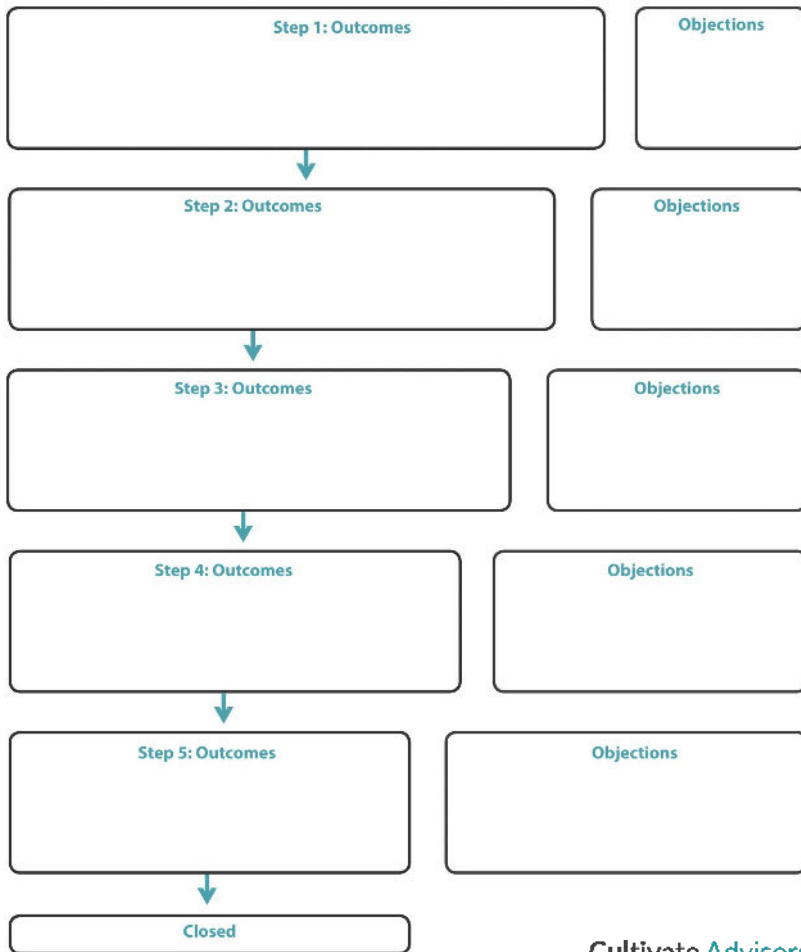


Pro Tip:

- You're not selling the end product or service, you're just selling them to the demo, or free consultation.
- You're not asking them to buy the car, you're asking them to take a test drive.

Once the first outcome is achieved, you can focus the client on the next step of your funnel, while building momentum.

DEFINE THE OUTCOMES & OBJECTIONS FOR EACH STEP IN YOUR SALES FUNNEL.



Technique 1: LAMA

L

Listen

A

Acknowledge

M

Make A Statement

A

ASk A Question



Common Objection Example:

Stop Pitching & Start Listening

Service is too expensive

- **Listen**
- **Acknowledge** - So you're seeing value in our service but can't move forward in your mind at the current price.
- **Make A Statement** - I certainly understand money doesn't grow on trees. I find we're very comparable and the ROI our clients get is really good.
- **Ask a Question** - What ROI would you expect at this price point? **or** How are you comparing our pricing to others in the market?

Technique 2: Feel, Felt & Found

FEEL, FELT, FOUND



Common Objection Example:

Stop Pitching & Start Listening

Service is too expensive

- **Feel** - I can understand what it feels like to see a service desired but pricing doesn't add up
- **Felt** - I know others have felt similar and have experienced sticker shock
- **Found** - Many have found that the ROI received completely outweighs the cost. Would you be open to continuing exploring this with me?

Bonus 3 Tips

Tip #1

WHEN YOU TALK, YOU ARE
ONLY REPEATING WHAT YOU
KNOW; BUT WHEN YOU LISTEN,
YOU LEARN SOMETHING NEW.

Tip #2

Trying
to Solve

Win/Win

Trying
to Win

Lose/Lose

Trying
to Win

Win/Lose

Trying
to Win

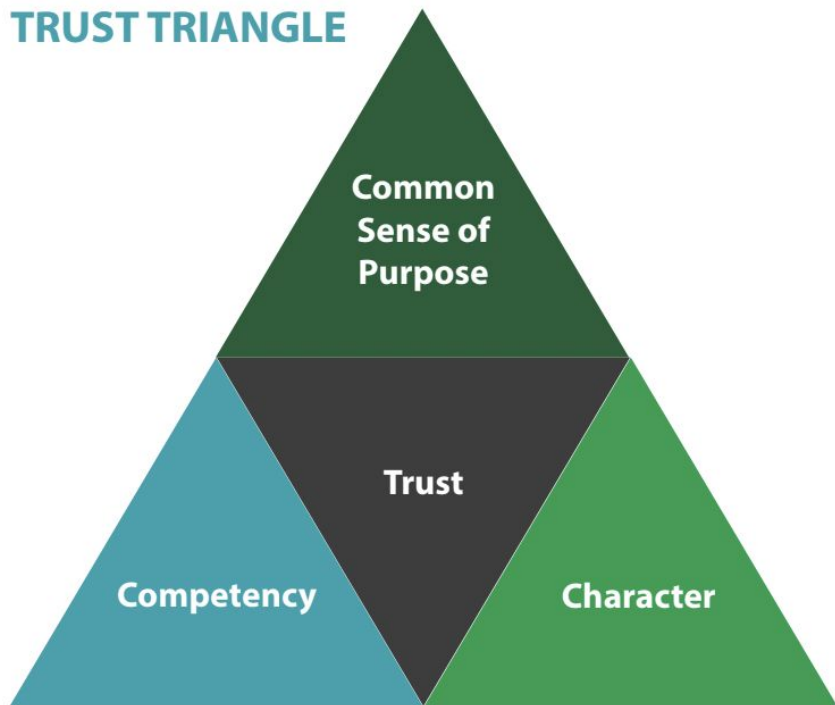
Lose/Win

Objections Mean “*Help Me*”

Tip #3

- **Competency** - do you come across as knowing what you are talking about?
- **Character** - does the client like you as a person?
- **Common Sense of Purpose** - are you and the client aligned on a purpose you are accomplishing together? Does the client know this?

TRUST TRIANGLE



TAKEAWAYS

What are 2 things you don't want to forget?



How Can We Continue To Help?



**Free 1:1
Advising Session**

A WORLD
MADE BETTER BY
ENTREPRENEURS

THANK YOU!

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Questions?