



MARKETING

Solo Sales Success Teleseminar

Solo Sales Success

January 27, 2015

Welcome, everyone. This is the **Solo Sales Success** teleseminar.



Thank you in advance for investing in your success by implementing what you hear to help you *Sell Smarter, Close More Business, and Monetize Your Expertise as a Company of One.*

Before we jump in, you need to know that there is a special gift waiting for you later in this call. Whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out til the bitter end.

I'll get to our agenda in a moment and as we're talking for the next 57 minutes or so, you may have questions. Please feel free to email me your questions. My email is david@doitmarketing.com. I may not be able to get to everyone's question, but I'll do my best on the call and I'm happy to follow up with you after if you didn't get the specific answer you need. Again, my email address is david@doitmarketing.com and just use the subject line QUESTION so I can see your question when it lands in my inbox.

Now let's dig into our agenda for today's strategy session...

What you will take away from our time together today:

- **How to master the 3 keys to YOUR sales success:**
Mindset + skillset + toolset
- **Why prospects are NOT hiring you right now...** and how to turn that around by articulating your value in a way that makes people say "YES!" and hire you on the spot
- **DEEP DIVE #1 into the BEST prospecting approach you're not using:**
Interviews as a marketing/prospecting strategy (this will give you access to ANY decision-maker, buyer or executive - even the "untouchables")



- **DEEP DIVE #2 into VIRO+E enrollment conversations** to dramatically boost your closing ratio because you're 100% focused on client value, impact, results, outcomes, and the emotional payoff of accomplishing their goals
- **DEEP DIVE #3 into Premium Sales Positioning** and how to show up for your prospects as a peer, not a peddler, and how to have high-trust, high-confidence sales conversations from initial "hello" to closed sale

Even before we dive into all those goodies, you need to know that there's something exciting I want to share with you during our time together today. It's my new **7-Week Solo Sales Success** training program. If you want to take a sneak peek right now, you can go to www.SoloSalesSuccess.com You're going to get plenty of ideas on this call that you can use right away – but today's program is just the tip of the iceberg of what you'll get in that 7-week program.

In fairness to YOU and in fairness to ME, I just wanted to put that out there as we get going. We may have time at the end of our call today to take some specific questions about the full Solo Sales Success program and I'm always happy to answer your questions about it afterwards by email or phone.

Let me give you a bit of background on my own experience with sales and selling to set the context. When I started my business back in 2002, this was a huge gap and blind spot for me. I basically couldn't sell my way out of a paper bag. I was missing three key elements and maybe some of this resonates with you as well...

The 3 Key Things Most Consultants, Speakers and Coaches Lack

1. **A powerful prosperity mindset** that keeps you focused on your value, prevents caving on price, and keeps you working ONLY with premium clients at premium fees. In the early days, I'd work with anyone at any price on anything and any time. It was like watching a pinball machine and I was bouncing all over the place. I was desperate for money and the irony was, I was willing to take a lot LESS money because of this poverty mindset. We'll come back to this in a minute...
2. The second thing most solopreneurs lack is **a compelling marketing toolset** that positions your expertise, conveys your value, articulates the outcomes of



your work, distinguishes you in your marketplace, and establishes you as THE go-to authority in your field. Well again, I hate to say this but in the early days of my business, I didn't have this either because I refused to focus – no niche, no expertise, no distinction and no specialization. Some of you have heard this story before but when I launched my business, I had 30 different workshop topics. I was the classic “jack of all trades, master of none” so that expert distinction was impossible for me because I was so unfocused. Commodity solopreneurs are forced into commodity pricing and there you go back into the money struggle. See how these are all connected?

3. The third missing ingredient for most solopreneurs is **a proven sales skillset** that generates more leads, attracts consistently better prospects, disqualifies the goofballs fast, and follows a logical, high-trust sales process. This is vitally important because it allows you to confidently lead prospects from **first contact** to **signed contract** with no chasing, begging, or stalking. Again, rewinding to my early days – and maybe you can relate to this – It seems like I spent ALL my time chasing, begging, and stalking. My emails were going unanswered, prospects went dark on me with no explanation, deals I thought were sure things evaporated off my calendar, I got stranded in voicemail hell. Lo and behold my business survived only because I'm convinced that even a blind squirrel occasionally finds a nut. But the first 2 or 3 years of my business were not pretty because I simply didn't have the sales skillset I have today.

Now to give you everything you need in this training call, I'm going to go off the template here and give you some quick-hits. Five key points that you need as far as mindset and skillset. Then we'll dig into the details behind all of this to get you ready to rock your sales and improve your results. If you're in front of your computer and you feel compelled to tweet – my twitter handle is @dnewman.

The first key is to change your mindset. It's always mindset before skill set. You can tweet that one. And the first mindset shift is around money. Here's the sound bite: What's expensive to YOU is not expensive to others. YOU are not your client. You need to understand that if you're someone who drives a Toyota, there are people buying Ferraris. If you live in a \$300,000 house, you can have prospects who live in a \$3 million house. You have to get out of your own way when it comes to charging premium dollars for your premium services. “I could never



charge that much” is a nonsensical statement. What you mean is you would never **pay** that much – and that’s what’s killing your business right now. You need to charge what will attract the right kinds of prospects and will REPEL the wrong kinds of prospects. Today I have crazy-high fees. Consulting with me today is \$1,000 an hour and people pay it. My 90-day marketing mentor program is \$9,500 and people pay it. This was inconceivable to me even 5 years ago. But for where my business is today, these fees reflect the client base I want to attract. Let me repeat that because it could be huge for you: Forget the literal dollars and cents. Your fees need to reflect the client base you want to attract.

The second mindset shift is that making a lot of money in your business is hard, complicated and overwhelming. I’m here to tell you it can be easy, effortless, and enjoyable. You don’t need dozens of moving parts and emails and websites and landing pages and technology and a hundred marketing jobs to do every day. Making crazy money can be crazy simple. I know this because I’ve done it both ways. The hard way AND the easy way. Many of my clients have done it both ways and guess what? The easy way is better. Simplicity ROCKS and **the more you simplify, the more you will boost your focus, momentum, and results.**

The third mindset shift is around the way you deal with distractions. Let’s say you join the Solo Sales Success program that we’ll talk about later. You start to build some momentum – you begin to see the light on how much leverage you can build into your business – and you even start to implement the first few steps of the program and you start to see some real improvements in your sales results. Bigger sales – better sales – faster sales. Then – BOOM – it happens.

You let yourself get distracted. Shiny object syndrome. A new opportunity. A new offer from some internet guru takes you off track. You feel you have to buy this new software or spend a lot of time engaged in this new social network that’s going to be the next Facebook. But here’s the thing: **every time you get distracted like that, it diminishes your chances of generating the success you deserve.** Success comes to those who focus relentlessly on one or two primary strategies and give them all they’ve got – day in, day out, rain or shine, happy or sad, feel like it or not. You need to become a focus ninja and train yourself to immediately deflect and dismiss ALL distractions that keep you from making the kind of money you know you can make with some discipline and focus and depth.



Stop being a guppy skimming the surface and become the shark who swims in deep water and never takes his eye off the prize.

The fourth key that we'll get into later on this call is the **concept of sales conversations**. Getting much, much better at them. And learning to reframe a sales conversation as an **enrollment conversation**. Not even enrolling people in your programs but enrolling people in the execution and realization of their desired outcomes and results. And that is much, much easier. Nobody wants your service or your consulting or your program – everybody wants their specific outcomes and results. More on that coming up...

The fifth and last one – and this ties several of these nuggets together: **The higher the fees you charge, the more commitment you'll get from your clients**. This is true in your 1-on-1 programs like coaching and consulting and it's also true in your speaking or professional services or client projects. The higher the fee, the higher the client commitment, the higher the commitment, the greater the level of client execution. And the greater the level of client execution, the better results your clients will experience. So it actually **SERVES** your client better to charge premium fees because it leads to greater action and better results. Unconditionally and across the board, I've seen this play out in dozens and dozens of different coaching, consulting, and professional service businesses.

Let's move on and discuss **Why prospective clients are NOT hiring you right now...** and how to instead effortlessly communicate your value in a way that makes people say "YES! YES! YES!" and hire you on the spot. The short answer is you're selling inputs and approaches or hours rather than selling outcomes and results.

Your prospects only care about one thing and that's the result they get and it's not how much time they spend with you. And here's the thing. You really need to put your ego to one side and focus on that instead. An example, if you break your leg and you go to the doctor and they put your leg in a cast and he says that's \$3,000. Do you say "Hang on, you fixed my leg after five minutes doc. I'm dissatisfied because it only took you five minutes. I'd really rather you spend three hours on that" or would you rather say fantastic, you fixed my leg. I feel so much better. You don't care in that situation how long it takes.



All you care about is getting the result and ideally you want to get the result as fast as possible. And your prospects are exactly the same. All your clients need from you is the result. They don't care about spending time with you or going through your process. It's an added bonus if they like you and they get along with you but the only thing that they want from you is the result that you can deliver.

If you're a fitness coach, your potential clients want to get fitter. If you're a business consultant, your potential clients want to have a more profitable and productive company and so on. If people could get the result without having to go through you, then wouldn't they do that?

As good as my training is and as awesome as my group coaching programs are, if my clients could flick a switch and get the same result without ever having to attend any of my teleseminars or go through any of my training, wouldn't they chose to do that? Then they'd freed up a whole bunch of time that they could do something else with. So we have to put our ego to one side and realize that people only want the result. They don't want to spend time with you. That's not the outcome that they desire.

And this is a real subtle but massive change, you need to move towards saying I want to help you achieve XYZ and the investment for that outcome will be \$1,000 or \$5,000 or \$10,000. So instead of telling people I want to work with you for 10 hours and it's \$100 per hour and therefore it's \$1,000 you instead want to say **I want to help you double your sales or I want to help you date more women or I want to help you lose 10 pounds** or whatever it is that you do for people and that's how you describe your services and that's what you charge for. But I'll tell you something, **people will pay a lot more for specific results than they will for your time.**

So as soon as you move away from charging for your coaching or consulting or project work or time and instead you start charging for the results you deliver, you open the gateway towards much, much bigger fees, right?

We're talking a 500% to 1,000% increase in what you charge. If you were a sales coach and you could help someone double their sales in 1 hour as a hypothetical example, **if you're charging per hour,** you might be able to charge \$200, \$300, \$400 per hour.



But if you charge for the outcome and result, you can now start to charge thousands of dollars for their desired result.

Lead generation is another sales problem I see a lot - the big frustration I hear is people just aren't calling or emailing you. You get leads here and there, but not enough, not on a consistent enough basis. And then when people ARE interested, you have the conversation with them about your services, and somehow they don't seem to see the value and **you hear things like "I'm going to have to think about it" or "I can't afford it."**

And those are the typical outcomes you get when you lead sales conversations because your prospects just don't get how you can help them. But YOU know for a stone cold fact you can help them and that they actually NEED you desperately. They just don't get it. Or they don't value it enough to say yes. And it's incredibly frustrating.

Alright let's move on to DEEP DIVE #1: How use the interview strategy to get in front of any prospect, executive, or decision-maker

Forget what you do for a living – starting today, you have a new job: You're a writer, researcher, journalist. Find the top trade journals, association magazines, or industry publications that your target executives read, recognize and respect. These could also be online communities, professional blogs, and high-traffic portal sites. And prepare to write an article for them.

Why? Because thought leaders do original research...

For prospecting purposes, this is priceless.

- You access high-level Buyers it would take you months to reach (if ever!)
- You establish yourself as an expert and a peer
- You have a good reason for a series of follow-up relationship building opportunities

Here's how:

Title of your article must contain an embedded compliment



Ex: How Smart Leaders at Top Companies Profit from Breakthrough Ideas (for an innovation consultant)

Ex: How Top Producers at Leading Firms Create Referrals for Life (for a sales coach focused on financial services firms)

Ask 3-5 questions

- What's been the biggest factor in your success?
- What obstacles and challenges are you still working on?
- What's the best advice you've ever heard on this topic?
- In your opinion, what's the secret sauce that many miss?
- What's the key practice or tactic you keep coming back to?
- Crystal ball: What does YOUR next level of success look like in this arena?

Do these by phone or email *whichever they prefer* (phone is better for rapport)

Map out approach and all follow up touches over the next 90 days:

Interview – thank you email - thank you card - email finished piece - send link to blog - offer to stop by and drop off signed copy of your book - send different article - invite them to seminar - send note "another idea for you" – Call and say, "I was thinking about your situation" and ask if they would value a conversation about how you might help.

Do 3 of these per week = you'll get 12 per month. In 90 days, you'd have 36 top prospects who know your name, will take your call and who might even look forward to hearing from you!!

Next up, I have two additional strategies for you – how to master enrollment conversations (this is super important and can put money in your pocket THIS



afternoon if you start using it) and premium sales positioning which will put you back in control of your sales and your results.

But even before we get to that – this is a good time for me to tell you about the new **Solo Sales Success virtual workshop**, how it works and what you get if you register for it today...

I mentioned that I used to be a train wreck at sales. It took me years to overcome all the challenges, obstacles and gaps I've outlined for you so far in this call. But that's great news for you because that means **YOU don't have to go through all the craziness that I did**. I'll jump you ahead to where I am today running a multiple six-figure practice – and that turning point happened for me because the sales part is now easy, effortless and enjoyable. The other thing I forgot to mention is that early on, I paid ridiculous amounts of money and took every sales training, sales coaching, and sales course out there. Sandler, SPIN selling, Selling to VITO, you name it. I spent \$6,000 on this course, \$30,000 with this coach and that coach and none of it made a whole lot of sense. Bits and pieces worked but looking at it now I realize there were 2 problems:

1. **Nothing was aimed specifically and uniquely at the solo service professional** – people like you and me. These were sales training programs that emerged out of the corporate sales model – and they were later sold to small and solo business owners like you and me. Huge disconnect.
2. Second problem was that nothing – and I mean NOTHING – combined what I now know about **marketing** plus **mindset** plus **selling skills**. And you absolutely need all three pieces – and you need them all connected in one clear package of methodology, training, and tools. Nobody does that...

So that's the program I have for you. It's focused on exactly what you need to know and DO to effectively market, sell, and monetize your expertise as a company of one. That's why it's called SOLO sales success.

If you're in front of your computer, click on over to www.SoloSalesSuccess.com and you'll see the details of the program and in case you're not in front of your computer, I'll give you the quick summary.



Here's a sample of what you'll get in your Solo Sales Success experience:

- **Let go of "poverty mindset"** once and for all and replace it with a strong, healthy "money mindset"
- **Instill greater confidence in yourself** by engaging prospects at the trust level rather than at a transaction level
- **Develop high-status strategies to connect with prospects** without ever having to pitch, persuade or "close" – and still make the sale
- **Enroll gatekeepers** and have them help you connect with your decision maker
- **Use email to get call backs from prospective clients** who are ready to buy from you
- **Deploy smart strategies for short-circuiting virtually every objection** you get from "I can't afford it" to "Your price is too high"
- **Avoid the sales "landmines"** that can cause you to lose a sale in seconds
- **Overcome the biggest sales barriers** holding you back from growing your revenues and boosting your closing rate
- **Eliminate rejection from all of your sales conversations** so you never have to carry that burden again (this is a big deal!)
- **Master the art of slowing the sales process down**, not speeding it up, so that you remain centered without falling into the "chasing" game
- **Move from surface level conversations to deeper conversations** that reveal the truth of what your potential clients are actually thinking so you can help them buy

You can see on the site that this 7-week program is only \$777.

If you join right now, I'll add TWO BONUS 30-min. private 1-on-1 consultations. I normally charge \$500 each and some of you know this because you've paid it and I thank you. So you'll get everything in the main program **PLUS TWO private 1-on-1 sessions with me that would normally cost you \$1,000 alone.**

To take advantage of this special offer, go to www.SoloSalesSuccess.com and you'll see the ADD TO CART button on that page. Click that, get yourself into the program and the 2 private consultations with me are yours.



To get everything I'm going to list next, you need to enroll during this call – before we hang up. We'll be on here and then there's the Q&A so you have a little more time. When you enroll during this call, you also get:

- **Private Facebook VIP members-only mastermind forum** where you can connect with me and your fellow members to get your questions answered 24/7 and to share advice, insights and recommendations. This is better than an all-night diner.
- **We're going to do TWO special "Office Hours" Q&A calls** in addition to the core content of the class – so unlike other programs you may have invested in, this one will STICK and LAST. And your sales confidence will grow as you start to increase your sales results.
- **Finally, we'll do a special "First Class" members-only hotseat call** where you'll get some live-ammo practice in a friendly environment to practice your sales conversations, customize the templates and scripts and get feedback from me in real time as if I were your prospect.
- **I'm also going to give you access to my leads database of over 17 million executives and decision-makers** from which you will get to hand-select 300 sales leads absolutely free. So you'll have the actual people to connect with and the entire set of strategies, tactics, tools, templates and scripts to connect with them and make sales happen.

So all of that is waiting for you at www.SoloSalesSuccess.com - pop over there and register before this call is over so you get the specially reduced tuition of \$777 and you get the \$1,000 of consulting time with me, the VIP members-only Facebook group, the two bonus Q&A calls plus the hot seat sales conversation practice call AND the 300 custom sales leads that you select to your exact specifications.

OK let's swing into the next section of our program, which is **creating your VIRO+E enrollment conversations so that more sales happen.**

VIRO+E is an acronym for value, impact, results, and outcomes. The E stands for the emotional payoffs of solving their problems and accomplishing their goals.



And by the way, this VIRO+E concept is not only for enrollment conversations but it's for every aspect of your communications – emails, web pages, program descriptions. I'll even give you an example right from the top of the Solo Sales Success web page because it's a perfect example:

Near the top of the page, you'll see this headline and these bullets...

If you had those 3 nailed, imagine their lasting positive impact on your ability to:

- **Generate** new and better-qualified opportunities
- **Close** more and bigger deals faster
- **Improve** the quality and quantity of your referrals
- **Boost** your word of mouth marketing power
- **Charge** higher fees regardless of the economy
- **Win** more business over competitors who are still using interruption marketing and old-school manipulative sales tactics

Those are outcomes and results. Think in terms of the ultimate end result that YOU create for your clients. Make a list. Jot them down. They don't need to be polished – just write down some key words and short phrases. Those are your silver bullets. Now here's the **impact and emotion** part, near the bottom of that Solo Sales Success web page:

Imagine what your business will look like...

Once you start to consistently deploy your new money mindset, marketing toolset, and sales skillset...

- You'll know exactly the type of clients you want to serve and where to find them
- You'll know what to say and what to send at every step of the sales process
- You'll get laser-focused on how to invest your time, effort, energy and priorities
- You'll be positioned as a partner, not a peddler
- You'll feel extremely confident as your closing ratio skyrockets and your financial worries fade away
- You'll crisply articulate how your programs and services help your clients
- You'll raise your profile with referral sources and key influencers
- You'll do ONLY marketing tasks that you find easy, effortless, and enjoyable
- You'll master a value-first sales process so that prospects feel your confidence, clarity, and control



- You'll feel inspired, supported, and motivated to take action

So again, what are the impact statements and emotion statements around YOUR offering? Confidence, clarity, control? More collaboration, less headaches, fewer disappointments, improved image and reputation, do your clients feel better about their futures? More secure in their jobs? More confident with their skills?

Now, there's a way to do this for a **corporate buyer** – an executive. And there are DIFFERENT triggers for an **entrepreneurial buyer** or small business owner. So if you sell to large corporations, we'd customize this for you. If you sell to small businesses, we'd customize this a different way. There are words, concepts, and triggers that work with one but not the other.

Then, once you have folks interested, offer them a no-strings consultation. For the folks who sign up, do your very best to be of value to them. Help them.

Don't hold back. Give them every ounce of your smarts so they get extreme value.

At the very end of the call, here's your script:

"Bob, before we hang up I have a quick question for you. There are two kinds of people who sign up for these consultation calls. The first type of person wants to get my free advice, insights, recommendations and help on the issues like the ones we talked about. And that's all they want. The second type of person wants the free advice but they're also test-driving what a coaching or consulting relationship with me might feel like. Which camp do you find yourself in?"

If they say #2 – or if they say they are NOW in #2 even though they started the call as #1 – then set up a separate time on their calendar to discuss what a working relationship with you might look like. This is an out-and-out sales call but you're also honoring the intent and boundaries of the no-strings consultation call.

This is about mindset more so than skill set. People are so concerned about what's the script? What's the template of words I need to say to get them to buy my stuff? Here's the secret, folks – they will buy if it serves their best interest, not



yours. Your job is to deliver maximum value during your first exposure to them – whether that’s in a speech, a coaching call, a teleseminar or training class, whatever it might be.

The summary is - Don’t look for ways to sell them your services. Look for ways to solve their problems. It’s not just a word play I’m making here. It’s really about your intent. They can smell a sales pitch a mile away. And they can also pick up the vibe of someone genuinely interested in their success.

In fact, that’s the definition of the term, **trusted advisor** – a trusted advisor is someone who puts their clients’ interests above their own. Plain and simple.

Here’s the dirty little secret – trusted advisors sell more, more easily and more often than the hawkers, the scammers and the shysters. It doesn’t always seem that way in the short term, but it always plays out that way in the long term.

OK, we’re in the home stretch.

Final topic is... Premium sales positioning that brings a steady stream of ideal clients to YOU rather than you chasing THEM. It’s a combination of mindset and sales process and confidence.

A sales process is a systematic path that you use consistently to take your prospects from **initial interest** to **qualified prospect** to **enrollment conversation** to **sold**. In most solo businesses – and certainly when it comes to speaking, training, coaching, and professional services selling – this is not a long, complex convoluted process. It can be as few as three steps on the low end to 7, 8, or 9 steps if you’re selling to a larger organization or a bigger deal. For what we’re talking about – yours could look like this:

1. Initial interest comes via your website, email, a phone call - or even a teleseminar like this one
2. There’s some sort of application process or web form they fill in
3. You use a consultation call to qualify and determine their wants/needs
4. You’ve got a defined decision process with deadlines you give them
5. They make a yes or no decision or follow up with any final questions



There are many variations and flavors of this but you get the idea. It's defined. It's consistent. It avoids prospects disappearing on you or going into sticker shock or otherwise weaseling their way out of making an adult decision. That's what every enrollment conversation is about. Yes or no. In or out. You need to guide and finesse that with confidence and bravery. Here's another tweet for you – especially if you suffer from the epidemic known as “disappearing client syndrome” – “Hang tough before you hang up – not after.” Address the price objection, poke holes in their excuses, defuse their stalls, probe for a decision so that you come across as confident, clear, and as someone who is really out to serve their best interests, not to play sales games and chase them. I hate that. And I teach how you can avoid that so that it never happens to you again.

Here's the last nugget for you – it's the four-part formula for how to invite people into a high-status consultation call that ultimately leads to your enrollment conversation. This is premium positioning because you're sharing your expertise with them – not selling. You're solving. On this call, we'll talk about:

1. Where you are now
2. Where you want to go
3. Removing key obstacles and roadblocks
4. What other people in your situation have done to create success

That's a **proven formula** and it WILL boost your sales success with every consultation call and enrollment conversation you have with prospects.

Now for the gift – whether you decide this is the right time for us to work together in the Solo Sales Success program or not, I want you to have these 4 gifts to help you make 2015 the year you skyrocket your success.

The first bonus gift is your **Marketing Language Bank** workbook which will give you the exact process to craft powerful marketing language that is highly focused and effective in **creating programs, products and services for the EXACT types of clients and prospects** you are trying to reach.

The second bonus gift is the **Interviews as a Marketing Strategy cheat sheet** I mentioned earlier. With these two, you'll be able to quickly and easily create your



perpetual marketing machine so that you wake up every day knowing exactly what you need to do to reach your marketing and sales goals.

Third gift is my referral blurb template that will unlock the floodgates to top quality referrals from your advocates and clients. **And the fourth gift is my list of “17 great answers to “How much do you charge?”** that leads to a more meaningful dialogue around results rather than a transactional price quote.

I want to open up for questions here in a minute but first **here’s the recap on today’s special offer**. If you enroll in the Solo Sales Success program today at www.SoloSalesSuccess.com, you’ll get **TWO bonus 1-on-1 private consultations with me worth \$1,000**, the “First Class” members-only Facebook group, the two bonus Q&A calls plus the hot seat sales conversation practice call AND the 300 custom sales leads that you select to your exact specifications.

To take advantage of this special offer, go to www.SoloSalesSuccess.com and hit that ADD TO CART button. At this point, all you need for **solo sales success** is a HUG. And HUG is an acronym for:

Hunger to **play bigger**

Urgency to **act bolder**

Gameplan to **get better**

Thank you for spending this time with me and I’m looking forward to working with you in the Solo Sales Success program if it’s the right time for you to get going on your evil plans for world domination. I’d love to be on your team to help make that happen.

Now let’s open it up for questions – what questions do you have about what we talked about today or about the 7-week Solo Sales Success workshop itself?

[Q&A]

Thank you, everybody and bye for now!