



THE ULTIMATE SALES PLAYBOOK

How to systematize the sales process so
you can make more money selling stuff

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Prospecting

Prospecting is the method of identifying people or businesses that could have interest in what you're offering.

Your goal is not to sell everyone, but instead to find people with the exact types of problems that your product can solve.

Step 1: Get attention

Step 2: Identify problems

Step 3: Close on a next step



Introduction

Hey __? This is [name] with [company]..?

I'm wondering if you could possibly help me out for a moment?

Reason

I'm not sure who I should be talking to...but I called to see who would be responsible for looking at any possible hidden gaps with your **[situation]**, that could be causing you to **[problem outcome]**.

Who should I be talking to about that?

Qualifying

What we do is we typically work with companies/people that are experiencing:

- Problem A
- Problem B
- Problem C

1. Does any of that resonate with you, or something you've experienced?

2. Which one of those issues is your biggest issue right now?

Close

Would you be opposed to connecting for 10-15 minutes later today or tomorrow to see if we might actually be able to help you with this issue?



Fact Finding

Fact finding is where you ask question to understand the prospect's current situation, and how that compares to where they really want to be.

What you're really doing to identifying problems that they want to solve so you can later show them how your product can help them get what they want.

Step 1: What's their current situation

Step 2: What problems do they have & the impact

Step 3: What's their ideal solution & outcome desired

Step 4: What happens if they don't change?

Step 5: Why is now the right time?



Situation:

- What are you using/doing now for ___?
- What made you decide on that solution when you did?

Problem:

- How do you like what you're using/doing now?
- What would you change or improve, if you could?
- Why change that?
- Has that had an impact on you? -> In what way?

Solution:

- What does your ideal solution look like? ☐
Specific requirements?
- What are you ultimately hoping to accomplish [in this area]?
- What would it do for you to be able to solve this problem?

Consequences:

- What happens if you don't change this? -> Is that what you want?
- Why is now the right time to do this?



Presentation

Your presentation needs to be hyper-focused on what the prospect is looking to achieve...at least at first.

Once you've satisfied the most important thing(s) to the prospect, then you can start suggesting other upsells or packages that they might like as well.

Make sure to continuously check for agreement throughout your presentation to ensure the prospect is understanding, and try not to talk for more than 45 seconds at a time.

And one more thing...present with conviction as if the results are guaranteed.



Transition

Based on what you told me, what we do might actually work for you.

Presentation Outline

Because you know how you said you were dealing with X and Y and Z...

Well we would be able to help you by giving you A and B and C.

So you can [ideal outcome].

Proposal

In order to get you [ideal outcome], the investment will be \$_____

Trial Close

Do you feel like this would get you the results you're wanting?



Negotiation

The negotiation is a collaboration between the seller and buyer to come up with a solution that is good for both sides, with neither side feeling like they lost.

Not all sales require a negotiation, but you will want to have a handful of concessions at the ready for when you need them.

Rather than discounting price, try to come up with 3-4 things that you could throw in that cost you little to nothing, but would be valuable for the prospect.

Focus on the value, not the money it takes to deliver the value.



Alternatives / Options

Always offer alternatives rather than discounting price.

“If money is the issue, I suggest you move down to this lower option. It won’t have XYZ, but it will fit your budget. Would that work”

Give & Take

Never give a concession without getting something in return like starting now, referrals, more future business, etc.

“If you were me, how could I justify giving you this 25% discount?”

“If we give you this, could you XYZ?”

No Money Left

At a certain point you just have to take money off the table.

“I apologize, but I don’t have any more money to give you on this deal.”



Closing

The close is the only point in the entire sales process when actual value is delivered to the prospect, because this exchange point is where the prospect's problem get solved and they get what they want.

Think of the close as the ultimate service you're providing, because this is the only reason the prospect is talking to you in the first place.

The faster the prospect can relieve their pain, the more value that you the salesperson provides.



Trial Closes

“Have you seen enough to make a decision?”

“Do you feel like this would work for you?”

“On a scale of 1-10, how do you feel about this product?”

Direct Closes

“Do you want to get started now?”

“Is there any reason you wouldn’t want to get started now?”

“Would you be opposed to starting today?”

Natural Closes

“So the next step is we collect your payment and then you’ll receive an email confirmation with the next steps so you can get started. Will that work?”

“If it’s appropriate, I can go ahead and get you signed up now so you can start getting [benefit] today. Sounds good?”



Follow-Up

Follow-up is quite humbly the Holy Grail of selling and marketing. Even if you fail at every other part of the sales process, you can still win more deals by having an insane follow-up game.

Follow-up builds familiarity with you, your company and your brand. It shows that you are passionate about what you're doing and how your product helps people.

The keys to follow-up are frequency and value. If you can follow-up more often with valuable content so it doesn't feel like all you want is the commission, you'll win more business than you could imagine.

Follow Up



How Often to Follow-Up

As often as you think of the prospect, and at least every 2 weeks

New Lead: Days 1, 2, 4, 7, 10, 15, 20, 30

Ways to Follow-Up

Phone, Email, Social Media, Text, Video Message, Snail Mail, Memes, Gifs, 3rd Parties

Follow-Up Call Example

“Hey __, it’s [name] over at [company]. I just found this great article on XYZ that I thought you’d be interested in, and I’m sending it over now. By the way, anything else you need before you’re ready to get started?”

Follow-Up Ghosting Email

“Hey __,

Have you given up on this project?”

Follow Up *Continued*



Types of Follow-Up

There are 3 types of follow-up messaging:

1. Offering Service
2. Education
3. Entertainment

Follow-Up Content Examples

Case Studies, Blogs, YouTube Videos,
Memes, Gifs, Ask for Opinions, Event Invites,
Special Offers, New Releases, Reminders

Follow-Up Mistakes

The biggest follow-up mistakes are a result of being desperate for the deal, or not knowing what you're doing.

- “Just following up” or “Just checking in” (no value)
- Not following up often enough or for long enough periods of time
- Only using 1 or 2 forms of media
- Focusing on your product or company instead of the prospect



Objections

For starters, most objections are not real and are just smokescreens for uncertainty. You first want to treat the objection as a complaint, excuse or just a statement that means nothing in reality.

Objections in prospecting are meaningless because the prospect doesn't know you, doesn't know your company, and has no idea how you could potentially help them yet. It's really that there's no trust built yet.

Objections in the close all fit into the below categories:

1. Product
2. Money
3. Timing
4. Trust in You & Your Company
5. Smokescreen
6. 3rd Party Decision Maker



Handling Prospecting Objections

Lack of Interest / Trust

“Yeah that’s not a problem...”

And just so you’re aware, [name], I’m not even sure that I can help you yet. I’d have to know more about what you’re doing now for __, and how that compares to where you want to be, just to see if I could even help you.”

Bad Timing

“Yeah that’s not a problem...”

What’s your timeframe on getting back to me later today or tomorrow just to see if I’d be available for you?”

“I’m not sure if I’d be randomly available, but what I can do is if you have your calendar handy, I can pull up mine and you can book a specific time with me so you don’t have to chase me down and vice versa. Would that help?”



Handling Closing Objections

Clarify: “How do you mean exactly.”

“In what way?”

“Could you tell me more about that?”

“When you say that, what do you mean?”

“Why is that?”

Isolate: “Other than this, is there anything else holding you back right now?”

“If this was solved, would you have any other concerns?”

Resolve: “How do you feel like you can resolve this so you can get [desired outcome]?”

“Would it help if we moved to a different package?”