
\$25,000 FUNNELS

**7 SALES
STRATEGIES**

***TO SELL
MARKETING
FUNNELS***

FOR \$25,000+

Mike Killen, Sell Your Service 2019

7 SALES STRATEGIES

Every time I've noticed a slump in sales, or I wanted to increase sales for our marketing services, we would run through this checklist to understand what was missing.

Without question, every single time we asked ourselves these 7 vital sales strategy questions, we would understand what we needed to work on next and focus on in order to increase sales or even launch a new product.

These questions are asked in order and we can only move onto the next question once we have answered "yes" to the previous question.

Whenever I have noticed a roadblock, or problem preventing us from selling marketing services to customers, it was always because we couldn't answer yes to one of these questions.

The purpose of this guide is to give you access to my top 7 sales strategies, how to understand which to prioritise and tell you how to execute them



7 SALES STRATEGIES

Are we focused on a niche?

Yes: next question

No: define a niche

Are we clear on the price?

Yes: next question

No: set the price

Do we know the future this product will provide?

Yes: next question

No: define the future we create

Are we enthusiastic about the products?

Yes: next question

No: find reasons to be enthusiastic

Have we tried selling to current customers?

Yes: next question

No: make a list of current customers

Are we presenting our proposals live?

Yes: next question

No: do proposals live

Do we agree with the customer?

Yes: get selling

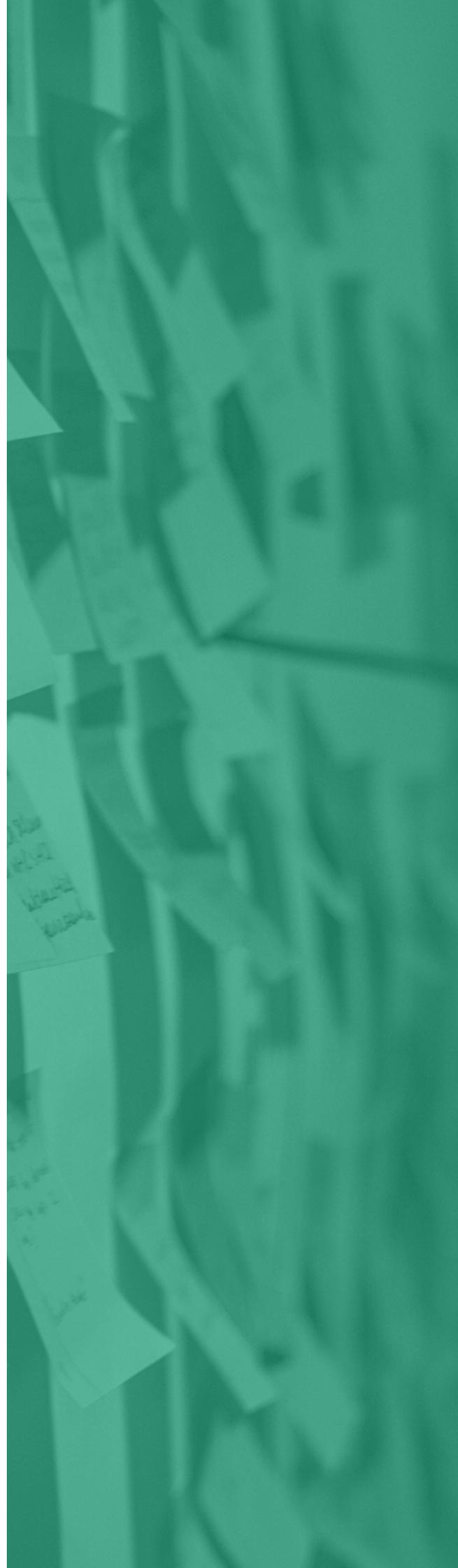
No: "I agree. Sign here"

7 SALES STRATEGIES

Every time we failed to answer all seven of these questions, we would see a lack of sales

Without question these are the seven sales strategies that you need to either focus on or prioritise you want to start selling \$25,000 marketing funnel services, to your clients.

- Are we focused on a niche?
- Are we clear on the price?
- Do we know the future this product will provide?
- Are we enthusiastic about the products?
- Have we tried selling to current customers?
- Are we presenting our proposals live?
- Do we agree with the customer?



ARE WE FOCUSED ON A NICHE?

Do we have a clear idea of who will buy the products and more importantly, who benefits the most from buying this product?

Are we clear on the characteristics, problems, goals, hopes and fears, status and the current situation for someone who would get the most benefit from our products?

We work with...

ARE WE CLEAR ON THE PRICE?

Have we set the price already in order to reach our revenue goals? No sales plan is complete without knowing how many units you need to shift.

If you want to make \$100,000 per year, are you going to sell 4 X \$25,000 funnels? Or 10 X \$10,000 funnels? Until we have set the price and decided what we are going to deliver, we can't go to market.

Our price is...



DO WE KNOW THE FUTURE THIS PRODUCT WILL PROVIDE?

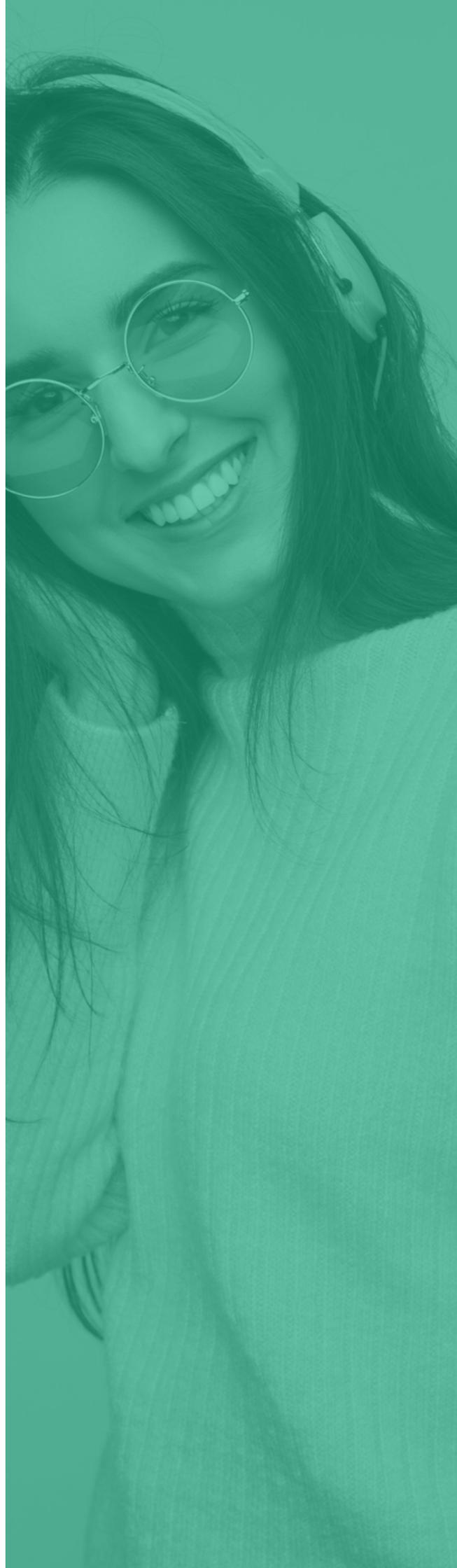
This is usually where we would fall down the most.

Do we understand the potential future the customer will experience, and how their life will be better, after using our products?

What kind of life and average day will the customer have, what kind of emotions will they feel and what kind of lifestyle will they lead after buying from us?

Until we are completely clear on the bright, sunny and easier future that the customer will experience, after working with us, we don't have a sales strategy.

After buying from us, customers can...



ARE WE ENTHUSIASTIC ABOUT THE PRODUCTS?

This is where I find most marketing agencies fall down. They haven't got enough reasons to be enthusiastic about their own products.

"Sales as a transference of enthusiasm" according to Dan Kennedy, Jim Rohn and Zig Zigler. You have to find as many reasons to be enthusiastic and excited about your customer buying as possible.

If you're not enthusiastic, they're not enthusiastic. Start thinking about how much better their life will be in the future after working with you, and how much unnecessary suffering they'll experience if they don't buy from you.

Really dig deep into the illogical, emotional side of the human life of the customer. Such as the emotions they'll feel, the internal philosophical conflicts they are wrestling with and their family and home life. It's easy to get enthusiastic about someone becoming healthier, happier and sleeping better.

We love the product because...



HAVE WE TRIED SELLING TO CURRENT CUSTOMERS?

This is where you can find an endless supply of five figure customers. Almost every time a product launch has failed it's because we haven't focused on our current customers.

Rather than trying to create new products for new customers, we should be trying to create new products for current customers. Even if you only have one customer, you should be having a conversation with them to understand what their goals, desires and problems are. Once you have one five figure customer you continue to sell to them, and help them.

They'll have people in their network worth five figures. If you want an endless supply of customers who buy from you and have the right kind of budget, start focusing on your current customers. And if you only have a handful of current customers, you have no excuse, because you should be getting on a call with them at least once a month.

Our current customers are...



ARE WE PRESENTING OUR PROPOSALS LIVE?

Without a doubt this sales strategy revolutionised our business almost overnight.

Instead of sending the proposal to the customer via an email, we would use the proposal as an online presentation or live and in person.

We use [BetterProposals.io](https://betterproposals.io) as our presentation tool and we would book a call with the customer asking them if we could ask a few more questions in order to send over the perfect proposal.

Because we had already set a price, we're enthusiastic and we know our niche, the proposal would be presented live and it gave us a chance to close there and then on the call. We noticed people were more likely to buy and it was easier to close them.

Our next live proposal is...



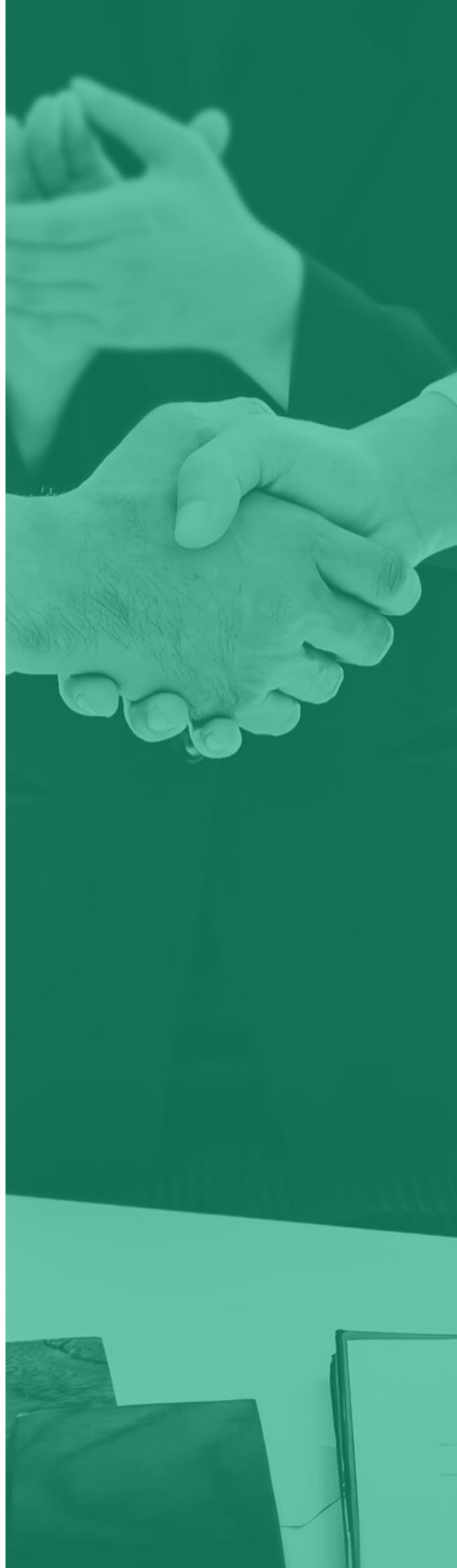
DO WE AGREE WITH THE CUSTOMER?

Finally, are we always on the same side of the table as the customer?

You shouldn't be on opposite sides of the table arguing over details. You're supposed to be on the same side as the customer. And when you're enthusiastic and clear on the future that you can provide and you understand the niche, it's easy to be on the same side of the table.

If the customer says "wow, you guys are really expensive", agree with them. As crazy as that sounds, agreeing with them makes them feel heard and valued. They haven't said no, they're just telling you what you already know. \$25,000 is a lot of money. It's better to accept that and agree with them so that you also demonstrate that you understand the gravity of the situation.

Start agreeing with your customers more and stop trying to be more intelligent or knowledgeable or smarter than them. The more you start agreeing with them the faster your reach agreement.



7 SALES STRATEGIES

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- Have we tried selling to current customers?
- Are we presenting our proposals live?
- Do we agree with the customer?

If you focus on any one of these sales strategies, prioritise them in the correct order I've given above, and keep each one in order, you'll never struggle to make sales.

Especially selling such valuable services as marketing funnels. At Sell Your Service we have three laws of selling marketing funnels.

1. The first rule of selling marketing funnels is, don't talk about marketing funnels
2. Who you work with matters more than what you do
3. Sell futures nor features



\$25,000 MARKETING FUNNELS

As you move through this process, it also acts a bit like a funnel itself. Chances are that your entire business will be focused on a singular niche.

This won't change, or shouldn't change, as frequently as some of the later steps. As you create new products you might need to change the price ranging from small splinter products like \$19 books all the way up to \$100,000 consultation programs.

But the price of the product is unlikely or shouldn't fluctuate. The future that you provide per product really shouldn't change, however as you speak to more customers it's clear that each one of their desires might change.

If you don't understand the future that they want compared to the future you can deliver your struggle to make sales.



DECISION FUNNEL

You of course should be enthusiastic about your entire business. But it might be that you need to get enthusiastic about each individual part of each individual product.

The more reasons you have to be enthusiastic about talking to customers the easier and the more fun you find it is aching sales.

You'll also find there are lots of overlaps, and the reasons you're enthusiastic (or benefits as we call them) will overlap each other and two or three strong benefits will emerge as the core benefits that your business provides.

You should absolutely try to sell to current customers more frequently than your new customers. And if you get into the habit of this, your business will scale and grow much quicker.

You should be presenting every single proposal live and the more you do this and more you want to.



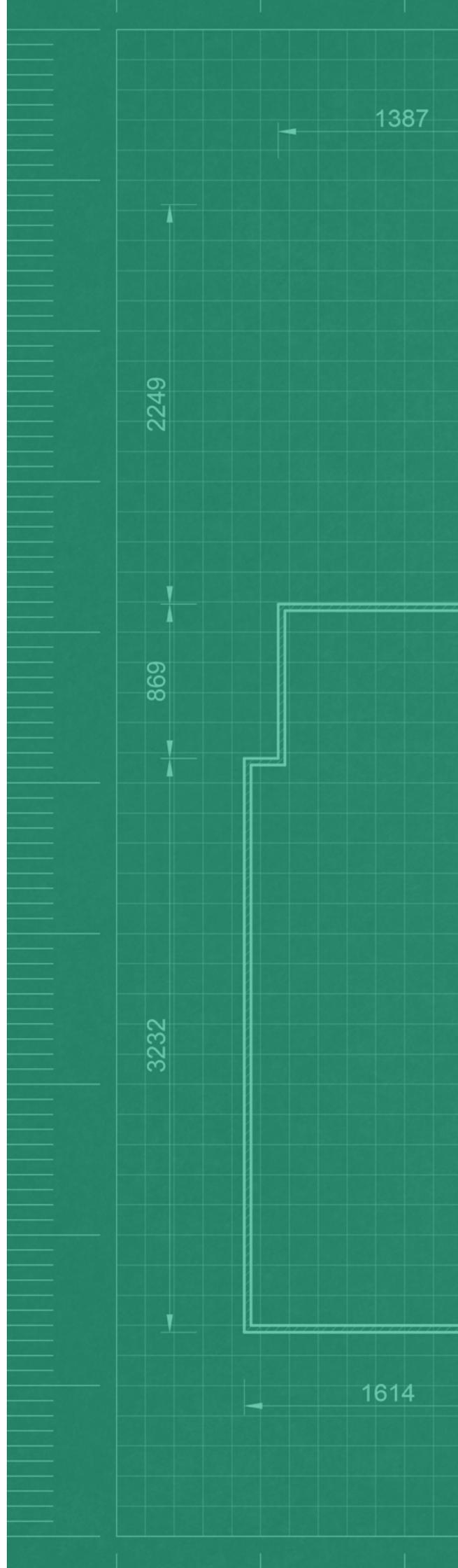
10 WORD CLOSING SCRIPT

And finally, agreeing with each customer will happen with each product, each customer and each interaction with each customer. And it will probably need to be done several times a day.

I want to share with you the 10 word script that customers must hear before they buy a marketing funnel (even if they said no)

I've got some free training available here, that will show you in the time that it takes to drink a cup of coffee, how I doubled my revenue working with only one customer every three months.

>>Learn The 10 Word Script That Customers Must Hear Before They Buy A Marketing Funnel (Even If They've Said No)<<



COURAGE, COMMIT, ACTION

Funnel businesses that are serious about growing the business need to learn to close the customer on the call.

A bit like how I've taught you above to start presenting live in agreeing with the customer.

I want to show you how I do that in just a few minutes.

[Click here](#) to access the free training and I'll see you again shortly.

Have courage, commit, take action

Mike.



Mike Killen, Sell Your Service 2019

7 sales strategies to sell marketing
funnels for \$25,000

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