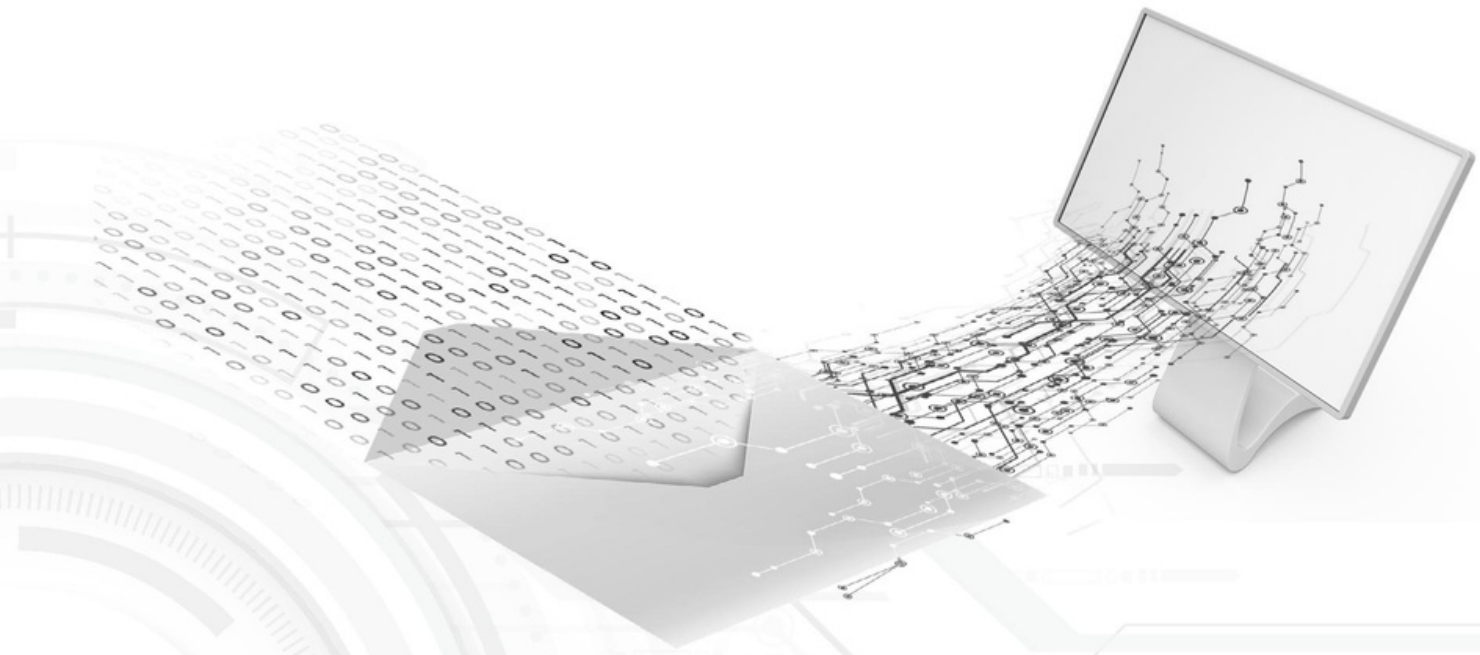
STRATEGIC PROFITS

HIGH PERFORMANCE HIGH-TICKET SALES PLAYBOOK



ABOUT

The Old Myths About High-Ticket Selling Are Dead Wrong. Let's face it...When it comes to selling high-ticket offers, 99% of what's out there is OUTDATED or INCOMPLETE.

Because here's the truth...

What the INSIDERS are doing and talking about behind closed doors is very different from what you see everyone else teaching and talking about.

WHY HIGH TICKET?

This program exists to ensure that you have access to the strategies at the "Insider Level" – BEFORE they get turned into watered-down lemonade.

Because when it comes to high-ticket sales – knowing what's working RIGHT NOW is the key to surviving and thriving.

Just ONE strategy could add six figures or more to your business.

Just ONE strategy could squeeze more revenue out of what you're already doing, just by making a few small tweaks.

It's all about having access to the RIGHT strategies, at the RIGHT TIME, before everyone else does...

Right now, that's EXACTLY what you have at your fingertips!



WHO IS **RICH SCHEFREN?**

You may or may not know his name, but you probably know people who have been coached by him (and the people coached by them).

For years, **Rich Schefren** has been an influential giant in the world of marketing and Internet business strategy, and the visionary behind the groundbreaking platform, Steal Our Winners.

Known as the oracle of Internet Marketing, or the "guru to the gurus", Rich's legacy is far-reaching. He has mentored some of the most successful online business experts, including Ryan Deiss, Russell Brunson, Todd Brown, Alex Jeffreys, Mike Filsaime, and countless more, skyrocketing their revenues by billions and leading to pivotal changes in their businesses.

From the very beginning of his career, he scaled three of his businesses to reach annual seven-figure revenues. His innovative spirit led him to introduce the world's first-ever viral business report in 2005, the "Internet Business Manifesto", which remains a cult classic and brings invaluable insights to businesses to this day.

Rich was unstoppable. He went on to develop the first automated webinar in 2009, which for the first time ever allowed businesses to extend their reach and impact without the constraints of live events. The automated webinar has since become a staple in the marketing industry

In his legendary business journey, Rich has a worldly vision to help transform every aspiring entrepreneur into a successful business owner.

His strong sense of purpose, passion, expertise, and innovative thinking culminated in his current enterprise, Steal Our Winners, where Rich and his team bring in the industry's TOP experts to do in-depth workshops that most business owners pay tens of thousands of dollars to get access to.

Rich Schefren's Steal Our Winners is a testament to his reputation and legacy in the digital marketing world. It serves as a source of knowledge and inspiration for entrepreneurs to excel in the ever-evolving landscape of digital marketing.

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SECTION 1: Prospecting / High Quality Lead Generation

This section explores various digital marketing strategies to attract leads, boost engagement, and increase sales. Learn how to leverage short video explainers, community challenges, free events, workshops, and targeted LinkedIn outreach to generate qualified leads and close more deals.





THE 2-MINUTE LOOM VSL THAT MADE $440,000 FROM HIGH-TICKET CLIENTS

Media buying expert Aleric Heck shares how to use a 2-5 minute Loom VSL to increase client engagement, boost open and clickthrough rates, and attract more qualified leads.

PROBLEM

Without an effective client acquisition strategy, coaches and consultants struggle to consistently attract new high-ticket clients to fuel their business growth. This causes unpredictable revenue and prevents them from scaling up.

SOLUTION

Use a personalized Loom video, limited offers, and a 5-step email sequence to your email list to create a personal touch, reduce sales resistance, and effectively target and convert clients for high-ticket services.

STEPS

1. Craft an "irresistible offer" by following these steps:
    a. Use your expertise to solve a major problem
    b. Create 3-5 pillars (a foundational principle or core component that supports and strengthens a strategy) for your offer
    c. Charge a high ticket price
    d. Identify your "secret sauce" - something that makes your offer unique
    e. Create a sense of urgency by limiting spots or time limits
    f. TIP: Adjust the offer based on how often you tap your list. If you're regularly sending daily emails, consider adding some new features to your offer (1-1 coaching, special bonus, etc). For those who use it less frequently, you can stick with one of your existing offers
2. Use Loom to create a 2-4 minute personalized video
    - The video should directly address your ideal clients, outline the benefits of your offer, and create a sense of urgency by limiting spots
    - Use your computer webcam to make your video feel more personal. Avoid cuts or fancy editing; just speak directly to the camera
    - Get the sample video script from the **"Quick Clients" Sample Scripts Document**
    - Set up a call booking link under the Loom video
    - Send your list (at least 1000 subscribers) an email sequence that invites them to watch your Loom video.
    - TIP: Hide view counts and comments on Loom to add a personal touch.

BENEFITS

- Increases client engagement
- Boost open and click-through rates
- Attracts more qualified leads

CASE STUDY

Aleric Heck used this strategy to generate over $200,000 by targeting his full email list and over $240,000 from a smaller, targeted list of 54 with another offer. Another user, Donna, generated about $80,000 using the same strategy.

SOURCE

Aleric's clients have generated substantial revenues, earning him the Two Comma Club "X" Award. His company, AdOutreach, has also been recognized as the 60th fastest-growing company in America and featured in the Inc. 5000. To learn more about Aleric, visit: **https://aleric.com/**

RESOURCE

The "Quick Clients" Strategy PDF Link

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ABOUT THE CONTRIBUTOR



Aleric Heck is a YouTube Ads Expert & the Founder of AdOutreach. He has been on YouTube for over 12 Years, first growing a YouTube Channel to over 500,000+ Subscribers. Over the last 7 Years, Aleric has taught thousands of Entrepreneurs & Business Owners how to Grow & Scale their business using laser-targeted YouTube Ads. Collectively, Aleric has helped his clients generate over $200 Million+ in sales from YouTube Ads & scaled his own business to over 8 Figures.



TURN LEADS INTO HIGH-TICKET BUYERS WITH MULTI-DAY DIGITAL CHALLENGES

Expert Strategist, Simone Vincenzi shares how to use challenges to build and engage a community, while increasing demand for back-end offers.

PROBLEM

It's better to build a tight-knit community that trusts you first, and then build a business that serves that community. So what's the best way to strike a connection with people, get them to join your cause and eventually become a client or customer?

SOLUTION

Build and engage your community by hosting challenges, then follow-up with relevant masterclasses. Overdeliver on value and be ultra present throughout these digital events so your customers crave your eventual offers on the back-end.

STEPS

- Create a multi-day challenge that overdelivers on value and presence
- Use text message marketing to interact with registrants and remind them when you go live
- Offer registrants a VIP option
- Ensure attendees get a 'quick win' during the challenge
- Offer an upsell to your attendees at the end of the challenge
- Funnel your attendees into a Facebook group to continue fostering the community
- Later in the future, run a 3-hour masterclass focused on a new but related topic
- Offer an upsell to attendees for a back-end offer
- Repeat your challenges and masterclasses to continue building your community

BENEFITS

- Challenges create connections between you and customers
- Allows you to grow a community that buys your offers
- Participants that don't buy right away, usually buy later
- Gets prospects to know, like, and trust you
- Entirely digital strategy without expensive overhead costs

CASE STUDY

Before the pandemic, Simone's business revolved around the idea of ditching online courses and going to in-person events to learn instead. But then he had to pivot into the digital world. He grew and maintained his community by hosting digital challenges and masterclasses on Zoom, making it feel as if they were still live, in-person events. As a result of hosting his second challenge, he converted 12.5% of 800 registrants with his high-ticket upsells. And in his masterclass, 10% of registrants bought his $3,600 upsell.

SOURCE

Simone Vincenzi is the co-founder of Growing Together Exponentially, a vibrant and professional personal development training company that turns experts into authorities. In the past 3 years, GTeX has helped more than 500 experts create profitable businesses globally. To learn more about Simone, visit **https://simonev.co/**.

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ABOUT THE CONTRIBUTOR



Simone Vincenzi, known as The Experts Strategist, is the co-founder of GTeX, Forbes and Huffington Post contributor, TEDx speaker, host of the podcast Explode Your Expert Business, author of 3 life-changing books.



THE FREE EVENT THAT GETS MULTIMILLIONAIRE LEADS FOR YOUR HIGH-TICKET OFFER

Digital marketing expert Anik Singal shares how to use a free 3-day event to attract high-value leads, create excitement for your brand, event, and offer, and obtain market data from ideal prospects.

PROBLEM

Free lead magnets are a proven way to make ice-cold prospects pay attention to you. But many entrepreneurs either create “cheap” lead magnets that turn prospects off or provide so much value that prospects don’t need their paid offers anymore.

SOLUTION

Instead, pre-sell your high-ticket offer with a free high-value, exclusive event. Increase demand for the event with a premium sales page, an application form, and a constantly updating list of all attendees.

STEPS

- Identify the ideal audience for your offer
- When creating your free event, determine the solutions, opportunities, and experiences that would make your ideal audience regret not attending
- Include these in your marketing copy
- Publish four Facebook posts from your personal profile that invite people to attend your free "invite-only" event
- Lead them to a professional-looking sales page that explains:
  - Who the free event is for
  - How many people can attend
  - What it's about
  - What you (as the host) are getting by making the event free
  - Why your ideal audience should attend
  - Who else is attending
  - The curriculum and other details for the event
- Then, take prospects to an application form that asks:
  - What niche are you in?
  - What's your annual revenue?
  - What's the biggest problem when it comes to [the problem your offer solves]?
  - . Why do you want to attend this free event?
- When you review the applications, approve prospects that match the criteria for your ideal audience
- After applicants are approved, add their names and photos (or initials and countries) to your sales page
- Notify attendees if their applications have been approved or declined
- At the event, dedicate a fraction of the scheduled time to pitch your high-ticket offer

BENEFITS

- Attracts high-value leads
- Creates excitement for your brand, event, and offer
- Increases trust and authority
- Gives you marketing data from ideal prospects

CASE STUDY

With this strategy, Anik filled up the 120 slots for his free 3-day mastermind in just 19 days with 4 Facebook posts and a sales page. He even declined applicants who wanted to attend so badly that they started fighting over slots.

SOURCE

Anik Singal is a digital marketing expert and founder of Lurn, a platform for entrepreneurs that provides access to coaches, training, and other resources. He has sold over $65 million worth of info products online, all by just using a computer and simple systems. To learn more about Anik, visit **https://aniksingal.com/**.

RESOURCE

Anik Singal's Free 3-Day Expert Mastermind Sales Page

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ABOUT THE CONTRIBUTOR



Anik Singal is a dynamic young entrepreneur and a highly sought after online business consultant. In 2008, he was among the top three finalists in Business Week's Top 25 Best Young Entrepreneurs in the U.S.. He is the Founder and CEO of Lurn, Inc., which was named an Inc. 500 company for two years straight.





TURN SKEPTICS TO BUYERS WITH A 2-HOUR HIGH-TICKET WORKSHOP

Business growth expert Ted Miller III shares how to use a workshop to attract high-quality leads, boost show-up rates, and increase sales for high-ticket offers.

PROBLEM

Webinars often have a one-way flow of information, which can feel impersonal and may not address an attendee's specific needs. As a result, they get quickly bored or distracted, leading to lower engagement and sales.

SOLUTION

Charge a fee for your workshop and call registrants until at least 12 confirm. Then, encourage active participation and reveal how your content solves their problem. Offer a refund before the pitch. And finally, eliminate sales objections during the close.

STEPS

- Attract serious leads to your workshop
  - Charge a price of $100-$250
  - Call everyone who signs up until 12-20 people confirm
  - (Optional) Hire a closer to do this for you
- Make registrants show up 15 minutes early for your workshop
  - Use this time to pre-frame your content by asking them what their biggest challenges are (e.g., closing more clients, selling higher-priced products, managing time)
  - Then tell them when to expect the solution (e.g., “Hey, Bob, getting new clients is the third thing I cover here today. So I'll address that in about 25 minutes.”)
- Set up rules of engagement like telling attendees to turn their phones off and showing them how to raise their hand and ask questions
- Encourage participation during your workshop
  - Reference your attendees’ biggest challenges when you talk about your content
  - Once you finish your content, ask each attendee, "What were the three most valuable things we covered with you today?"
  - Then anchor the price by asking, "If all you ever did was implement this one strategy to [fix problem], what would that be worth?"
- Before your pitch, ask if they liked the workshop so far. If not, tell them to leave so they can get a refund.
- Overcome their sales objections during your pitch
  - TIP: Associate success with fast-decision making and the lack of it with indecision
  - TIP: Use future pacing to show them how the offer will improve their lives
- Once you've mastered this process, create standard operating procedures (SOP), so you can hire closers, speakers, and salespeople to sell your offer for you

BENEFITS

- Attracts high-quality leads
- Increases workshop show-up rate
- Boosts offer sales
- Reduces refunds
- Can be done repeatedly without significant changes

CASE STUDY

When one of Ted's clients implemented this strategy, they consistently converted over 30% into a $96,000 program with a 2.5 hour workshop. What's more, Ted 10X'D his business when he implemented this model, going from $3 million to $34 million within three years, all while reducing the dependence on gurus to sell their consulting offer.

SOURCE

Ted Miller III is the CEO of TM3. He has worked with over 25,000 entrepreneurs from 24 different countries to double their sales in 12 months and used the same skills to double his company's sales 3 years in a row with his senior business partners, the late, great Chet Holmes and the amazing Tony Robbins. To learn more about Ted, visit **https://tedmiller3.com/**

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ABOUT THE CONTRIBUTOR



Ted Miller III is the CEO of TM3. He has worked with over 25,000 entrepreneurs from 24 different countries to double their sales in 12 months. He not only helped them, he used those skills internally, doubling sales 3 years in a row with his senior business partners, the late, great Chet Holmes and the amazing Tony Robbins.



HOW TO BOOK HIGH-TICKET SALES CALLS WITH LINKEDIN MESSAGES

LinkedIn sales experts, John & Mike Murphy, share their repeatable strategy for using LinkedIn to find ideal prospects, reach out through direct messages, then book high-value sales calls.

PROBLEM

Struggling to generate targeted, high-value leads on LinkedIn? You're not alone. Many businesses today waste countless hours spamming low-quality prospects on LinkedIn, only to get cringeworthy responses - or worse, radio silence. In this action guide, we'll walk you through the proven step-by-step system used by leading LinkedIn experts John and Mike Murphy of Bluestone Partners to help financial advisors, consultants and coaches land targeted meetings with ideal prospects on LinkedIn. Follow these powerful strategies to transform LinkedIn into your own optimized lead generation machine.

SOLUTION

- Identify Your Ideal Client's Pain Points
- Optimize Your Profile to Attract Your Ideal Client
- Craft a Personalized Connection Request
- Follow Up With a Resonating, Intriguing Message
- Guide the Conversation Towards a Meeting
- Scale Your Outreach Through Sales Navigator

STEPS

- Targets high-quality prospects
- Cost effective marketing
- Quickly builds trust and rapport

BENEFITS

Using this approach, John & Mike have helped dozens of clients generate high-value prospecting calls using LinkedIn – including a financial advisor who used this strategy to increase their assets under management by $113 million.

SOURCE

John and Mike Murphy are leading LinkedIn experts who have helped financial advisors, consultants and coaches and over 2,000 targeted meetings with high-value prospects on LinkedIn. Their personalized approach is proven to break through the noise and convert targeted prospects into high-value clients.

RESOURCE

Text Tonality

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ABOUT THE CONTRIBUTOR



John and Mike Murphy are leading LinkedIn experts who have helped financial advisors, consultants and coaches and over 2,000 targeted meetings with high-value prospects on LinkedIn. Their personalized approach is proven to break through the noise and convert targeted prospects into high-value clients.

SECTION 2: Offer Strategy

This section covers a variety of marketing tactics to help you generate leads, qualify leads, and close sales. You'll learn how to use short, targeted messages to validate demand for your offers, create high-converting video sales letters, leverage Google Docs to create engaging sales pages, and use simple chat conversations to uncover customer needs and close deals without picking up the phone.





THE 3-SENTENCE POWER OFFER FRAMEWORK THAT GENERATES 1,823% ROI

The Webinar Agency founder Joel Erway shares how to use 3 simple sentences to test demand for an offer, decreasing wasted time and ad spend on weak ideas.

PROBLEM

Most marketers know that a great offer is critical to making the sale. But because their sales message is often long and indirect, it's impossible to know if a lack of conversions is due to bad marketing or a weak offer.

SOLUTION

Make your offer the first thing people see by placing it in your ad with this simple three-sentence power offer framework. Then, lead to a short video or piece of content so the prospect can quickly make up their mind if they trust you to hop on a call.

STEPS

- Start your power offer with a strong promise: “Attention [avatar], if I offered you [benefit] without [A, B, C hurdles], would you take me up on that?”
- Insert social proof: “We’ve helped [number of people] achieve [benefit] in [amount of time], are you next?”
- Finish the power off with a call-to-action: “Click below to [next step in the funnel (i.e. book a strategy session)].”

BENEFITS

- Reduces time to test offers
- Clarifies your sales message
- Converts any type of medium
- Works for high and low ticket offers
- Grabs the attention of hot or cold traffic
- Fills your funnel with interested prospects

CASE STUDY

Using this power offer framework, Joel helped a client make $250,000 in revenue in just one month on $13,000 in ad spend resulting in 1,823% ROI.

SOURCE

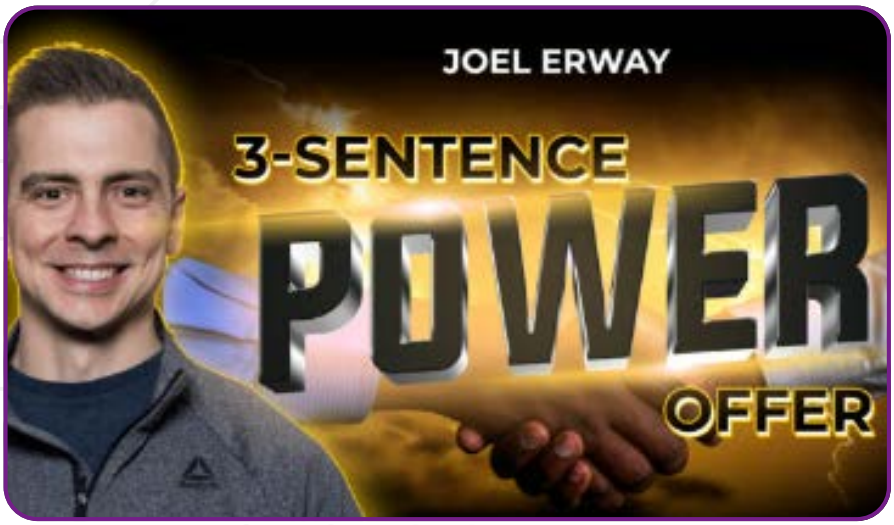
Joel is the founder of The Webinar Agency which has made over $50,000,000 in revenue for himself and dozens of entrepreneurs. He’s also written a book on high-ticket offers, and hosts two podcasts to help people reach semi-retirement. To learn more about Joel, visit **https://www.joelerway.com**/.

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ABOUT THE CONTRIBUTOR



Joel Erway is the Founder of The Webinar Agency and, after a stint as a mechanical engineer, found himself falling in love with sales. He took a leap of faith and hired Russell Brunson to help him transition into entrepreneurship. He now helps other entrepreneurs development 7-figure webinars.



$2.5 MILLION PER MONTH WITH A 5-MINUTE VSL

Expert high-ticket closer Cole Gordon shares how to use a 5-minute VSL to increase lead quality, and close prospects faster, while using less time than creating conventional VSLs.Cole Gordon eps.

PROBLEM

Writing a long-form video sales letter (VSL) can work like gangbusters in saturated markets. But a 90-minute VSL script often takes weeks to write, they're easy to mess up, and they slow down the testing and optimization process.

SOLUTION

Make a compelling, direct offer right away using paid ads and an opt-in page that includes a 5-6 minute VSL. Then, have sales reps call every prospect that watched the VSL and provide more information about the offer.

STEPS

- Create a 5-minute VSL using the following structure:
  - Call out the audience (e.g., “Attention freelance copywriters.”)
  - Make a big claim (e.g., “We’ll show you how to start making $10K per month in just 90 days no matter what your experience…”)
  - State your guarantee (e.g., “We’ll refund every penny if you’re not satisfied.”)
  - Elaborate on what you do (e.g., “What we do is [how you help clients].)
  - Promise three results (e.g., “We'll help you X, we'll help you Y, and we’ll help you Z.”)
  - Restate the guarantee
  - Mention a case study that demonstrates social proof (e.g., “We work with people like [names of gurus].”)
  - Provide “living proof” the strategy works for you and your business as well (e.g., “In fact, we’ve used the same strategies to grow our business from $X to $Y in monthly revenue in only Z months.”)
  - Soft call to action to book a call (e.g., "If that's all you need to hear, and you want to book a call, you can book it down below, but if you want to hear why this works so well, I'm going to tell you the single biggest reason why.")
  - Explain that mechanism of how your offer helps clients (e.g., “Here’s how we do it - [explain your process].”)
  - Call to action to book a call
  - Include more social proof by mentioning three more of your best case studies
  - Final call to action to book a call
- Drive traffic with paid ads that are an abbreviated version of your VSL
  - Don’t mention the mechanism
  - Only include one call to action that directs prospects to to click the ad to learn more and book a call

- After prospects click on the ad, send them to an opt-in page that plays your 5-minute VSL and includes a form to collect their name, phone number, and email address
- Have phone sales reps call every prospect that entered their information (e.g., "Hello, [name of prospect], this is [name of setter and company]. I'm calling about the [VSL offer] you recently responded to. Do you have 5 minutes so I can give you some more information?")
- (Optional) Test your direct VSL against a version that includes a new intro (e.g., a story lead)

BENEFITS

- Takes less time to write than long-form VSLs
- Speeds up offer testing
- Shortens time to get prospects on the phone
- Increases lead quality

CASE STUDY

Using this strategy, Cole created new funnels for two of his offers in just four days, which then went from $150,000 per month in August 2020, to $2.5 million per month in November 2021.

SOURCE

Cole Gordon is the owner of Closers.io, an agency that helps CEOs, managers, and entrepreneurs in the online high-ticket services industry recruit, hire & train the best phone sales reps in the business. He's done over $30 million in annual sales with elite clients including Tony Robbins, Dean Graziosi, Jay Abraham, Todd Brown, and Agora Financial. To learn more about Cole, **visit http://closers.io**.

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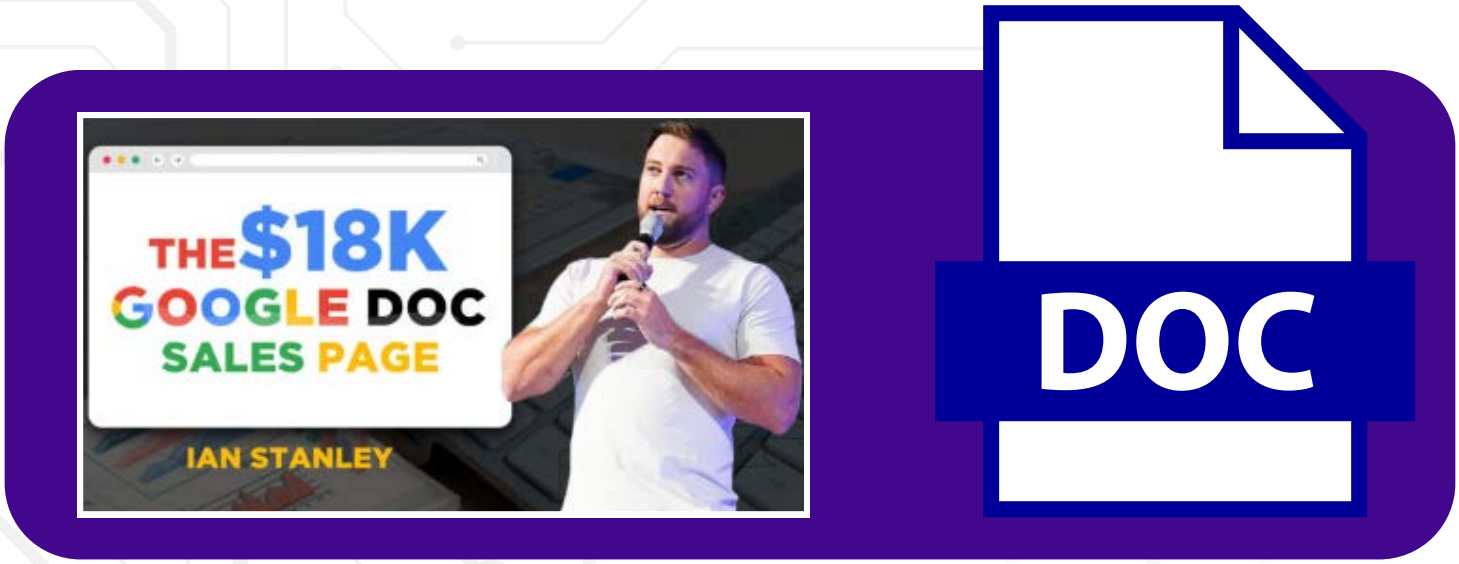
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ABOUT THE CONTRIBUTOR



Cole Gordon is an American entrepreneur who is a sales training guru. He is the founder of closers.io and remote closing academy. Cole primarily helps individuals and businesses excel in sales, ultimately boosting their revenue. What sets him apart from other trainers is his unique training system.



THE GOOGLE DOC SALES PAGE THAT MADE $18K IN 5 MINUTES

Ian Stanley shares how to use “Google Doc Sales Pages” to promote offers in an informal, entertaining, engaging, and completely novel way.

PROBLEM

Whenever a new format for promoting offers emerges such as HTML sales letters, VSLs, and automated webinars, conversion rates soar. But eventually, even the hottest new format fatigues, leading to stalled conversions and lower revenue.

SOLUTION

Place sales copy into a Google document. Then, include entertaining GIFs, memes, and VSL screenshots throughout the document to add informality, boost engagement, and build connection with prospects.

STEPS

- Place your sales copy into a Google Doc
  - Use a headline that doesn't reveal the offer so you can increase open rates
  - Keep the overall look basic for added informality and better performance
- Find entertaining GIFs, memes, and VSL screenshots to place throughout your Google Doc
  - Go to Giphy to find GIFs from popular shows so you can create an unconscious connection with your reader
  - Go to Google Images to find memes your target market will find humorous and entertaining to build even more connection
  - If you have an existing VSL, take screenshots of compelling images and place overlaying text on the screenshot to add entertainment and value
  - Place one GIF, meme, or VSL screenshot per page
- (Optional) Create a "Choose Your Own Adventure" document
  - Create a separate, one-page Google Doc with links to several other sales page your readers can click on, based on their interests or situation (e.g., "I'm a freelancer" or "I'm an affiliate marketer")
- Create a separate, one-page Google Doc with links to several other sales page your readers can click on, based on their interests or situation (e.g., "I'm a freelancer" or "I'm an affiliate marketer")
  - When they click on the link, they go to a unique Google Doc page based on their selection
  - Link all sales page options to the same checkout page

BENEFITS

- Boosts conversions
- Takes minutes to set up from scratch
- Eliminates need to hire a web designer or funnel builder
- Improves deliverability in Gmail
- Increases open rates
- Provides entertainment value
- Builds trust and social proof
- Easy to modify and test

CASE STUDY

To sell his high-ticket mastermind, Ian created a simple Google Doc that promoted the event and linked to a basic Stripe checkout page that didn't include any upsells or testimonials. Then he shared the Google Doc with a single Facebook post that generated $18,000 in only 5 minutes.

SOURCE

Ian Stanley runs **Almost Passive Income**, an online business that teaches aspiring entrepreneurs how to make more money in less time while having fun. Over the years, he's sold well over $100 million in products and services online. He's also the author of Confessions Of A Persuasion Hitman and a stand-up comedian. To learn more about Ian, visit https://feedthewolf.com.

ADDITIONAL RESOURCE

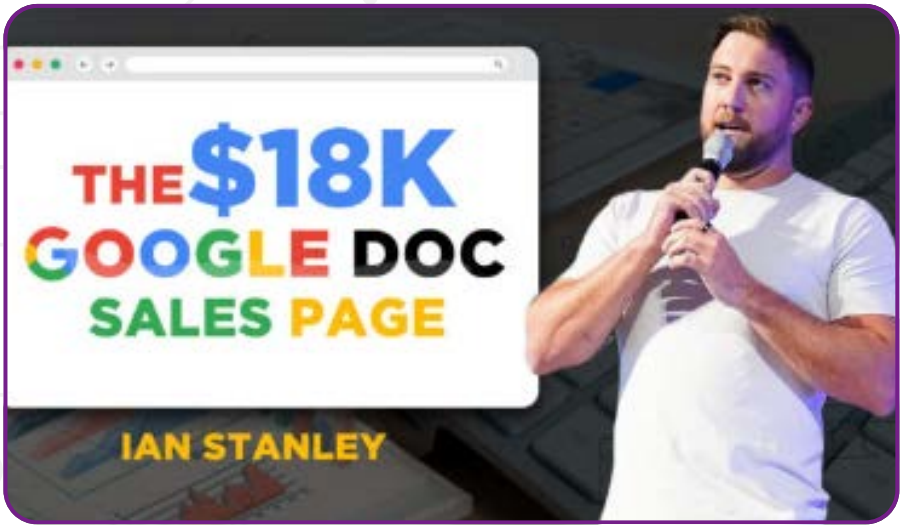
Why Google Doc Sales Pages Work So Well

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ABOUT THE CONTRIBUTOR



Ian Stanley is an entrepreneur, standup comedian, and copywriter (though he never calls himself that; I'll tell you why in a minute.) He's been entrepreneurial since childhood, but since his start in the online business world, he's made over $100 million dollars selling products and services.



CLOSING $150K+ PER MONTH IN HIGH-TICKET SALES WITHOUT PHONE CALLS

Serial entrepreneur and mentor Scott Oldford shares how to use simple chats to uncover market desires and close leads without getting on the phone.

PROBLEM

If you have a high-ticket offer, you may feel that the only way to grow is by building a massive sales team and filling your calendar with high-pressure calls. But what if you're an introvert who hates speaking on the phone? Or you don't have time to devote to hours of sales calls a day?

SOLUTION

Use Scott Oldford's proven framework to bond with prospects through chat or text, learn their goals and struggles, then lead them to an offer that solves their problems.

STEPS

- Create marketing content that gets prospects to know, like, and trust you
- Add an intake form as a call-to-action throughout your various content channels (i.e. social media, webinars, email lists, etc.)
- Read the prospect's intake form
- Send them a quick message confirming their phone number
- Open the text conversation by building rapport
- Clarify their current situation and the obstacles that are holding them back
- Ask questions about their vision and where they want to go with their business
- Give your top three recommendations about what the prospect can do over the next six months to reach their goals
- Ask if your recommendations are aligned with their vision
- If the prospect is a good fit for your high-ticket program, send them a Google Doc containing the details of your offer
- (Optional) Send loom videos and testimonials to give them more context
- Get a commitment that they'll get back to you
- If the prospect doesn't respond, follow up within three days
- If the prospect is not willing to move forward with your high-ticket offer but is still interested in working together, send them a voice message to either address their objections or lead them to another offer

BENEFITS

- Close more high-ticket sales
- Less stress than phone calls
- Easier to train text support
- Prospects don't feel like they're being "sold to"
- More scalable than a phone team

CASE STUDY

Scott and his team have not made a sales call in his multimillion-dollar business in over two years. By using this framework, one of his clients was also able to multiply their 30-40k monthly revenue five times over without the need for sales calls or even a sales team.

SOURCE

Scott Oldford is a mentor, investor, and advisor for successful online businesses. He's also the creator of The R.O.I Method, The 6 Pillar Framework, and REwired, all systems that help entrepreneurs scale their business and generate sustainability. Scott's work has been featured online in Forbes, Inc. SUCCESS, Entrepreneur, Money Magazine, Business Insider, and ABC. To learn more about him, visit: **https://scottoldford.com/**



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ABOUT THE CONTRIBUTOR



Scott Oldford is a mentor, investor, and advisor for successful online businesses. He's also the creator of The Relevancy, Omnipresence and Intimacy Marketing & Sales Method, 6 Pillar Framework, and REwired, all systems that help entrepreneurs scale their businesses and generate sustainability.

SECTION 3: Phone Sales & Appointment Setting

This section reveals a 6-step process to skyrocket conversions and handle objections like a pro. Get proven lead-magnets and ditch the pressure with a personalized two-call close that builds lasting connections.





6 STEPS TO INCREASE PHONE SALES BY 566%

Expert closer Cole Gordon shares how to use his 6-step conversion to boost close rates, overcome financial objections, and turn a payment plan into a “bargaining chip”

PROBLEM

Closing a prospect on the phone for a high ticket offer is a difficult challenge when they’re strapped for cash. So how do you beat their financial objections, close the deal, and still collect as much money as possible upfront?

SOLUTION

Close the prospect by maintaining control over the conversation and positioning your payment plans as negotiating leverage.

STEPS

- State the investment for your offer
- Ask a “tie down” to ensure their are no uncertainty-based objections about the offer
- Ask the tie down a second time
- Ask permission for an “honest conversation” about their financial situation
- Ask about their incoming cash, expenses, cash-on-hand, and credit details
- Hold them accountable OR pitch the payment plan

BENEFITS

- Increases close rates
- Maintains leadership of the conversation
- Overcomes prospects’ financial objections
- Turns a payment plan into negotiating power without seeming like you’re giving them to everyone

CASE STUDY

During a sales training, Cole taught this strategy to a salesperson who then went from closing $15,000 per month to over $100,000 per month in sales.

SOURCE

Cole Gordon owns a sales recruitment & training agency helping entrepreneurs delegate sales calls so they can scale their companies to multiple 7-figures. He has done over $5M in sales in the past 2 years (averaging 400k+ in yearly commissions) as a full-time sales rep selling to industries such as coaching, consulting, digital agencies, real estate, mortgage, financial services, insurance, and more. To learn more about Cole, visit **https://www.facebook.com/groups/735269420245203/**.

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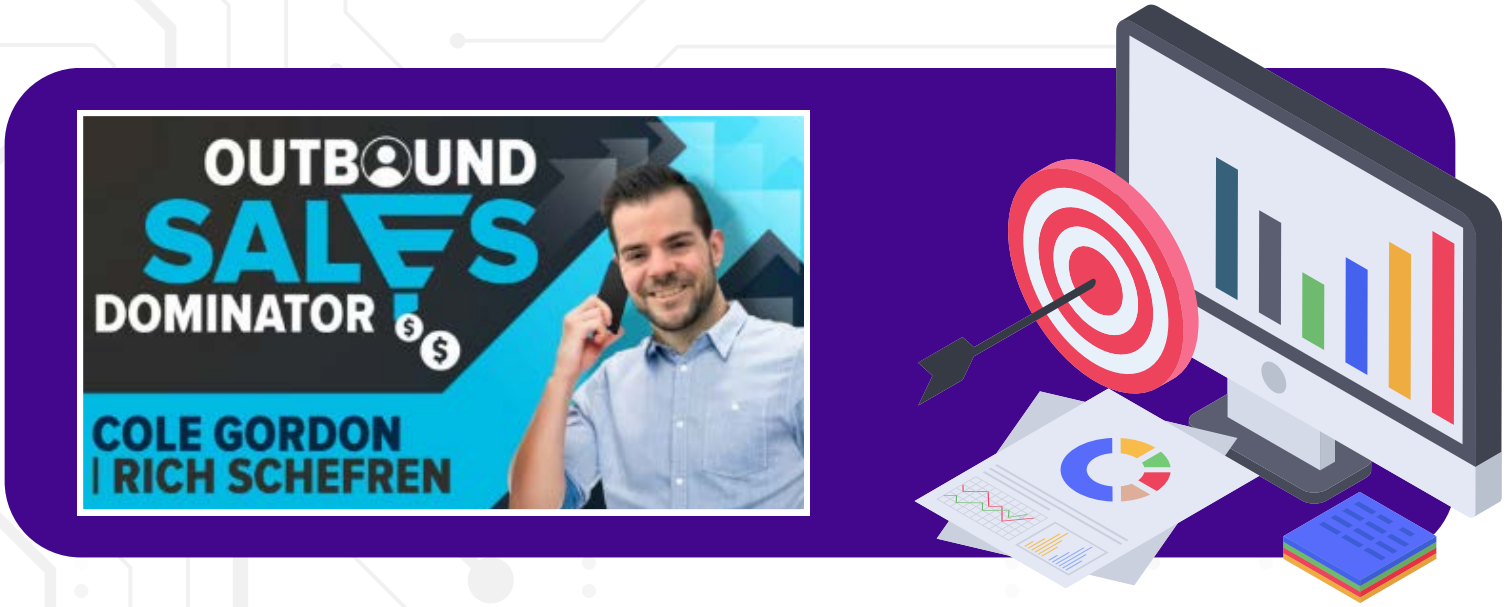
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ABOUT THE CONTRIBUTOR



Cole Gordon is an American entrepreneur who is a sales training guru. He is the founder of closers.io and remote closing academy. Cole primarily helps individuals and businesses excel in sales, ultimately boosting their revenue. What sets him apart from other trainers is his unique training system.



DOMINATING OUTBOUND SALES WITH 4 PROVEN APPOINTMENT-SETTING FUNNELS

Expert salesman Cole Gordon shares how to use any of his 4 proven appointment-setting funnels to get qualified prospects, initiate sales calls, and convert leads reliably.

PROBLEM

Due to rising competition and ad costs, many heavy hitters in the industry are building outbound sales teams so they can call leads, follow-up, and acquire them as customers at a higher rate. But what are the best ways to leverage an outbound sales team within a funnel so you can be less dependent on the performance of ads?

SOLUTION

Create an outbound sales team using any of Cole's 4 proven appointment-setting funnels to initiate sales calls and convert leads.

STEPS

- Create one of Cole's 4 proven appointment-setting funnels inside the PDF in the bonus section below
  - Dualflow VSL Funnel
  - Group Funnel
  - Manychat funnel
  - Low-ticket Funnel
- Position your "setter call" as a customer service conversation so you can help customize their experience
  - Send them some free resources to help them
  - After they accept the resources, start asking them questions while they're still on the call
  - Give them recommendations
  - Set a date for a future call on your closer's calendar
- With a content marketing strategy, continue grow your Facebook group, email list, and list of leads, etc. as assets
- Follow-up with leads by telling them to check out your upcoming content
- Close the lead over the phone during your closer's appointment
- When necessary, repeat the nurturing process by calling your list of previous leads

BENEFITS

- Little used sales and marketing channel
- Increases return on ad spend
- Decreases costs per lead
- Mitigates ad volatility
- Increases profit margins
- Gives you more room to scale
- Produces outbound leads that are more likely to close than inbound leads
- Increases likelihood of qualified leads that show up to appointments
- Content marketing sets you up for successful, value-first follow-up with leads
- Gives you a competitive advantage

CASE STUDY

Cole uses these strategies to fuel the companies of his 8-figure clients. In one instance, he increased a VSL funnel's conversions by about 400%. And overall, his outbound leads are about twice as likely to convert over the phone than inbound leads.

SOURCE

Cole Gordon owns a sales recruitment & training agency helping entrepreneurs delegate sales calls so they can scale their companies to multiple 7-figures. He has done over $5M in sales in the past 2 years (averaging 400k+ in yearly commissions) as a full-time sales rep selling to industries such as coaching, consulting, digital agencies, real estate, mortgage, financial services, insurance, and more. To learn more about Cole, visit **https://www.facebook.com/groups/735269420245203/**

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THE 2-CALL “NO-PRESSURE” SALES FORMULA THAT CLOSED 82%

Traditional "one-call closes" are seen as too pushy for some prospects. Two-call closes reassure prospects that you see them as more than a number by gathering information first and then scheduling a follow-up call.

PROBLEM

Using a “one-call close” can work extremely well with an experienced phone closer and the right offer. But this aggressive approach may be perceived as too high-pressure by some prospects, resulting in lower call bookings, show-up rates, and closing rates.

SOLUTION

Invite prospects to participate in a market research call in which you ask questions, gather information, and avoid coaching or selling at all times. Then, at the end of the call, schedule interested prospects for a follow-up call so they can learn about your offer.

STEPS

- Invite prospects in your network to participate in a market research call
  - Use Messenger or SMS to connect with people in your network
  - Say that you're working on a new product and need advice to gain insight before moving forward
  - Reassure prospects that this will not be a sales call, but a market research call to gather information and will only take 15 minutes
  - Schedule the call right then if they agree to help you
- Once you start the call, remind the prospect that it's only for market research and to gather information
  - Tell them you're going to ask the question and let them talk so you don't influence their answers.
  - Inform them you might have a few bonus questions based on their answers
  - Assure them you'll stay within the time frame as discussed
- During the call, ask these 7 questions to help discover your prospects' problems related to your niche
  - "What are you struggling with?"
  - "What keeps you up at night?"
  - "What are you afraid of?"
  - "What are you angry about? Who are you angry at?"
  - "What are your top 3 daily frustrations?"
  - "What do you know about [insert topic]?"
  - "What do you think when you hear [insert topic]?"
- Towards the end of the call, dig deeper with follow-up questions (e.g., "Why is that? Tell me more.")
  - TIP: Avoid "coaching" the prospect at this point
- At the end of the call, if the prospect asks about your offer:
  - Thank them for their interest
  - Tell them you're not ready to talk about your offer
  - Provide a time frame for when you'll be ready (e.g next week)
  - Schedule a sales call right then and there

- At the end of the call, if the prospect doesn't ask about your offer:
  - Reveal your offer
  - Thank them for helping you
  - Mention you'll go through their data
  - Ask if they'd be interested in hearing about the data once you're done going through it
  - Schedule a sales call
- (Optional) Once you've done 10 market research calls, add the following questions to future calls to dial in your offer:
  - "Over the course of the past year, what has been your most present, persistent problem?"
  - "How do you currently solve this problem?"
  - "What happens if you don't solve it?"
  - "What would your dream solution look like?"
  - "If I could waive a magic wand for you and solve this, what would I do?"
  - "Would that be worth paying for, and if so, how much?"

BENEFITS

- Increases call bookings
- Boosts call show-up rate
- Improves closing rate
- Gathers critical market research info
- Improves offer clarity

CASE STUDY

Using this strategy, one of Brad's clients reached out to 25 prospects, booked 20 market research calls, converted 17 of those calls into sales calls, and closed 14 clients, an 82% closing rate.

SOURCE

Brad Hart is the Founder of Make More Marbles and bestselling author of “The 8-Minute Mastermind.” He’s hosted masterminds all over the world and helps others build mastermind groups as well to increase their income and impact exponentially. He’s also a founding member of the Knowledge Business Blueprint (KBB) speaking/training team led by Tony Robbins and Dean Graziosi. To learn more about Brad, visit **https://8minutemastermind.com/**.

RESOURCE

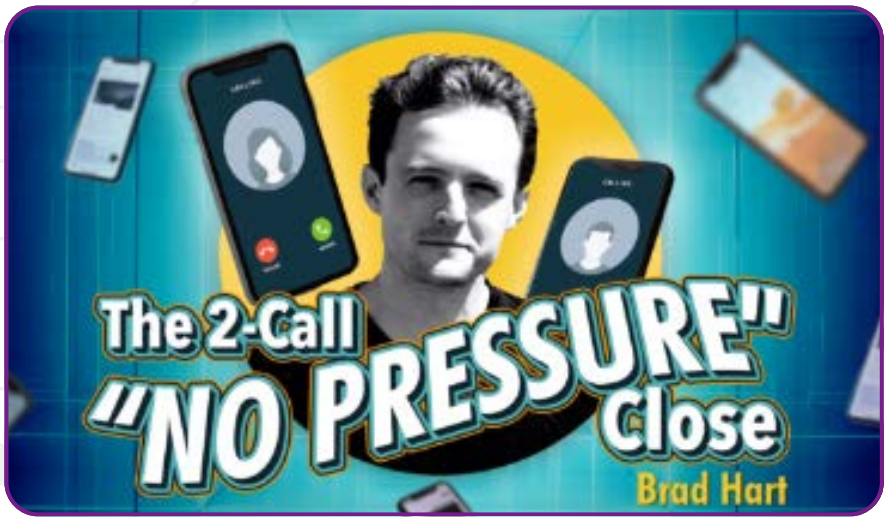
How To Do Market Research And Generate Leads

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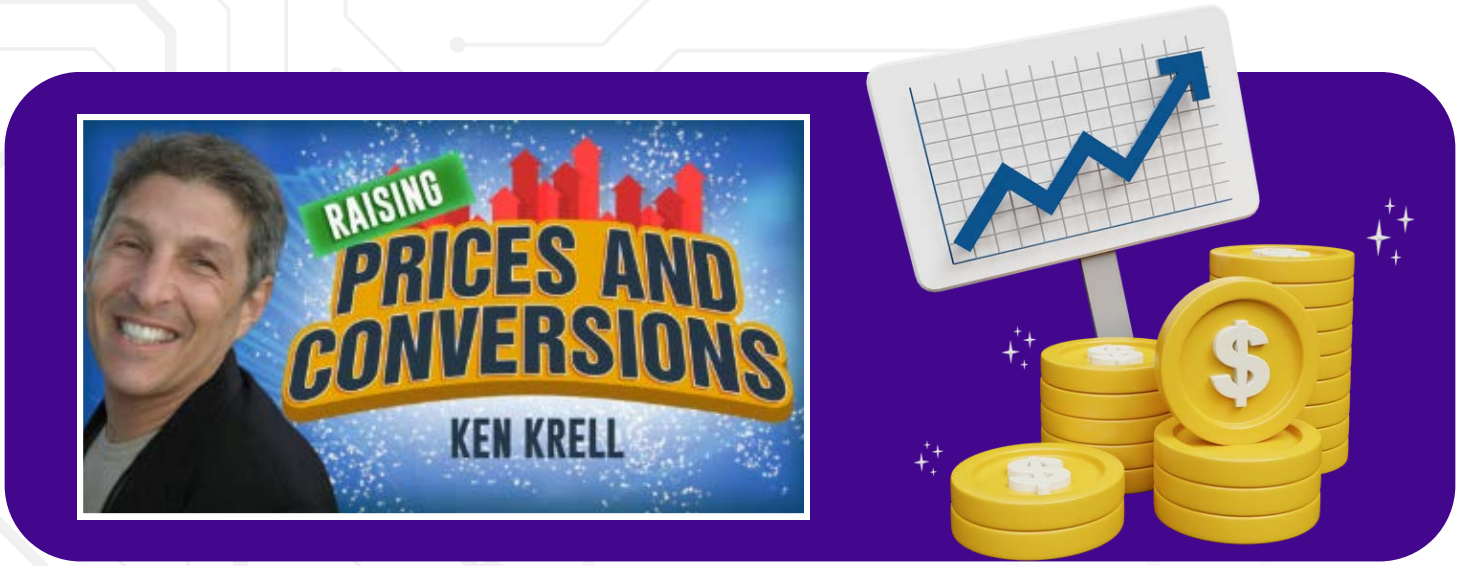


With 20 years as an entrepreneur and 16 years managing wealth under his belt, Brad is committed to helping entrepreneurs and investors reach their full potential, so they can focus on solving the grand challenges of our time.

SECTION 4: Increase Pricing / Reduce Refunds

This section we learn how to use interactive elements like calculators to personalize offers, showcase ROI, and skyrocket high-ticket conversions.





HOW TO RAISE YOUR HIGH-TICKET OFFER PRICE WHILE BOOSTING CONVERSION RATES

Niche marketing expert Ken Krell shares how to use a custom calculator questionnaire during presentations to boost high-ticket conversion rates and generate high-quality leads.

PROBLEM

Since the pandemic, stage presentations that used to be live and engaging have been forced to move online. And many marketers trying to sell high-ticket offers stress because they don't get the intimacy and conversion rates that come along with in-person events.

SOLUTION

Create an interactive experience with your audience at digital events by designing a personalized calculator questionnaire that attendees will use during your presentation. This tool uses their own numbers and data to project the revenue they can generate from your program which makes the investment a no-brainer

STEPS

- Use a template from Outgrow.co to create a personalized interactive calculator
- Determine which questions to ask in the calculator based on the ways your offer increases revenue for them
- (Optional) Automate the interactive calculator by adding a video explaining what you're asking people to fill out and embed it into your website or marketing campaign
- (Optional) Test your calculator first with a couple of prospects to see how it plays out before using it for a virtual event
- During the event, build rapport and direct attendees to a QR code to access the personalized calculator to crunch their numbers
- Guide your audience through each step of the calculator and use each question as a teaching point (i.e. help them see their value to charge a minimum of $10k for their high ticket offer)
- For participants whose estimated revenue is below $50k, coach them on how they're thinking too small and uplift them to a new level
- For participants who calculated numbers higher than $100k, drive them to a strategy call to close the sale (since they used their own numbers and can see the immense value in your offer, they should sell themselves on the close)
- Implement an automated follow-up sequence via email or text messages from the info each person gave in the calculator
- To collect lots of testimonials at the end of the digital event, tell everyone you want to gather testimonials to use in promos and ask the remaining people to answer these 2 questions one-by-one on camera:
    - What were your takeaways?
    - If someone asked you about this event, what would you tell them?

BENEFITS

- Boosts high-ticket conversion rates
- Generates high-quality leads
- Collects testimonials
- Gathers customer data for lead gen
- Works for all types of high-ticket offers

CASE STUDY

Before using this strategy, Ken's $10,000 offer was generating conversion rates of 22-25% consistently. After he implemented the interactive calculator, he increased the price to $50,000 while generating conversion rates between 29-39%.

SOURCE

Ken is the Founder & Executive Director of The Institute for TotalPreneurship and helped develop Live ConferenceTV. He also has a high-ticket program called PRIDE the helps people rock their own stage and Produce Ridiculously Irresistible Digital Events. For over 30 years, he's helped thousands of entrepreneurs build their ultimate business lifestyle while making it fun, fulfilling, and abundantly profitable. To learn more about Ken, visit **https://www.liveconferencetv.com/pride**.

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ABOUT THE CONTRIBUTOR



Ken is the Founder & Executive Director of The Institute for TotalPreneurship and helped develop Live ConferenceTV. He also has a high-ticket program called PRIDE the helps people rock their own stage and Produce Ridiculously Irresistible Digital Events. For over 30 years, he's helped thousands of entrepreneurs build their ultimate business lifestyle while making it fun, fulfilling, and abundantly profitable.

WHAT IF YOU COULD SWIPE THE MOST SUCCESSFUL BUSINESS STRATEGIES IN EVERY AREA OF BUSINESS?



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Become a member now so you can immediately swipe and deploy these strategies to grow your business today! As I said in the beginning...

My years of experience in the industry have allowed me to build an incredible network of industry top experts...

And at my invitation, they are willing to share their best-kept trade secrets that no one else has caught wind of yet.

A usual mastermind would charge you up to $100,000 per year just to listen to one of these experts...

yet they willingly share their secrets on my platform. For FREE. Just imagine having experts like Todd Brown, Ryan Levesque, and Scott Oldford teaching you how to write a killer copy that rakes up millions in one shot... ...

Or having myself, Mike Filsaime, and Jeff Walker showing you why your way of building funnels is not working anymore, and the one thing you can do to turn it around...

All of this is available in 300+ episodes available on Steal Our Winners. And you can claim them all by becoming a Steal Our Winners member today.

I am confident to say that Steal Our Winners is the world's easiest, most affordable way to learn the latest money-making secrets online...

Each week, join me and these industry leaders as we unveil the most current marketing tactics and strategies that are working today. As a member, you'll discover winners in...

- **EMAIL MARKETING**
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- **OFFER CREATION**
- **FUNNEL DESIGN**
- **AUTOMATION**
- **AFFILIATE MARKETING**
- **LEAD GENERATION**
- **PHONE SALES**

In each episode, I specifically made a point of giving you actionable strategies that are currently delivering results.

In every episode of Steal Our Winners, the contributors and I will address:

- An **URGENT**, ONGOING PROBLEM in the marketplace...
- The **EXACT STRATEGY** to solve this problem...
- A **STEP-BY-STEP PLAN** for easy execution and implementation...
- The **BENEFITS** you get from this strategy...
- And a real **CASE STUDY** of this idea in action.

Now, 300+ episodes seem like a lot... And it might feel like you just won't have time to watch them all.

So I've thought of a way for busy entrepreneurs like yourself to consume these 300+ episodes as quickly and efficiently as possible.

Steal Our Winners offers additional resources for busy entrepreneurs to flexibly consume in any circumstance:

- Video Interviews: Comprehensive interviews ranging from 30 to 90 minutes, unpacking each strategy with additional tips for effective application.
- Action Guides: Streamlined, easy-to-follow guides, enabling quick comprehension and dissemination within teams.
- Audio Recordings: Accessible recordings for on-the-go learning.
- PDF Transcripts: Complete episode transcripts for those who prefer reading and detailed study.

Again, I'm doing all this because of my dream: I want to help transform every aspiring entrepreneur into a successful business owner.

All I'm asking for is a small fee to cover our operational costs.

And since I hate when companies make it nearly impossible to cancel a membership once you sign up for a subscription (which I'm sure you do too), I won't let that happen to you.

We created an easy-to-use membership site where you can quickly cancel your subscription or update your billing information at any time.

There's no hidden fee.
No shenanigans.
If you don't enjoy our service, we'll give you your money back.

I'm only saying that because I'm THAT confident in the values Steal Our Winners provides.

Once you get a taste of it, I'm sure you won't ever consider going back. So click the button below to get started and get access to 300+ episodes of Steal Our Winners right away



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GET ACCESS TO OUR EXCLUSIVE 1:1 COACHING PROGRAM AS A STEAL OUR WINNERS MEMBER

With Steal Our Winners, you've got every tool available to you: From lead gen, email, affiliate, SEO, copywriting, and funnel designs...
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If you're someone with low commitment...
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If you have the tendency to quit when things get hard...
Then you can click back now.
This program is not for you.

This **EXCLUSIVE, INTENSIVE** coaching program is reserved for ONLY those who are serious, resilient, and determined to drive MASSIVE growths to their businesses.

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1X/ MONTHLY ROADMAP (RX) XCELERATOR COACHING CALL + Q&A WITH RICH	1X/ MONTHLY HOT SEAT MARKETING REVIEW + Q&A WITH FELICIA PAGESH	4X/ MONTHLY "STEAL OUR WINNING TEAM" WEEKLY OFFICE HOURS
Get Rich's Curated Roadmap Of SOW Strategies To Use, In The Order To Use Them - Tailored Uniquely For Your Business. Interactive W/ Q&A.	Submit A Funnel Or Marketing Asset For Expert Feedback And Live, Interactive Hot Seat Review – Massive Takeaways!	Meet With Our Executive Team Members To Get Your Questions Answered! Includes Tech CTO, Copywriting & Operations & Joint Venture Strategy

1X/ MONTHLY "FIRST TO KNOW, PRO" INSIDER	1X/ MONTHLY "FIRST TO KNOW, PRO" INSIDER
Get The "State Of The Union" Address From Rich + Exclusive Behind-The-Scenes Preview Of Upcoming Steal Our Winners Strategies	High Level Business Blueprint Previously Reserved ONLY For Rich's Private 500k-1mm+ Coaching Clients (Generated Millions Of Dollars In Revenue!)

DOES ANY OF THIS APPLY TO YOU?



- You tried to apply a strategy - and nothing went as planned. It's like you're trapped in a messy scenario of baking a cake gone wrong, and you don't know what went wrong or how to fix it.
- You're overwhelmed by the sheer number of strategies available and don't know which one to use for your business.
- You're confused about why some strategies work for certain businesses and not for others.
- You have been stuck at a roadblock for AGES, and you could really use some support or guidance to move past it.

If any of these scenarios have happened to you...
We're going to fix that. Starting NOW.

If you're interested in getting coached by Rich and his Top-notch team of marketers, please email ***mail@strategicprofits.com*** *with* ***"PRO"*** *in the subject line.*