

# **Missing Pieces Class Outline Week #6: “30,000 Feet And Falling”**

**How to get a rock solid perspective of what your entire process should look like and what to work on first to “get-the-ball-rolling.”**

## **I. Intros**

### **II. Rule #1**

Please respect the environment of class.

### **Rule #2**

This is a neutral marketing environment, please respect the **neutrality** of class and do not mention your primary company’s name or any of its trademarked products or services.

### **Rule #3**

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Finally, your live attendance in class tonight is a voluntary agreement with the terms, conditions, policies and procedures outlined in your Quick Start Guide.

This document was delivered to you by email attachment when you first became a student. If you do not recall receiving a Guide or you’d like an updated copy, please email Denise at [support@onstagemarketing.net](mailto:support@onstagemarketing.net) or give her a call at 480-829-0620.

The guides do change from time to time, so it may be a good idea to request a new copy every so often.

## **III. New Student Roll call**

### **IV. The Purpose of the Missing Pieces class**

- what you may have missed in Gino’s prospecting/closing class, what records to keep, how to keep records, how to analyze those records, make marketing decisions based on the analysis, and how to operate like a business owner

- a. Discuss the mathematics of marketing your business,
- b. To identify and measure your highest dollar yielding activities, and
- c. To help ensure the profitability of your endeavor from day one.
- d. **YOU CAN’T IMPROVE WHAT YOU DON’T MEASURE!!!**

- “How I Raised Myself From Failure To Success In Selling” by Frank Bettger.

### **V. Last Week Recap...**

- a. We discussed profitability and how to identify your clients LTV and Cost to acquire a client.
- b. If you missed the class – please consult with your mentor or email Denise for the download information

**VI. Q & A with Ellen** – includes anything from last week’s mp and current Gino’s prospecting/closing classes

**VII. The 2 Foundational Pillars from OSM Training**

a. **Sales Pillar-Gino Niccoli:** “It’s what you do when you have a prospect in front of you or on the phone.”

- i. Prospecting Script
- ii. Closing Script
- iii. Objection handling process
- iv. How to get leads for .10 to .20 cents a piece
- v. Presentation Call

b. **Marketing/ Lead Generation-Terry Duff:** “It’s everything you do to get a Positioned prospect (who is educated and interested in what you have to offer) in front of you to talk to.”

- i. Capture pages
- ii. Effective Copy writing
- iii. How to Drive Web Traffic
  - 1. Article submissions
  - 2. Press Releases
  - 3. Blogging
  - 4. Web 2.0
  - 5. PPC

**VIII. Today’s Title: “30,000 Feet And Falling”**

- a. How to get a rock solid perspective of what your entire process should look like and what to work on first to “get-the-ball-rolling.”
- b. Step-by-step plan to map out an attack system for recruiting big #'s
- c. Till now you’ve learned the importance of tracking and what elements to track.

**IX. How to put them together in the most effective way possible.**

**a. Step one: Target your market:**

- i. Interview \_\_\_\_\_ people in your company that have gotten great benefit from using your services and phone record/digitally record their stories.
- ii. Analyze data to identify at least \_\_\_\_\_ target markets your product can help people in.

**b. Step two: Get leads:**

- i. Free leads
  - 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  - 2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ii. Paid leads

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

**c. Step Three: Build your prospecting Script**

i. \_\_\_\_\_  
\_\_\_\_\_

ii. \_\_\_\_\_  
\_\_\_\_\_

iii. Identify where you are going to send people for your “presentation” call.

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

**d. Step Four: Test your script**

i. \_\_\_\_\_  
\_\_\_\_\_

ii. \_\_\_\_\_  
\_\_\_\_\_

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

\_\_\_\_\_

iii. Get a hundred name/number matches before deciding if a script is working or not.  
iv. A good invite ratio is anywhere between \_\_\_\_\_.

**e. Step Five: Build your presentation script**

i. Build your call in less than \_\_\_\_\_ of scripting

1. Take no more than \_\_\_\_\_ per section to write script
2. Take no more than \_\_\_\_\_ to record your call total
3. edit down to \_\_\_\_\_ of content
4. Don't worry about making it sound “professional”, just get the message recorded.

ii. Get \_\_\_\_\_ to your presentation call before making “fixes”

1. Once you get \_\_\_\_\_ to a call you'll have enough data to make an initial decision on what works and what needs

work.

2. Only fix areas of \_\_\_\_\_ for your prospects

**f. Step six: Closing script**

- i. Use basic closing script as found in you quickstart Guide.
- ii. Write down positive/negative feedback for later use in editing presentation call content.
- iii. Make a list of most common objections that keep you from getting a sale.

**g. Step Seven: Build your Rebuttals**

- i. Once you have your list of most common objections
  - 1. Use the six-step objection handling process to build your rebuttals to each and build a “rebuttal book” so that when you run into these in the future you know exactly what to say to overcome them (note: a great rebuttal gets a “sale”

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**OF EVERY CLOSING ATTEMPT)**

2. Be sure to make a list of “basic misunderstandings” so you can make adjustments to presentation call.

**h. Step Eight: Test offers and make “fixes” in your presentation**

- i. Take most common “misunderstandings” and adjust in your presentation call, to clear up any confusion.
  - 1. Don’t confuse buying questions with misunderstandings
  - 2. A prospect must ask buying questions in order to make a buying decisions
  - 3. You are not trying to eliminate all questions in your call, just simple items that can cause confusion (confused mind never buys)
- ii. Once you’ve had at least \_\_\_\_\_ closing attempts you can start to test different premiums and offers to improve:
  - 1. \_\_\_\_\_
  - 2. \_\_\_\_\_

**i. Step Nine: Train your associates on \_\_\_\_\_**

- i. Once you’ve tested your scripts and calls are working and you feel you’ve got a pretty good handle on things.
  - 1. \_\_\_\_\_.
  - 2. \_\_\_\_\_
  - 3. \_\_\_\_\_
- 4. If applicable:  
\_\_\_\_\_  
\_\_\_\_\_

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**j. Step Ten: Train the best Apt. setters to close**

- i. Role-play with your best apt setters to teach them how to close
- ii. Let your people listen to your closing recordings
  - 1. Edit out \_\_\_\_\_
  - 2. Edit out vital info like \_\_\_\_\_
- iii. Once trained, have others apt set for them.

iv. Monitor and \_\_\_\_\_ with them to ensure they are as good as they can get.

v. Average \_\_\_\_\_ people you get will be good closers the rest will be apt setters.

**X. Phase 2: How to put Phase 1 on Fast Track**

**XI.** Now you would start to look at systems like \_\_\_\_\_ systems

**XII. Next system:**

a. Auto Dialers

i. Dials \_\_\_\_\_

ii. More efficient than manual dialing

b. Predictive dialers:

i. These are the \_\_\_\_\_ of the phone dialing world

ii. Predictively dial

**XIII. Phase 3: Web Techniques.**

b. Lead generation.

c. Build digital products for sale on line that pay you to generate leads

d. And best of all have targeted prospects paying you to know how to get more info on what you have to offer.

This makes the recruiting process almost “fall-over” easy.

**XIV. Action Step:**

1<sup>st</sup> timers: Start the interview process with as many people who have benefited from you product or service (sooner rather than later).

2<sup>nd</sup> time through: Build out your plan of attack for implementing the above and start to concentrate on getting moving.

3<sup>rd</sup> and more: TAKE ACTION!!! This is the very road map I’ve used to get monster enrollments, Don’t get routed into the sexy internet stuff interfere with you testing out your sells funnel development! NO EXCUSES ;)

**XV.** 10 mins with some Ellenisms

**ADDITIONAL NOTES:**

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