

# Get Coached in Selling.

On *Thursday, March 7<sup>th</sup>*, be a part of **Milificent Greene's** Virtual VIP Event:

## 5 Phases of a Sale—from Potential to Profit

This half-day, 3-part session dives into the challenges you face, and provides comprehensive training on: Selling, marketing, planning, and ultimately making money at what you love.

# Get Coached in Selling.

Because that's the heart of the matter, isn't it? You are an expert in your business. For you there's not a lot of distinction between what you love, what you're good at, and what you do for a living. You know how to satisfy the *crap* out of your clients—you're just not landing them. And you are frustrated. And getting nervous—lately the future isn't looking so bright.

**Milificent Greene** is an expert in the domain of selling—but more so, she has a laser way of pinpointing precisely where *you* are falling short, and in how to burst you through *your* selling challenges so that your business flips from potential to profit.

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Let's face it—everything you've been doing so far isn't completely effective; certainly it isn't producing the numbers you need to be making *right now*.

And here's the other thing— you do not love selling! The mere idea of selling seems so pushy. “Pitching”, “cold-calling”, “closing”—this is not a language you speak comfortably.

Here's a secret—you are not alone in this! Most small business owners are uncomfortable about selling. But that's only because they aren't properly trained and supported. What if you *did* have the skill set—what would be possible for your business if you fell in love with selling? Milificent's program will not only show you what selling can be, it will show you what selling doesn't have to be. And you will discover that selling can be awesome!

You took on being a business owner— your livelihood is contingent on your sales. *Get coached in selling*, and with Milificent's guidance you will find a freedom, a vigor, and a genuineness that is a match for your passion. And for your business.

# Get Coached in Selling.

*Flip your Business from Potential to Profit*

Register Today for this Virtual VIP Event

## 5 Phases of a Sale—from Potential to Profit

Click here to reserve your (virtual) seat!

WHEN: Thursday, March 7, 2013

SCHEDULE: 1:00 pm – 7:00 pm Eastern (with plenty of scheduled breaks)

WHERE: Your home, your office—*Virtually* from anywhere!

COST: \$397

(dial-in information provided upon registration)

## 5 Phases of a Sale—from Potential to Profit

Spend a day with **Milificent Greene**, as she takes you through each of the 5 phases:

### **Phase 1—List Building**

Without your list, you can't grow your business. Simple, right? But growing your list—how to do that becomes more confusing. Milificent will break it down for you so you have a crystal clear plan of action, and following this session, your list will grow in leaps and bounds.

#### Opt-ins

- Lead Generations
  - The single best way to build your list is through Opt-ins. Milificent will touch on up to 25 methods to lead potential clients straight to you.
  - (Did you say 25 methods? How can I possibly find the time and the money to invest in 25 methods?)
  - Excellent question! Milificent will guide you in selecting the TWO MOST EFFECTIVE METHODS FOR YOU, tailored to *your* strengths and your business, so you can best focus your efforts.
- What are my Opt-in Options?
  - You know it's best to have an enticing opt-in—how do you choose?
  - Once your opt-in is set up, then what?
    - Learn to craft your message so potential clients will “Click Here” *now*
    - Automation/Reports
      - How do these work for you?
      - Learn your way around the world of available software

#### Leveraging Supplemental Resources

- How to create partnerships with other experts
  - Team up with people who are experts in areas that you are not

- Your clients become the recipients of more expertise *through you*
- Share the profits—everyone wins!

### Sales Funnel – Visual framework for tracking/predicting sales

Without this in place, you are swimming with your eyes closed, guessing when you’ll hit the other side of the pool. Milificent takes the numbers, the business part of your business, and makes it simple and accessible for even the most “I-don’t-do-numbers” among us!

This is all just Phase 1!!! Have a peek at Phases 2-5:

### **Phase 2—Establishing/Growing Your Connection**

First contact has happened and they’ve opted in! Milificent will delve into the different stages of your relationship and how to always be strengthening your rapport, including the following:

- Preview Call
  - the 5-part call template
  - How (and why) to hone your gold and give it away
- Non-personal communication
  - How to get this to seem personal
  - Navigating the world of Social Media
- SEOs and Back Links
- Low-price offers, cross-sells and upsells
- Client Retention/Stick Skills
  - Why clients back out before you even begin
  - Tips on making your client feel valued
    - Immediate follow-up
    - When is too much not too much?

### **Phase 3—Investigating Skills**

Breaking down and training in Investigating Skills, or uncovering needs, is Milificent’s forte. This is where the magic happens. Simply put, *Investigating Skills* is Milificent’s fail-proof method of finding out, directly from the mouth of your potential customer, what it is about them that will have them become your client.

**Your success is dependent on your effectiveness in this skill. Milificent will teach you how to engage your potential customers in a series of questions that will lead your conversations from potential to profit.**

Milificent will coach you through each aspect:

- Before you talk about solution, outcome, benefit and price, you must find out if they see a need for you
  - Role-play these conversations to illuminate the experience, and to get practice!
  - With a strong understanding of your customers, you’ll know what you can solve for them
  - Milificent will take you through a cool exercise to demonstrate this

- Milificent will teach you how to come up with the key investigating questions for your customers by breaking down your business to the basics
  - Many entrepreneurs cannot answer “So, what is it that you do?”
  - Once you’ve established the core questions, these questions can live on
    - How to incorporate your investigating questions into your literature
    - How to write your first Flyer

**Milificent’s personal guidance through every feature of this Phase will transform not only your ability to sell, but your desire to sell. You will leave the session with a new appreciation of what selling is, and what selling is not, and you will find yourself with an ease and a levity that will translate into Sales Performance!**

#### **Phase 4—Preventing Objections**

Most training in this area is around “Objection Handling”. How ‘bout you get trained in how to prevent objections altogether? Milificent has several solutions-before-the-problem.

#### **Phase 5—From Prospect to Profit**

Are you ready for the final phase—obtaining commitment to your offer? Milificent’s training covers:

- Making your offer irresistible
- Having an objective in every conversation
  - Strategy Call
  - Watch my webinar
  - Sign here
- Asking for payment—never get stuck here again!
  - Selling does not equal being pushy!

Don’t miss this opportunity to benefit from **Milificent Greene’s** expertise in such an impactful format.

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**Milificent Greene** is a Business Coach, Professional Speaker, and Sales Enthusiast. After earning her degree in Education, Milificent spent an award-winning decade as the Top Sales Producer at both Ricoh and ComputerLand. As a Certified Selling Skills Instructor for Canon USA, she was responsible for the training of Sales Representatives nationally.

Milificent is the creator of SOMETERRIFICNAME Selling™ and the founder of ComeUpWithAlliterativion.com™, designed with the particular interest of helping self-employed women actualize their business goals.

The go-to mentor for self-starters, Milificent has trained thousands of coaches, service professionals and entrepreneurs in the Art of Sales.