



Next topic is business services. I'm going to drop a value bomb here. If you have a business service, you absolutely must use frameworks and templates and checklists. If you refer back to the FastWebFormula 3, you'll see there is a checklist that I use when I deal with customers back from the automotive industry. I think I've put it also in FastWebFormula 4, the actual question form. There are templates inside [SuperFastBusiness membership](#), you should watch this. Now on a recent episode of my newest podcast called [SalesMarketingProfit](#), which is still in its very, very early phase, and this is a Greg Merrilees design draft here, so I'll just put it there, a little promotion. I thought maybe if I mention it he might not charge me. In any case, maybe he will, now that I'm using it. What we did is we actually... the premise for this podcast is what we do each week, technically it will be a week when I get back to Sydney, we're going to be talking about a case study from an actual customer.

### **What to watch out on James' latest podcast**

In the [first episode](#), Taki talks us through, exactly how to interview a prospective coaching customer. And it's such a valuable episode. I took a few notes, and the framework that Taki uses from start to finish is given away in this podcast. And in the next podcast, if Greg gets around to it, we'll hear about his transformation from having an office and a local expensive team, to doubling his business and reducing his costs. And it's a very exciting story so I'm looking forward to sharing that on the next episode. But in this episode, the framework was how to take an induction customer. If you use this checklist that Taki explains and the few things that I teach you, you should be able to sign up clients all day long. Taki signs up clients to commit for a year at \$15,000. I sign up clients who pay \$6,000 on the spot and then \$4,000 per quarter, making that an \$18,000 sale as well, using a similar framework to this.

## **Helpful tips on getting your clients to sign up**

But it is simply build rapport, set the agenda of what the call is about, ask your prospect why are they thinking about you, and why are they looking forward to move ahead now? Remember this is having them tell you on why they should be doing business with you. Talk to them about the results they're getting now, and then you talk about the roadblocks that they're encountering. Check in for the value, make sure that they're getting the most value possible. Ask them if it's making sense and if they're comfortable with how everything's going, and then ask them what they think.

In the old selling days, this is a no-no, asking people what they think. But in this case, the technique for this call is to push them away, to have them work hard to qualify to deal with you. So this one worked for most applications. But when they've come to you from a webinar, which is how Taki sells, and in my case, people come to me after watching a video, they're coming in warm or hot. They want to buy from you because they've been pre-educated and now you have to push them away and let them work hard to deal with you. So this is posturing and positioning. If you want to learn about the psychology of this, you might want to read or pick up all these books that will help give you a window into this world. But the whole concept is they have to work hard to deal with you because you only want to be dealing with the absolute best prospects who want to be motivated to do it.

## **You and your customers should fit**

So I've actually stopped selling people on joining [SilverCircle](#). Now it's just a fit agreement. Do they fit and are they ready to transform their lives and will I accept them into the program? 'Cause if that works, then I get the best members. Like the members that we have now are significantly better than 3 years ago when I was giving people incentives to join, or using some of my sales ability to help them come on board. But sometimes, they weren't the most effective person, so it's all about fit. I hope you enjoyed this. I hope you appreciate that for your SuperFastBusiness membership, you've just got a real window into an ability to sell. If you combine this with Taki's webinar video, you've got an \$18,000 investment at your disposal now. And if you work it properly with great questions in the forum for coaching, you're going to be very successful, and I'm looking forward to your success stories.

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