Sample Sales Flow Process

1. New lead is captured

2. Immediately send the lead an email asking to schedule a call. Your ability to convert an internet lead will be directly impacted by your ability to contact them fast. You have a 100x better chance of turning a lead into a conversion in the first five minutes than you do after just thirty minutes. When you're following up with a lead for the first time, don't overly design the email you send. When emails look like ads, people don't read or respond to them. Keep them simple, short and to the point. And make sure to follow up immediately upon receiving a new lead.

SUBJECT LINE:

Let's book a time to talk

Hey CLIENT NAME,

Thanks for reaching out! I'd love to help you with your marketing [OR OTHER INFO PROVIDED]. The best next step is for us to hop on a quick call to discuss how we can work together. Click this link [SCHEDULE LINK] to schedule a call that works for your calendar and we will talk soon!

SCHEDULE A CALL [SCHEDULE LINK]

Sincerely,
Your Name

If they don't reply, send them a follow up email 1-2 days later. Don't over-design this email. Make it short, sweet and simple.

SUBJECT LINE:

Checking in

Hey CLIENT NAME,

I was just checking in to see if you had time to talk this week. Click here [SCHEDULE LINK] to schedule a time that works best for you and we'll hop on the phone. I look forward to helping your business grow!

SCHEDULE A CALL [SCHEDULE LINK]

Talk soon,
YOUR NAME

If they still haven't replied in 4 days, call them. As Chris Smith says in *The Conversion Code*, "Pick up the damn phone." (His words...not ours :)

3 Once the call is scheduled, take time to plan

PRE-CALL PLANNING

• If you can, determine if the lead is a StoryBrand customer or what StoryBrand content they have consumed. Write out a list of questions you'll ask the client to gauge the level of work they will require. In order to establish empathy and authority as their guide, you'll need to determine their external and internal problems. Ask the right questions so you can get the right answers to know what problems you can help them solve.

• Create a BrandScript for the call. You can fill in pretty much everything except for the specific problem, which you'll find out about as you ask questions to the client on the call. The BrandScript is an excellent place to start whenever you map out a sales call.

• Remember - every sales call is won or lost before it's ever pitched. It's your job to take control of the call from the moment you capture the new lead. Contact the lead as soon as you capture their information.Your ability to convert an internet lead will be directly impacted by your ability to contact them fast.

• Hyper-personalize your sales pitches. Do a quick Google or Facebook search before you hop on the phone with them to gain insight so you can build trust and up your chances of closing the deal faster.

4 Conduct Sales Call

SAMPLE TALK TRACK

INTRODUCTION

Thanks so much for your inquiry. I'm excited to get to know more about your business and what goals you're trying to achieve with your marketing.

Here's how I'd love to spend our time. First, I'll ask some questions to get to know what your business is all about and the challenges that you're facing with your current marketing. From there we'll chat about how those challenges are affecting your business, then we'll discuss what we need to do to resolve those issues and get your marketing back on track.

Does that sound good?

Great. Let's dive in.

LEARN ABOUT THE CLIENT'S BUSINESS

Brandscript Reference: identify external and internal problems

Here are sample questions to open with. The main thing here is just to listen. The client already wants / needs to work with you, so it's just a matter of affirming their suspicions that you have what they need to help solve the problem and create a winning marketing strategy.

Talk to me a little about your business.

What do you do? How do you serve your clients? What's the biggest challenge you are facing with your marketing and messaging?

How is this problem affecting your business?

Take note of the client's response to this question. This is what you need to empathize with.

Hone in on their logical reasons for needing your service but don't stop there. Also get to the emotional reason they're looking to hire you. Think external / internal problem - you need both to establish empathy and authority as the Guide.

AFFIRMATIONS

If you're confident the client can benefit by working with you, affirm that. Resonate with their problems **(empathy)** and communicate that you've helped other people solve those same problems **(authority)**.

Brandscript Reference: problem + empathy

I understand how frustrating that can be. In fact, most of the clients I've worked with have come to me with that same issue or one similar. My job is to help clients identify the root cause of the issues they face with their marketing, and provide catered solutions that resolve those issues and pave the way for their business to grow.

It sounds like I can definitely help you resolve some of those problems and get your business back on track.

SOLUTIONS YOU CAN PROVIDE

Brandscript Reference: plan + success (Pitch your services here as a sales letter)

I'd love to now talk through a few options of ways we can work together to solve these specific problems and create marketing collateral that helps you achieve your goals.

The first thing we'll need to do is clarify your messaging. We'll use the StoryBrand framework to create a cohesive brand message that we can implement to create marketing collateral that gets more of your customers to respond.

Then depending on what deliverables we determine are necessary, I'll either revise your existing content or create new collateral using the clear message we created together.

If appropriate, you can go through each element of a sales funnel to determine if the client has a solid marketing plan. This will allow you to identify what deliverables you'll include in your proposal.

Does your company have a clear and compelling brand story?

If they say no, talk through what a BrandScript Creation session looks like and how it can add value. Use StoryBrand testimonials to show how other companies have clarified their messaging and increased their revenue.

Is your website working? Are you seeing a response from people who consume your website content?

If no, describe what it takes to create a website that works. Use StoryBrand testimonials to show how businesses who've changed their website based on the BrandScript have seen an increase in business.

Do you currently have a way to capture new leads?

If no, explain what a lead generator is and how it can grow their business. "One area where most businesses have a ton of opportunity is with their lead generator. We call it a transitional call to action and it helps you gather highly qualified leads and onramp them to your services. Some businesses have tripled and quadrupled by simply including a lead generator on their website."

Are you on-ramping new leads with a series of automated emails?

If no, explain the power of an automated email sequence and how it can act as a constant salesforce for their business.

Are your sales letters closing deals?

If no, explain the framework you'll use to craft powerful sales letters that are impossible to ignore.

These are the elements of an effective sales funnel that will attract new customers and convert them into paying clients. If we execute this together, your business will transform.

Based on the issue you described earlier, the best place to start would be ***(identify the best next step)****. By starting there, you'll start to notice a significant difference in how customers respond to what you're saying. Your messaging will be clear and people will finally understand what you offer and how you can help them. This will lead to more sales and your business will grow.*

ASK FOR THE SALE

I believe we can work together to help your organization reach its goals. Based on our discussion today, there are several times we can implement right away that will drastically increase engagement and help grow your business.

Do you agree?

Great, I think so too. I'll draft up a proposal that outlines the deliverables I'll provide. Once you sign the proposal, we'll get started with a Kickoff Call where we'll dial-in our plan and make sure everyone is on the same page. Then we'll dive right in and create a clear message that we'll use for every piece of content we create moving forward.

Don't fumble the closing statement. Be confident and clear as you pivot to next steps.

Does that sound good?

Brandscript Reference: plan

IF YES:

Awesome. Here's what will happen next. I'll draft up the proposal and include the deliverables we talked through today. I'll have it to you by EOD on DATE. From there, you'll review it and return a signed copy of it back to me. We'll schedule a kick off call and will officially get this project under way!

By listing out the next steps shortly after getting a "yes" it reduces the resistance or hesitation the buyer may have.

Should you have any questions in the meantime, please don't hesitate to reach out. I look forward to working with you!

IF NO:

Okay. As you take time to make a decision, I'd love to send you a copy of [this lead generator] that I think will help you resolve some of the challenges you're facing now. Are you OK with me sending that along now then following up with you next week?

Great, I'll speak with you then. Have a great day!

If they say "yes" to receiving additional information / lead generator, that's still a yes. The lead is not lost.

5 Sending a Proposal

If you secure the deal on the initial sales call, draft and send a proposal to the client. Request they sign the proposal so everyone is on the same page about price, deliverables, expectation, etc.

SAMPLE EMAIL TO DELIVER PROPOSAL

SUBJECT LINE:

Your company name + Client name proposal

Hi CLIENT NAME,

Attached you'll find the proposal we discussed. Please review, sign and return to me so we can get started on this project. I am excited to get this going!

Talk soon,
YOUR NAME

6 After the proposal is signed

Once proposal is signed, send welcome email to client to set up the Kickoff Call. Outline next steps, timeline and any needs you may have from the client.

SAMPLE WELCOME EMAIL

SUBJECT LINE:

Client name + project kickoff

Hi CLIENT NAME,

I am so excited to hit the ground running with this project. The next step is for us to schedule a kickoff call with all stakeholders so we can align on objectives, outcome and timeline. Click this link [SCHEDULING LINK] to schedule our kickoff call. All I'll need before then is [list any needs you have from client]. I will share a Call Agenda with you once we're on the phone so you can know exactly what we'll cover and be able to take notes and ask additional questions. I look forward to speaking with you and your team soon!

Sincerely,
YOUR NAME

7 Follow up with leads you haven't heard from

SAMPLE EMAIL TO LEADS YOU HAVEN'T HEARD FROM

SUBJECT LINE:

Quick question

Hey CLIENT NAME,

Are you still having trouble with XX problem?
Are you still looking for a new website (or other deliverable)?

If so, let's talk. Click HERE to schedule a call.

I look forward to connecting!

Talk soon,
YOUR NAME

P.S. [Include a quick success story from a past client here. Ideally this testimonial would overcome an objection.]