

ATTRACTING, ENGAGING, & CLOSING

YOUR IDEAL PROSPECTS



BUILDING A POWERFUL PERSONAL BRAND

IMPORTANCE OF: PERSONAL BRANDING

Why It Matters: Understand how personal branding affects your sales and relationships.

Takeaway: A strong personal brand elevates your status and credibility.

Interactive: Write down three adjectives you want people to associate with your brand.

UNIQUE VALUE PROPOSITION (UVP)

Definition: What makes you different and why a client should choose you.

Takeaway: Clearly articulating your UVP increases your chance of standing out.

Interactive: Write your own UVP statement.

POSITION YOURSELF AS A THOUGHT LEADER

Importance: Gain influence by becoming an authority in your field.

Takeaway: Being a thought leader attracts higher-quality leads

Interactive: List three topics you can discuss authoritatively in the employee benefits space.



PROSPECT ATTRACTION AND ENGAGEMENT

UNDERSTANDING YOUR TARGET MARKET

Why It Matters: Know who you're selling to and what they need.

Takeaway: The better you understand your market, the better you can tailor your sales approach.

Interactive: Write down the main pain points of your target market.

IDENTIFYING IDEAL CHANNELS

Definition: The platforms where your target audience spends their time.

Takeaway: Use these channels to distribute your message effectively.

Interactive: List two online and two offline channels you can use for engagement.

THE ART OF STORYTELLING

Importance: Stories capture attention and are easier to remember.

Takeaway: Crafting a compelling story around your product or service will make it more appealing.

Interactive: Write a brief story that illustrates the value of your service.



SEEKING FIRST TO UNDERSTAND

OPEN-ENDED VS CLOSED-ENDED QUESTIONS

Definitions:

- **Open-ended:** Allows for detailed responses.
- **Closed-ended:** Yes/no or single-word answers.

Takeaway: Use a mix of both for a balanced conversation.

Interactive: Write down three open-ended and three closed-ended questions relevant to your field.

BUILDING A QUESTION FUNNEL

Concept: Start with general questions and narrow down to specifics.

Takeaway: This method helps you get to the core needs of your prospect.

Interactive: Create a question funnel aimed at identifying a specific need in your field.

IDENTIFYING PAIN POINTS

Why It Matters: Understanding the problems a prospect faces helps tailor your solution.

Takeaway: Focus questions around pain points.

Interactive: List three common pain points your prospects might have and questions to identify them.



THE PSYCHOLOGY OF A CLOSED SALE

THE PSYCHOLOGY OF TRUST

Concept: Building trust is crucial for closing sales.

Takeaway: Use testimonials, case studies, and rapport-building to foster trust.

Interactive: Write down two methods you will use to build trust in your next sales interaction.

INFLUENCING DECISION MAKING

Theory: Reciprocity, scarcity, and authority influence choices.

Takeaway: Understand and employ these principles strategically.

Interactive: Write an example of how you could use each principle in a sales situation.

HANDLING OBJECTIONS

What Are Objections: Hesitations or questions prospects have.

Takeaway: Objections are not roadblocks but opportunities.

Interactive: List three common objections in your field and how to counter them.

CLOSING TECHNIQUES

Examples: "Assumptive close," "Urgency close," "Choice close."

Takeaway: Choose the technique that fits the situation.

Interactive: Role-play one of these closing techniques with a partner.



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