

CREATING A HIGH POWERED INFRASTRUCTURE FOR **GROWTH**

presented by **Bill Faeth**



EVERYONE MUST SELL

- *The owner*
- *The drivers and chauffeurs*
- *The CSRs*
- *The Greeters*



THE SAME PITCH

- *We have XX vehicles*
- *We operate 24/7*
- *We have professionally trained chauffeurs*
- *We have Mercedes S550s*
- *We have online reservations*



Your prospect
doesn't care **because...**

Your statements
DON'T solve their problem

To **WIN** New Customers
You **HAVE** to Solve Their Problems

Bill,

How can I provide solutions when I don't know their problems?



**THIS IS WHERE
THE GOLDEN SALES
QUESTION
COMES IN**

THE GOLDEN SALES QUESTION

“If I am fortunate enough to **EARN** your business today and we are doing an annual review 12 months from now, what would a **SUCCESSFUL** relationship look like in your eyes?”



Emphasize:

EARN & SUCCESSFUL

THE GOLDEN SALES QUESTION

“If I am fortunate enough to **EARN** your business today and we are doing an annual review 12 months from now, what would a **SUCCESSFUL** relationship look like in your eyes?”

THE GOLDEN SALES QUESTION

Now...shut up and listen.

EMPATHY

The prospect will provide you
with their **OBJECTIONS**.

Take notes and prepare to provide
SOLUTIONS to their objections.

ACTION STEPS : MEETING

1. Introductions (2-3 mins max).
2. **Ask The Golden Sales Question.**
3. Empathy (give them time to answer).
4. Take notes (write down their objections with current provider).
5. If their answers are not specific. Ask a follow up question to obtain more details.
6. Answer their objections by solving their problems with solutions.
7. **Never discuss pricing until** you have provided solutions.

ACTION STEPS : PHONE

1. Introductions (30 sec max). Ask their objective.
2. **Ask The Golden Sales Question.** (reword the question for specific buyers)
3. Create scripts for your EVERYONE that takes reservations
4. Train. Role play. Train. Role play.
5. Listen to live calls. Provide feedback.
6. Everyone on your staff must be trained to sell.
7. **Never discuss pricing until** you have provided solutions.

THE GOLDEN SALES QUESTION

“If I am fortunate enough to **EARN** your business today, what would a **SUCCESSFUL** *[INSERT SERVICE HERE]* look like in your eyes?”

ACTION STEPS

Never discuss pricing until
you have provided ***solutions.***

Price has **NO** value

Cost contains value...
this is why **VALUE** must come first

THE GOLDEN SALES QUESTION

“If I am fortunate enough to **EARN** your business today and we are doing an annual review 12 months from now, what would a **SUCCESSFUL** relationship look like in your eyes?”

OPTIMIZE your website
for your customers.

Provide **SOLUTIONS** for your
customers **PROBLEMS** on each page.

Implement **AUTOMATION** as quickly as often as you can so you can sell 24 hours a day.

GIVE.
GIVE.
GIVE.
ASK!

Leverage the...

WARM INTRODUCTION!

FREE TRAINING:

Sending Warm Introduction Emails

1. Send a text to **44222**
2. Type **sales2017**
3. Reply with your email address

