ERIC LOFHOLM

INTERNATIONAL

SILVER PROTEGE WORKBOOK

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Welcome!

From the desk of Eric Lofholm:

Dear Friend,

Welcome to the *Silver Protégé Program.* Congratulations on taking action. You are a person of action. Action is one of the key ingredients to achieving your dreams. With this course, you are about to experience one of the most powerful trainings of your life.

For over a decade I have searched for the finest ideas on sales and success. During my journey I have read hundreds of books on sales, success, peak performance, goal setting, time management and marketing. I have personally attended over 100 seminars. I have listened to over 10,000 hours of success audiotapes and CDs.

The finest sales trainers in the world have personally trained me, including Dr. Donald Moine, Jay Abraham, Ben Gay III and Tony Robbins. I have delivered several thousand sales presentations and made over 100,000 telephone calls. It is from these experiences that I developed this course.

Here I will share with you the best of what I have learned. Thousands of professionals have taken this information and applied it in their careers to increase their results. Many of them have doubled their sales and even more.

In designing this course for you, I operated at a 10! As you move through these pages, I encourage you to do the same.

Pursue persistently,

Eric Lofholm

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Contact Us

Eric Lofholm International
6518 Lonetree Blvd
Rocklin, CA 95765
www.saleschampion.com
customerservice@ericlofholm.com

Resources

As a Silver Protégé, you will receive access to our Facebook Group, Weekly Virtual Trainings as well as our Membership Site.

Facebook Group:
This group is an added benefit to your paid membership with Eric Lofholm International, Inc. Please use this page for conversation about and around your training with Eric Lofholm International. In order to be added to the group, you'll need to click the following link and then request to be added:
https://www.facebook.com/groups/silverprotege

Weekly Virtual Trainings
You have access to a live weekly virtual group training with Eric.
The Silver Protégé class is every Thursday at 4 pm Pacific.
To register go to: https://ericlofholm.lpages.co/ess-class/
These calls are recorded and the links to access them are under the "Files" tab of the Facebook group page.

Membership Site:
You have access to the 12 modules located in the membership site. You will receive a separate email that will contain your username, password and instructions for logging in and accessing all of the resources on the website for your membership level. This email will come from customerservice@ericlofholm.com.

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12-Week Silver Protégé Plan

This is a recommended plan for you to complete the Silver Protégé Program in 90 days or less. Follow the plan below or you can go at your own pace. You can go faster than the recommended plan or go slower. It is up to you.

There are 3 outcomes of the program:

1. Complete the 12 modules
   - Listen to modules here https://saleschampion.com/go/silverprotege/
2. Earn back your $299 tuition that you paid in increased sales
3. Create your customized Sales Mountain

Week 1

- Read the welcome email you received about the program
- Join the Silver Protégé Facebook Group https://www.facebook.com/groups/silverprotege
- Purchase a journal. You can get one at a book store or office supply store
- Print out the Silver Protégé Manual, 3 hole punch it, and put it in a 3 ring binder
- Do at least 2 of the following 3 things
   1. Listen to module 1 – Introduction/Sales Mountain
   2. Listen to the weekly Silver Protégé call at 4 pm pacific
   3. Listen to the RECORDING of the weekly Silver Protégé call
- Login to the Silver Protégé Membership website by going to https://elitesales.mykajabi.com/login
- Learn 1 idea and take action on that idea.
- Look for ways to increase your sales to earn back your $299 tuition
- Begin to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

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Week 2

- Do at least 2 of the following 3 things
    1. Listen to module 2 – Lead Generation
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Look for ways to increase your sales to earn back your $299 tuition
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 3

- Do at least 2 of the following 3 things
    1. Listen to module 3 – Appointment Setting
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 4

- Do at least 2 of the following 3 things
    1. Listen to module 4 – Trust and Rapport
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition

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- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 5

- Do at least 2 of the following 3 things
    1. Listen to module 5 – Identify Customer Needs
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 6

- Do at least 2 of the following 3 things
    1. Listen to module 6 – Share the Benefits
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 7

- Do at least 2 of the following 3 things
    1. Listen to module 7 - Close
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.

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- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 8

- Do at least 2 of the following 3 things
    1. Listen to module 8 – Objection Handling
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 9

- Do at least 2 of the following 3 things
    1. Listen to module 9 - Follow up, Qualify, Referrals
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Continue to think about what your Customized Sales Mountain would look like. The Customized Sales Mountain is simply an outline of your sales presentation.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 10

- Do at least 2 of the following 3 things
    1. Listen to module 10 - Action
    2. Listen to the weekly Silver Protégé call at 4 pm pacific

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3. Listen to the recording of the weekly Silver Protégé call

- Learn 1 idea and take action on that idea.
- Complete your Customized Sales Mountain.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 11

- Do at least 2 of the following 3 things
    1. Listen to module 11 - Referrals
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.

Week 12

- Do at least 2 of the following 3 things
    1. Listen to module 12 - Beliefs
    2. Listen to the weekly Silver Protégé call at 4 pm pacific
    3. Listen to the recording of the weekly Silver Protégé call
- Learn 1 idea and take action on that idea.
- Look for ways to increase your sales to earn back your $299 tuition
- If you need support then email customerservice@ericlofholm.com or ask a question in the Silver Protégé Facebook Group.
- If you would like to do more advanced sales training with Eric Lofholm, consider joining http://goldprotege.com/

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Level 10 Exercise

On a scale of 1 to 10, at what level are you committed to play while doing the exercises in this course book?

Before you answer, remember, this is called the Level 10 Exercise. _____

How will you know if you played at that level while doing these written exercises?

Answer below.

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Silver Protégé Immersion Workbook

The Silver Immersion Workbook is provided to you to use alongside our monthly training webinars that take you step by step through the Silver Protégé Program to fully immerse you in the training.

Who should attend this event?

- New Silver Protégés that want to quickly learn the most possible about selling
- Existing Protégés of all levels that need some additional refreshing on the course
- People that want to get certified in the Silver Protégé Program
- ANYONE that wants to improve their sales skills

What can YOU expect from this training?

- At least 5 “Aha” moments in regards to selling
- Mastery of the Silver Protégé Program
- Silver Protégé Certification
- Much, much more

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Sales Mountain*

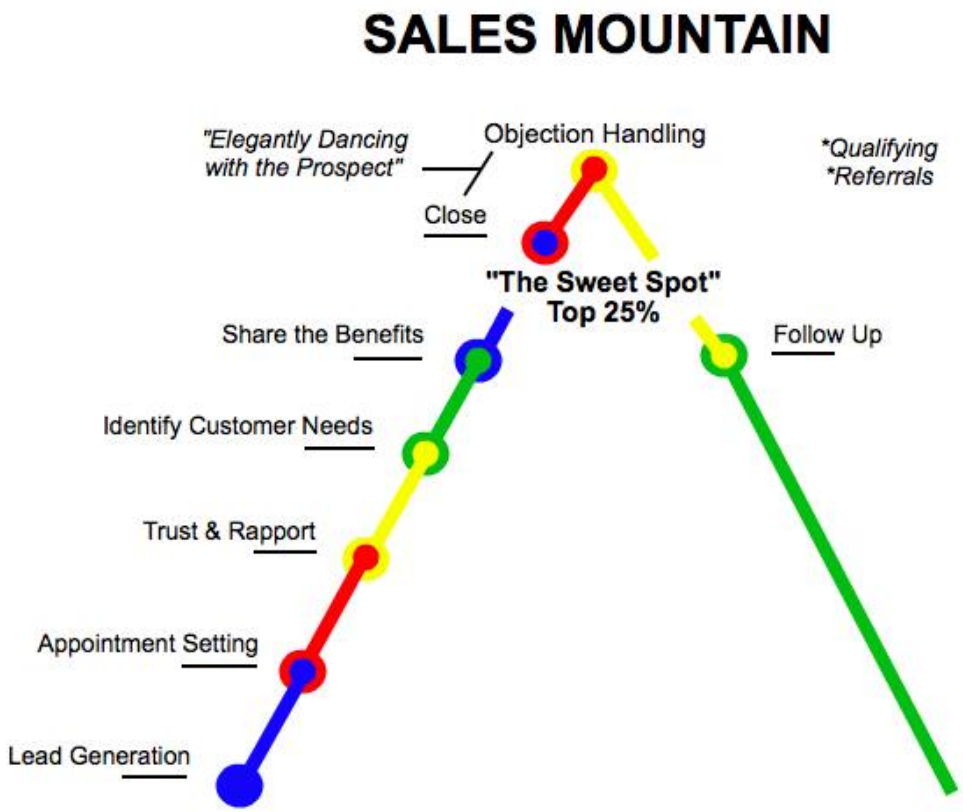
Would you like to learn how to effortlessly close sale after sale?

Would you like to learn how to sell from a place of honesty and compassion?

Selling is a learned skill. The process of influence I teach is called the Sales Mountain.

The close is the natural conclusion to a well delivered sales presentation. Learn how to lay the foundation for a successful sale by learning the Sales Mountain. The Sales Mountain is the process of influence that
I use every day and that I teach.

Selling, influence, and persuasion have a process.



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Sales Mountain (Generic):

- Lead Generation
- Appointment Setting
- Trust & Rapport
- Identify Customer Needs
- Share the Benefits
- Close
- Objection Handling
- Follow Up

Wildcards:

*Qualify
*Referrals

The Sweet Spot is the top 25% of the sales mountain.

I encourage you to study the Sales Mountain, create your own customized Sales Mountain, and post it into the Facebook Group so others can benefit.

Here are some other Sales Mountains that might work for you:

Possible MLM Sales Mountain #1:

- Lead Gen
- 3 Way Call
- In-Home Meeting
- Trust and Rapport
- Agenda of meeting
- Share the company story
- Play DVD
- Live testimonials
- Comp Plan
- Group Close
- One on One Close

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Possible MLM Sales Mountain #2:

- Lead Gen
- Give DVD
- Follow up call
- Set up meeting at coffee shop
- Trust and rapport
- Agenda of meeting
- Identify customer needs
- Company Story
- Your story
- Explain product
- Product success story
- Comp plan
- Business success story
- Close

Possible MLM Sales Mountain #3:

- Lead Gen
- Invite to Webinar
- Follow up to book one on one over the phone
- Trust and rapport
- Agenda
- Identify customer needs
- Company Story
- Your story
- Explain product
- Product success story
- Comp plan
- Business success story
- Close

Possible Real Estate Sales Mountain #1:

- Lead Gen
- Appointment Setting
- Trust and rapport
- Agenda

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- Identify customer needs
- Share market analysis
- Share your vision for marketing and selling the property
- Success Stories
- Close

Possible Real Estate Sales Mountain #2:

- Real Estate
- Lead Gen
- Appointment Setting
- Trust and rapport
- Agenda
- Identify customer needs
- Share market analysis
- Share your vision for marketing and selling the property
- Success Stories
- Close for second appointment
- Second Appointment
- Trust and rapport
- Agenda
- State the recommendation
- Success Story
- Close

Possible Coaching Enrollment Sales Mountain:

- Lead Gen
- Offer free coaching session
- Trust and rapport
- Agenda
- Identify customer needs
- My story
- Give an experience of coaching
- Close

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Possible Auto Sales Mountain:

- Person comes to the dealership
- Trust and Rapport
- Agenda
- Identify customer needs
- Test Drive
- Show numbers on the vehicle
- Close

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Focus on Revenue Producing Activities*

- Group Sales Presentations
- Webinars
- Conference calls
- Referrals
- Generating leads
- Networking
- Setting up joint ventures
- Following up on hot leads
- Following up on prospects you have delivered a presentation to but haven't closed yet
- Going after larger accounts
- Internet sales
- 1 on 1 sales presentations
- Recruiting
- Speaking

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Exercise: Use the list above and also your own ideas to make a list of your best revenue producing activities. Once you have the list, decide on your number 1 revenue producing activity and add to it and refine weekly.

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Sales Maximizer*

Critical Success Factors in your Business:

Lead Generation	Appointment Setting	Trust & Rapport
Probing Questions	Success Stories	Social Media
Close	Database	Scripting
Objection Handling	Joint Ventures	Follow Up
Product Knowledge	Leadership	Success Habits
Time Management	Recruiting	Consistency
Action	Public Speaking	Attitude
Work Ethic	Technology	Twitter
Email Marketing	Facebook	Flexibility
Paid Advertising	LinkedIn	Work enough hours
Phone Skills	Networking	Referrals
Other:		

Exercise:

Identify the critical success factors in your business. Pick a maximum of 7. You can use the list above and add your own ideas to the list. Rate yourself on a scale of 1-10 in each critical success factor where 10 is the best. Activate the distinction by asking yourself how you can improve each rating by 1 over the next 90 days. Look for 1 specific action item that you can take that will improve your rating by 1.

_____

_____

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$250,000 Idea*

Exercise:

1. Make a list of every possible JV partner, Strategic Alliance, or Collaboration Partner.
2. Identify your top 4.
3. Reach out and connect with the top 4 with the intention of exploring how you can collaborate with them.

One key thing to consider is what your criteria will be for identifying your top 4 people. Do you want people who are local? What is the value you can offer them in return? What support would you like them to provide for you?

List your ideas below, and then identify your top 4:

_____

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Closing*

The close is the natural conclusion to a well delivered presentation.

Although you are closing throughout the presentation, in this context the close is a section of the presentation at the end where you ask for commitment.

Closing Affirmation Statements:
Closing starts with mindset
Closing starts with embracing sales
Selling equals service
Sell from honesty, integrity, and compassion
Selling is about leading
Selling is about moving people to action

Optional
Selling is fun
Selling is about connection
You can also call closing, enrolling

The best closing tip I know is to use a great closing script. Human beings respond in predictable ways. Once you find a script that works you say it over and over again.

The way to craft a great close is to dissect it. I look at a close as a series of scripts woven together. The first step in crafting a great close is to identify the components of the close.

Here are some examples of close components:

- Price
- What is included
- Guarantee
- Warranty
- Bonuses
- Incentive for buying today
- Consequences of not taking action
- Call to action
- What you will learn

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Once you have identified the components of the close the next step is sequence.

The sequence of the close is the order the components go it.

The close script is the word-for-word script when you are asking for commitment.

The close script is actually a series of mini close scripts. Each step in the close sequence is a mini script. So if you have a guarantee you would state that in the close. That would be the guarantee mini script.

Once you have the sequence write down a mini script for each section in the sequence.

Success Assignment:

Make a list of the components of your close. Put the components in order.

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Handling Objections*

Selling is like chess. Part of chess is anticipating your opponent's moves. I do not view sales as a competition against the prospect, but the concept is powerful. There are typically seven to 12 common objections in any industry. That is great news. You can choose to improve your objection handling techniques and responses.

The first step is to identify the common objections in your industry, for example:

- I need to think about it.
- I don't have any money.
- I need to talk it over with someone.
- Can you fax me some information?
- I don't have the time.
- Your price is too high.
- I am already working with someone.
- We already tried it, and it didn't work.
- I am not interested.

Identify the common objections in your industry.

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There are many ways to address these objections. Here are several techniques:

Story
One of the most powerful ways to handle an objection is with a story. The reason stories are so persuasive is that they act as invisible selling. Stories also suspend time.

Identify true stories that address the objection. One-way to start off the story is by saying, "That reminds me of a story of a client who was in a similar situation. Let me share with you what they did."

Question
You can answer an objection with a question. Here are two examples:
Objection: "The price is too high."
Response: "By too high what exactly do you mean?"
Response: "How much is too much?"
Response: "Compared to what?"
Objection: "I don't have the time."
Response: "When will you have the time?"
Response: "On a scale of 1 to 10 how motivated are you to move forward?"
Response: "What do you mean by that?"

Solve the Problem
One way to handle an objection is to identify and solve the problem.

Isolate
Isolating the objection is one of my favorite techniques. I like it because it is very effective and easy to learn. Here are two examples:
Objection: "I don't have the money."
Response: "I can appreciate that. Other than the money, is there anything else that is preventing you from taking action today?" *(Ask a closing question and be silent.)*

Objection: "I don't have the time."
Response: "Other than the time, is there anything else preventing you from moving forward today?"

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Lead Generation

One of the keys to lead generation is systems. You want to develop multiple lead generation systems.

Lead generation begins with a database.

The inner game of lead generation refers to your mindset about leads. Do you believe leads are abundant? Do you believe leads are scarce?

The outer game of lead generation refers to lead generation tactics.
Lead generation begins with identifying your target market.

Here are some different types of leads that you may encounter:

- Reciprocal Referral Relationship - This is where you find someone that you can refer business to and then can refer business back to you. An example would be a real estate agent and an insurance agent.
- House List - This is your list of customers/prospects and prospect them.
- Recycle Leads -This means you can call a lead every 90 days with the same offer.
- Ask for a business card - Everyone you meet in your target market, ask them for their business card. Once you have the card put it in your database.
- Use Goal Setting - Set a goal for the number of leads you want to have in your database.
- Speak/Conference Calls -Speaking is a fantastic way to generate leads. Get the contact information of the audience. Enter it into your database.
- Referrals

What is your lead inventory goal? _____

What is your strategy to maintain your lead inventory?

_____

_____

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POI

My number one lead generation idea is POI. A POI is a person of influence. Everyone has a network. Not everyone is a POI. A POI is a person who has a large network where a percentage of that network is your target market.
One way big business gets done is that large companies leverage each other's networks. An example of this is Barnes and Noble and Starbucks. Years ago Starbucks approached Barnes and Noble with the idea of putting Starbucks inside several Barnes and Noble stores. The idea was a huge hit, and Starbucks got its coffee shops inside 500 Barnes and Noble stores overnight. Starbucks used the POI strategy. They leveraged the network of Barnes and Noble. Starbucks has repeated this strategy with several other networks, including restaurants, hotels, churches and grocery stores. This POI Exercise is to identify POIs you can approach to leverage their networks.

List as many POIs as you can think of.

_____

_____

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Appointment Setting

There are 3 ways to increase your appointment setting results:

- Inner Game
- Outer Game
- Action

Sales Success Mindset:

- There are more appointments that can be set than I can run.
- There are too many leads. I can't possibly help everyone.
- Appointment setting is fun and easy.

Avoid saying:

- Appointment setting is hard.
- I am not good at appointment setting.
- I am not good at sales.

Your outcome when you set an appointment is to set an appointment. It is not to sell a product or service.

Setting appointments is the catalyst for a successful sales career. Imagine how your life would be different if you had as many appointments to run in the target market you wanted to focus on.

Appointment Setting Ideas:

- Reduce the risk
- Have an appointment setting and appointment running goal for the day, the week, the month.
- Preframe
- Opportunity for referrals
- Have a follow up system
- Follow up until they say yes or no. Don't quit until you get an answer.

Appointment Setting Tools:

- Script
- Confirmation email
- Information email

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- Objection response scripts
- Leads in your target market
- Calendar
- Blocked, scheduled time
- Tracker
- www.tungle.me

Appointment Setting Techniques:

- Over the phone
- Email
- Book an appointment in an appointment
- Schedule at a seminar
- On a web site www.freesalesscriptcritique.com
- Someone else can book it for you (appointment setter, client, internal referral)

What actions will I take immediately to improve my appointment setting skills?

_____

_____

_____

Appointment Setting Script:

This is who I am.

_____

_____

_____

This is why I am calling.

_____

_____

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This is what I would like to do.

_____

_____

_____

Would you like to do it?

_____

_____

_____

Appointment setting is a learned skill. In many cases it simply comes down to intention, your intention to schedule as many appointments as you want. Make a decision today to apply these ideas and increase the number of appointments you are setting and running.

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Trust and Rapport

Everything in a sales presentation should eliminate an objection, make a benefit point, and/or take the prospect one step closer to a sale.

In order to do this you must reverse engineer your presentation. Most people do not do this. In many cases they are saying things in their presentation that negatively impact the sale. (I can help you increase your results by 1, 2, or 3 %)

Trust and rapport is the first step when you are with the prospect (over the phone or live) at the beginning of the presentation.

Here is the BIG IDEA about why you must lead with trust and rapport. Your prospect often times starts off the presentation with resistance. The reason they resist you is in their mind you are a salesperson.

"Rapport reduces resistance." ~ Eric Lofholm

Rapport Mindset:

- Rapport is the cornerstone of the sales process.
- People buy from people they like and trust.
- On a conscious level we notice differences.
- On a subconscious level we notice similarities.
- A buyer is a buyer is a buyer
- Funny equals money - Marshall Sylver

People want to be heard. We each have our own model of the world. To create a deep level of rapport enter the world of your prospect and view their experience from their perspective.

Seek first to understand then be understood. This is one of the seven habits of highly effective people from Steven Covey. It is one thing to intellectually understand this. It is another to be it.

Once someone has purchased from you a certain level of rapport is always present. This is why many times your best leads are people who have purchased from you before.

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Techniques to Build Trust and Rapport:

- Be humorous
- Humor builds rapport
- Find common ground
- Mirror and match physiology
- Mirror and match speech, rate, and tonality
- Mirror and match mood
- Match language
- Appearance
- Show the prospect how you have a solution to their problem
- Do something nice for them
- Treat others the way they would like to be treated
- Listen
- Care about your client more than you care about your commission.

For the next seven days focus on building rapport with everyone you interact with.

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Identify Customer Needs

Everything counts in a presentation.

Every section of a presentation impacts the close.

After building trust and rapport, the next step is to identify customer needs.

The outcome of the identify customer needs section of your presentation is to find a problem that the prospect has that your product or service can solve. The way to identify the problems of your prospect is to ask questions.

Killer questions can almost close the sale in some cases.

Spend time creating questions that help your prospect understand the problems they have.

One of the best questions that I ask is "Do you know exactly what to say to get someone to buy from you?" In many cases the prospect says no to me. When they say no they get connected to the problem they have by not knowing exactly what to say.

Exercise: Identify seven great questions (and write them down) you can ask your prospect to find their problem, pain point or needs

Many salespeople make THIS mistake: They skip the identifying customer needs section of the presentation.

The easiest way to persuade or influence someone is to find out what they want and give it to them.

Reverse Engineer - prior to delivering your presentation think the entire presentation through. I regularly do this on paper. Determine where you are going to identify customer needs during your presentation.

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Part of selling is timing. When you identify customer needs at the proper time in your presentation it helps make the presentation effortless. This is part of elegantly influencing someone.

"Identify the true need of your prospect and your presentation becomes almost irresistible." - Dr. Moine.

Key question: What is your true need in regards to _____?

Buyer Fingerprints - Human beings make buying decisions in patterns. Identify the criteria your prospect uses to make a buying decision.

People make buying decisions in patterns. We each have our own buyer fingerprint. The way to identify your prospect's buyer fingerprint is to ask them questions about how they have made buying decisions in the past.

Eric's real estate example - My wife and I bought our first property a little over eight years ago. We met with our realtor. My wife then met several times with the realtor over the next month looking at property. I never went. Once she found a condo she liked I went and looked at it. We then bought the property. We repeated this buying pattern on our next two properties.

Script idea:

For me to best help you Mr. Prospect I need to ask you a few questions. Would that be okay?

Examples of Probing Questions and Probing Statements:

- What type of budget do you have to work with?
- How soon would you like to get started?
- Have you ever worked with a realtor before?
- Tell me about your situation.
- Describe to me your dream job.
- Where do you currently buy your office supplies?
- How would you describe your credit?
- Is anyone other than you involved in the buying decision?

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Trial close while asking probing questions.

Example:
What is your budget?
$2,000

If I am able to submit a proposal under $2,000 that meets your needs can you think of any reason we won't be able to move forward?

Stage Selling - Don't go to the next step in the sales process until you have identified a need in this section of the presentation.

After asking a probing question say tell me more about that.

Borrow other people's probing questions - ask the people you work with what questions they might ask too.

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Share the Benefits

The way you get your prospect to want to buy from you before you get to the close is to deliver a benefit rich presentation where the benefits clearly solve a problem that the prospect has.

During a presentation we:

- Build trust and rapport
- Find a problem the prospect has that our product or service can solve
- Share benefits with the prospect to get them excited about buying from us
- Guide the prospect to make a buying decision

Get CLEAR on the benefits of your product or service.

Don't sell the benefits you are most interested in.

Sell the benefits the prospect is most interested in.

Benefits build value in your product or service.

People buy benefits.

There is a teeter-totter in the mind of your prospect. On one side of the teeter-totter is price and the other side is value.

Types of Benefits:

- Tangible benefits
- Intangible benefits
- Benefit of taking action
- Consequences of not taking action
- Benefit of the benefit

Communicate benefits with a convincer or social proof.

Look for newspaper articles, books, websites, and credible sources to make your points for you.

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One of the most common missed benefits is the lifetime benefit of your product or service

Borrow the benefits from sales superstars.

During probing questions ask the prospect which benefits are they most interested in.

While objection handling ask the prospect which benefits they like the most.

They say "I don't have the money?"
You say "is that your only concern?"
They say "Yes"

You say "It sounds like you are very interested. Is that true?"
They say "Yes"
You say "What interests you most about my product?"

Brand New Home Example:

Isn't this home beautiful? One of the great benefits of buying a new home is you'll never have to worry about your appliances breaking down.

If your price is higher build value by sharing what additional value you are able to offer by charging a higher price.

One of the best ways to communicate benefits is in stories of your satisfied clients. Share how they have benefited from you, your company, and your products and services.

Make a laundry list of benefits.
Make a laundry list of stories you can tell.

Endorsements

Here are some ways to use endorsements:
You place endorsements on your website, in sales presentations and emails.

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Endorsers put you and your product or service on their websites.

List companies and people who could endorse you:

_____

_____

_____

_____

_____

Testimonials

Nothing sells like success. Testimonials and testimonial stories can convey your success and the benefits of your product or service. They can go on websites, in sales letters and in PowerPoint® presentations. They can also be incorporated into your sales presentations.

Create a list of people who have provided you with testimonials. If you are new to your business, you can use testimonials from companies with whom you associate.

_____

_____

_____

_____

_____

Make a list of people you would like to provide you with testimonials.

_____

_____

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Sales Models

The most effective way to create consistency is to establish a sales model or process.

Here are some examples of sales models:

One Call Close. Here you ask for the order at the end of the initial appointment. This is the model the Girl Scouts use when they are selling Girl Scout cookies.

Set Appointment, One Call Close. Here you first set an appointment and then go to the appointment. At the end of the appointment, ask for the order. This is the model real estate agents use when they are trying to get listings.

Set Appointment, One Call, Two Call Close. Here you set an appointment, go to that appointment; set and go to a second appointment and then ask for the order.

This is the model some financial advisors use.

Identify your sales model.

_____

_____

_____

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_____

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Market Research

There are success clues all around you. Begin to look at what other successful people in your industry are doing.

List seven things other successful people in your industry are doing that you are not.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

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Follow Up, Qualify, Referrals

Follow Up Mindset:

- Follow up until they buy or die
- They are still interested it is just that life has gotten in the way
- Take the sale to a conclusion of a yes or a no

Negative Mindset:

- I am being a pest
- I am bothering the person
- If they were interested they would call me back
- What if they get mad at me for calling?

Sales Champion Mindset:

- I am doing my job
- I am being a professional
- I am adding value
- My job is to lead them to action

Follow Up Affirmations:

- I am a follow up master
- I am great at follow up

The law of belief is whatever you tell yourself over and over again you will eventually believe.

Follow Up Techniques:

- Email
- Phone (call from you or a call from an assistant)
- Stop by
- Snail mail

Recipe Box System
White Board Strategy
Day Plan Strategy (question) write it down - Who do I need to follow up with today?

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Overcome the fear of follow up - let go of the outcome
Most salespeople rate themselves a 5 or less on a scale of 1-10 in the area of follow up.

How would you rate yourself? _____

Define your follow up system. When someone says call me next Tuesday at 4:00 pm what is your system for following up?

Get a database to keep track of your follow calls

Use your database - Follow up with 3 people that you have been procrastinating following up with.

When you review the Sales Mountain, you will notice that Qualify and Referrals are wildcards.

Qualify:
The reason qualify is a wild card is because you don't need to qualify in every case. It depends on the list you are calling on and the product or service you are selling.

Referrals:
The reason referrals are a wild card is because there are many different places you can ask for a referral.

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Beliefs

Affirmations

Change begins in language. When you change your language, you change your reality. Each day I read my list of affirmations. Sometimes I read them out loud. Sometimes I say the affirmations to myself. Use my list below as a template to create your own list.

Affirmations

- I am a hero in my home.
- My wife and children are proud of me.
- I love managing my company.
- I consistently focus on my highest and best use.
- I practice “best practices.”
- I take MASSIVE action.
- I plan everyday on paper.
- I love God.
- This is my year.
- My book is a bestseller.
- People love to buy my DVDs.
- I am the top sales trainer in the world.
- All of my actions have a powerful ripple effect.
- I am a master of action.
- I am a great leader.
- Each day I am becoming healthier.
- I make a difference in the world.
- My net worth increases every day.
- My life is clutter free and organized.
- I leave things nicer than I found them.
- I am enjoying the NOW.
- I now have all the money that I need to do everything I want.
- All my investments are profitable.
- People love to buy from me.
- People love to give me referrals.
- I effortlessly attract success.
- I have everything I need to create the life I want.
- I create my reality.

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- I have all the time I need to do everything I want.
- I attract world-class people who want to be on my team.

Create your list of daily affirmations:

_____

_____

_____

_____

_____

_____

_____

_____

Limiting Beliefs

What are your limiting beliefs? Here are a few:

- I am not experienced enough.
- I don't have a college degree.
- I am too old.
- I don't have any money.
- I don't have any time.

List your limiting beliefs. Once you have done so, cross out each limiting belief and write next to it an empowering belief. For example: Instead of saying, "I am too old," say, "With each passing day, I gain valuable wisdom that will help me."

_____

_____

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_____

Procrastination

List three actions you have been putting off in your business.
1. _____
2. _____
3. _____

Your Comfort Zone

Most people tend to operate within their comfort zones. List three ways you can expand your comfort zone in your business over the next 90 days.
1. _____
2. _____
3. _____

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Imagine How Your Life Will Be Different

You get what you focus on. Most people focus on what they don't want. When you focus on what you don't want, unfortunately, that is usually what you get. This exercise is designed to help you focus on what you want. It is called: "Imagine how my life will be different when…." The purpose of the exercise is to imagine how your life will be different when your current reality changes. For example, if you are renting and you want to become a homeowner, imagine how your life will be different when you are in your new home.

What will motivate and inspire you?

Imagine how your life will be different when….

_____

_____

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Time Management

Time management is one of the keys to success in business and in life. I developed a system to plan my day. Here is the system: Spend 14 minutes planning each day.
There are 1440 minutes each day. 14 minutes is 1% of the day. During the 14 minutes ask yourself your time management questions. Write down your answers.
Below are questions I ask myself each day. Use my questions as a template to create your own questions. Store the questions in your word processor.

Eric's Time Management System:

Pre-Planning Questions

- At what level am I committed to play during planning?
- How long will I spend planning?
- Questions for Today
- At what level am I committed to playing today?
- How will I reach for success today?
- What are carryover activities from yesterday?
- What must I accomplish today?
- With whom do I need to follow up?
- What new prospects will I call?
- How will I improve my health today?
- What will I do spiritually today?
- In what ways will I lead my team today?
- What will I do with Brandon and Sarah today?
- What are my two most valuable outcomes to accomplish today?
- How can I make $10,000 today?

Post-Planning Questions

- Can I group any of my activities?
- Can I delegate any of my activities?
- I look at my list and ask myself, "Do I really need to do this?"
- Apply the 80/20 Rule. What two activities will provide the most value?
- Are there any activities I need to block time for?

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Create a list of customized questions to ask yourself to plan an optimum day.

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Goal Setting

10-Step Goal Setting Process

1. Think about what you want, and write it down.
2. Define exactly what you want, and write it down.
3. Make sure your goal is measurable.
4. Identify the specific reasons you want this goal, and write them down.
5. Establish a definite date for accomplishment of your goal, and write it down.
6. List the action steps you need to take to accomplish your goal.
7. Create an action plan from your list of action steps.
8. Take action.
9. Do something every day.
10. View your goal as often as possible.

Take a goal through the 10-step goal setting process.

Step 1. Think about what you want, and write it down. This is a brainstorming exercise. Spend five minutes writing down what you want in the space provided.

_____

_____

_____

_____

_____

_____

_____

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Step 2. Decide exactly what you want, and write it down. List five goals.

1. _____
2. _____
3. _____
4. _____
5. _____

Select one goal to take through the rest of this goal setting process. Write that goal in the space provided.

_____

Step 3. Look at your goal, and make sure it is measurable. Describe how you will measure your goal.

_____

Step 4. Identify why you want to accomplish your goal. List three reasons.

1. _____
2. _____
3. _____

Step 5. Set a definite date for accomplishment of your goal, and write it down.

_____

Step 6. List the action steps you need to take to accomplish your goal.

_____

_____

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Step 7. Create an action plan from your action steps listed in Step 6. Number them in the order they need to be taken.

Step 8. Take action. This is where the rubber meets the road.

Step 9. Do something every day. Maintain your momentum.

Step 10. View your goal as often as possible. Incorporate this step into your daily affirmations. Keep your goal in front of you.

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Baseline Strategy:

Your baseline is everything you are doing to generate the results that you are currently producing. You have a baseline in many areas of sales and marketing:

You have an income baseline.
You have a referral baseline.
You have a closing baseline.

The baseline strategy is to keep doing all the things that you have been doing to produce your baseline in any given area. Then add one or more new ideas to your baseline, and you will produce a new and better result. There are three things you can do to a baseline:

You can add something new.
You can subtract something.
You can improve something.

Identify seven or more items you can add to, subtract from or improve your baseline.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

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Leverage

Using leverage is going to be a big part of your plan. Begin to think about ways you can create leverage in your business.

Database
Keep all of your leads in one database. Examples of database software are ACT!® and GoldMine®. There are many others. The software I use is Infusionsoft. It's available at www.infusionsoft.com. For most salespeople and network marketers, a database is critical to your success. And here's a lesson from the school of hard knocks: remember to make backup copies of your database on a regular basis.

Direct Mail
This tool allows you to market consistently to your prospects. Consistency is the key.

Email
Here you have marketing at zero cost. Again, consistency is the key.
There are many benefits here.
Positions you as an expert.
Builds rapport with your prospects.
Generates lots of leads.

Front-of-the-room Speaking

Website
Your website keeps your business open 24/7. Do you know that your customers Google™ your company and your name all the time?It is important that you have a presence on the web.

Special Report
Having a special report is a great tactic. Here is how it works: You offer a special report or e-book in exchange for the prospect's contact information. This builds rapport and your database at the same time.

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Conference Call
Employing conference calls is one of my favorite ways to market. You can reach your target market at very little cost. You can record the conference call and create an audio link, replay line or audio CD.

Strategic Alliances
Think Barnes and Noble and Starbucks. Create alliances with companies or people where you can create synergy.

Hire People
This is one of my favorite ways to create leverage. I have used this strategy for over nine years now. My first long-term employee was a woman named Lisa. Lisa worked 20 hours a week at an hourly rate of $10. I was able to give Lisa administrative tasks to complete for me. This freed up my time to focus on revenue-producing activities that generated more than the $10 an hour I was paying her.

List ways you can create leverage in your business.

_____

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Creating Your 90-Day Plan

Look into the future for about 90 days. What did you accomplish this quarter?

_____

_____

_____

_____

There are times in our lives when we take several steps back over a 90-day stretch.

There are times in our lives when 90 days pass and we accomplish nothing.
There are times in our lives when we make tremendous progress over 90 days.
The next 90 days will be one of those tremendous progress stretches in your life.

When we put intention into action, it is incredible what we can accomplish.
You get what you focus on.

Over the next 90-days, you will improve your focus, your discipline and your action.

What skills will you develop?

_____

_____

What goals will you strive for?

_____

_____

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How often will you plan your day on paper?

_____

_____

How much debt will you pay?

_____

_____

How much money will you save?

_____

_____

How much money will you invest?

_____

_____

What will motivate you this quarter?

_____

_____

What is the one area of your business where you will make the most improvement?

_____

_____

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What will you accomplish that will surprise your co-workers, friends or spouse?

_____

_____

What are three reasons you will succeed this quarter?

1. _____
2. _____
3. _____

Your baseline represents everything you are doing to produce your current results (your actions, time management, goals, marketing, mindset, etc.). What are three things you can add to your baseline this quarter to increase your results?

1. _____
2. _____
3. _____

Who do you have to become in order to accomplish these outcomes?

_____

_____

_____

_____

_____

_____

Planning Tips:

- Begin with the end in mind.
- Mastermind your plan with others you respect.
- Incorporate *systems* into your planning.
- Review your written plan often during the quarter.

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What are your top five 90-day outcomes?

1. _____
2. _____
3. _____
4. _____
5. _____

What tactical actions do you need to take to accomplish your 90-day outcomes?

_____

_____

_____

_____

_____

_____

_____

What are your outcomes for the first 30 days?

_____

_____

_____

_____

_____

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What tactical actions do you need to take to accomplish your first 30-day outcomes?

_____

_____

_____

_____

_____

_____

_____

What are your outcomes for the second 30 days?

_____

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_____

_____

What tactical actions do you need to take to accomplish your second 30-day outcomes?

_____

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_____

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_____

What are your outcomes for the third 30 days?

_____

_____

_____

_____

_____

What tactical actions do you need to take to accomplish your third 30-day outcomes?

_____

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_____

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What are your weekly outcomes?

_____

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_____

What tactical actions do you need to take to accomplish your weekly outcomes?

_____

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_____

What are your daily outcomes?

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What tactical actions do you need to take to accomplish your daily outcomes?

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List the trainings you would like to attend with my company.

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You have just finished all but the last exercise. For your last exercise, write down the new actions you are going to take immediately to increase your sales results.

_____

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_____

Congratulations on completing the Silver Protégé Workbook!
It will be beneficial for you to review this course book from time to time.

I encourage you to study the materials in this workbook, listen to the audio recordings, and then complete the certification process.

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Products

As a valued member of Eric Lofholm International's various programs, you also receive access to Eric's various products and resources. We highly recommend that you take advantage of these valuable products.

Sales Tips for Smart People
There are multiple ways to access Eric's weekly interviews with experts in sales, marketing, social media, networking, and much more!

- Listen here https://salestipsforsmartpeople.podbean.com/

Amazon Author Page
You can wirelessly download or order paperback versions of Eric's various books, some as low as $0.99!

Access Eric's Amazon Author Page here: http://amazon.com/author/ericlofholm

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Gold Protégé

I Have Three Questions For You…

1. Would you like to know one of the world's best kept secrets to achieving sales greatness?
2. Would you like to know what the world's most persuasive people have in common?
3. Would you like to harness the power of this secret to instantly increase your sales results?

If You Answered *YES* To Any Of These Three Questions, This Could Be The Most Valuable Program You've Ever Found…

The secret to instantly skyrocket your sales results is to use Sales Scripts. Sales scripting is the most profitable idea I have ever learned in sales.

Let me begin by sharing with you why I am so passionate about sales scripting. Let me take you back to December of 1993. I was finishing up my first year working at First Hybrid Corporation. My role was inside sales person. The problem was I was not good at it. I had just missed my quota 2 months in a row. The quota was $10,000 in gross sales. My manager Richard Hogan called me into his office to inform me I had 1 more month to hit my quota or I would be fired.

If I was going to keep my job I had to learn how to sell fast. I started looking for answers. By fate, destiny, luck or prayer, I was introduced to the world's greatest sales mind. His name is Dr. Donald Moine. Dr. Moine had spent the previous decade studying sales from a scientific point of view. Dr. Moine discovered that sales superstars used sales scripts. I began to apply Dr. Moine's techniques during my sales calls. That month I did $10,500 in gross sales making my quota by a single sale. My friend, Anthony, was on quota probation with me. He did $9,500 in gross sales missing quota by 1 sale. He was let go. That was how close I was to being fired.

The next month I did **$51,000 in gross sales**, becoming the top producer in my division! ***Seven months later I did $160,000*** in gross sales in a single month by harnessing the power of sales scripts!

I started sharing what I had learned from Dr. Moine with my co-workers. At the time I was 23 years old. I shared the sales scripting system with David. David immediately became one of the top producers in the company. David has earned over $100,000 in sales almost every year for the last 15 years.

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I taught the same to Ted. Ted sold his product while giving seminars. Ted has used this knowledge ever since to generate millions of dollars in sales from his seminars.
This sales scripting system is duplicable…**AND I CAN TEACH IT TO YOU**

To learn more about Gold Protégé email customersevice@ericlofholm.com

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Platinum Protégé

Discover The Secrets (Proven Principles) To Exponentially Increase Your Sales Results Over The Next Year

Would you like to increase your sales results 2x-10x in 12 months or less?
Hi my name is Eric Lofholm. I have been helping people just like you increase their sales results for over 14 years. In 2013 I challenged myself to exponentially increase my sales results. Instead of simply wishing or hoping it would happen, I applied proven business and sales acceleration principles to my business to predictably increase my results.
I decided to build a training program built around the exact strategies I used to grow my business exponentially in this economy. These are ideas that are working today. So I invite you to participate in m Platinum Protégé Program.

Some of the sales acceleration strategies that I have applied that I will be teaching you include:

- Power Partnering
- Collaboration
- Strategic Alliances
- Optimizing what you already have
- Product Line Extension
- Increasing the size of your database
- Cross promoting other products and services
- Repurposing your skill set (I am doing this strategy to add $1M in revenue to my business annually) (This is a huge idea that I will train you in depth on)
- Best Practices (model the top ideas in your industry)
- Model Best Practices of other Industries
- Highest and Best Use (I will train you on how to make sure you are spending your time on the right activities to produce the results that you want)

The bottom line is once you are trained on these proven principles you will be able to immediately apply them and benefit from them for life.
To learn more about Platinum Protégé email customerservice@ericlofholm.com

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Affiliate Program

An affiliate account is very important in terms of tracking link stats that you are sending out. If you are driving prospects to Eric Lofholm International websites and products, you want to get credit for them if they buy a product or service.

Sign up for your affiliate account using this link:
https://saleschampion.com/affiliates/

Login to your Affiliate Account:
https://m269.infusionsoft.com/app/authentication/login

If you have any questions or issues with your affiliate account you can contact customerservice@ericlofholm.com.

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Silver Protégé Study Guide

Concepts to Study:

- Stay in the conversation

- The core distinction of the Silver Protégé Program is the Sales Mountain. You want to learn this idea inside and out. The big idea is, how does the Sales Mountain apply in your business? In other words, what is your customized Sales Mountain?

- Move at the speed of instruction.

- I encourage you to log 100 hours of training with me.

- Baseline strategy.

- Everything counts.

- Sales superstars are masters of the basics.
  - They focus on adding value to the prospect.

- Selling is easy when you know the steps.

- What is a sales system? It is a system that:
  - Produces a lead
  - Books an appointment
  - Converts a sale

- 3 Key Systems to Grow any Business:
  - Lead Generation
  - Appointment Setting
  - Lead Conversion

- 3 Ways to Elevate your Sales Results:

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  - Inner Game
  - Outer Game
  - Action

- The reason to use a system is because a system produces predictable results.

- Human beings respond in predictable ways.

- I believe I teach the most powerful system in the world. What I teach is the way that I sell.

- How I close:
  - I think about the client I am about to see (the speech I am about to give)
  - I think about what is the client's next logical step.
  - I almost always sell them to the next step I have decided in advance (unless they reveal something that causes me to go in a different direction.
  - I get clear on exactly how the close is going to go.
  - What I am going to say.
  - How I am going to ask for the order.
  - I don't go into the presentation until I am clear on how the close is going to go.
  - (If I don't do this then I will be figuring out the close as I go along (winging it). This will project uncertainty. I want to project certainty in the close.
  - It is important for you to understand the overall process. Once you understand the overall process you can work on perfecting individual sections of the presentation.

- Reverse Engineer - this means to look at the presentation from end to the beginning. When you look at it from this viewpoint you may experience a breakthrough.

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- Sales Model - common sales models are:
  - 1 call close
  - Set appointment 1 call, 2 call close
  - Set appointment, 1 call close

- Sales Mountain:
  - The idea behind the sales mountain is there is a sequence to delivering a successful sales presentation. You want to identify what the sequence is. Once you do this you can work on the presentation one section at a time.

- How we learn:
  - Intellectually
  - Experientially
  - Teaching Others

- Things only have the meaning that we give them.
  - If you are uncomfortable asking for the order what are you making it mean?

- When making phone calls or delivering a presentation your job is not to get a yes.
  - Your job is to deliver a quality presentation and ask for the order. In other words you don't have to put pressure on yourself that they are going to say yes.

- The easiest way to persuade or influence someone is to find out what they want and give it to them.
  - The best way to find out what they want is to ask them.

- "Identify the true need of your prospect and your presentation becomes almost irresistible." - Dr. Moine.
  - Key question: What is your true need in regards to _____?

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- Do you know exactly what to say to get them to buy from you?
  - Clearly define what you say
  - Knowing what to say makes you confident
  - Visualize presentation
  - Act as if principle
  - Create an expectation that you will become a Sales Master
  - Coaching - belief in coach creates belief in you
  - Make a reasonable request at a reasonable time

- Main strategy:
  - Give something away free for their contact info
  - Free consultation, free download, free audio, free report, free training, etc.

- Lead generation begins with a mindset

- Know your target market

- POI Strategy - everyone has a network but not everyone is a POI

- Use a database

- Build your list

- Attract leads to you and build rapport with your list

- Teeter totter

- Time/Value

- Fun, share great ideas, convenience (come to you), give away (incentive), answer your questions, how I can help you, at the end of our time together you will have the opportunity to move forward if you feel comfortable

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- Scripting - words in sequence that have meaning
- Language
- Structure – order
- The language of influence is silence
- What are the best practices in your industry?
- Drilling Down into the Sales Mountain
- Purpose of generating a lead is to generate a lead
- The purpose of setting an appointment is to set an appointment
- Stage Selling - next step
- Lead Generation
- Reciprocal Referral
- Recycle leads
- Ask for Business Cards
- Goal Setting
- Webinars

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Appointment Setting

- There are 3 ways to increase your appointment setting results:
  - Inner Game
  - Outer Game
  - Action

- Sales Success Mindset
  - There are more appointments that can be set than I can run.
  - There are too many leads. I can't possibly help everyone.
  - Appointment setting is fun and easy.

- Avoid saying:
  - Appointment setting is hard.
  - I am not good at appointment setting.
  - I am not good at sales.

- Your outcome when you set an appointment is to set an appointment. It is not to sell a product or service.

- The benefits of the appointment are different than the benefits of your product or service.

- What are the standalone benefits the prospect receives by agreeing to meet with you?

- Setting appointments is the catalyst for a successful sales career. Imagine how your life would be different if you had as many appointments to run in the target market you wanted to focus on.

- Appointment Setting Ideas:
  - Reduce the risk
  - Have an appointment setting and appointment running goal for the day, the week, the month.
  - Preframe

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    - Opportunity for referrals
    - Have a follow up system
    - Follow up until they say yes or no. Don't quit until you get an answer.

- Appointment Setting Tools:
    - Script
    - Confirmation email
    - Information email
    - Objection response scripts
    - Leads in your target market
    - Calendar
    - Blocked, scheduled time
    - Tracker

- Trust and Rapport
    - Everything in a sales presentation should eliminate an objection, make a benefit point, and/or take the prospect one step closer to a sale.
    - In order to do this, you must reverse engineer your presentation. Most salespeople do not do this. In many cases they are saying things in their presentation that negatively impact the sale. (I can help you increase your results by 1, 2, or 3 %)
    - Trust and rapport is the first step when you are with the prospect (over the phone or live) at the beginning of the presentation.

    - Here is the BIG IDEA about why you must lead with trust and rapport: Your prospect often times starts off the presentation with resistance. The reason they resist you is in their mind you are a salesperson.
    - Rapport reduces resistance -Eric Lofholm
    - Rapport is the cornerstone of the sales process.

- People buy from people they like and trust.

- On a conscious level we notice differences.

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- On a subconscious level we notice similarities.

- A buyer is a buyer is a buyer

- Ways of Building Rapport:
  - Find common ground
  - Mirror and match physiology
  - Mirror and match speech rate and tonality
  - Mirror and match mood
  - Match language
  - Appearance
  - Show the prospect how you have a solution to their problem
  - Do something nice for them
  - Treat others the way they would like to be treated
  - Listen
  - Care about your client more than you care about your commission.

- Identify Customer Needs

- Probing questions/Probing Statement
  - What is your true need in regards to _____ ?
  - What is most important to you about _____ ?
  - How soon would you like to get started?
  - Describe to me your dream job
  - How would you describe your credit?
  - Is there anyone other than you involved the buying decision?
  - Tell me more about that

- Buyer Fingerprint – how did you make that decision?

- Payment plan

- Over Budget/Under Budget

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- Main Decision Maker

- Find out what they want and give it to them

- Repeated Yes Technique –people behave in predictable ways

- Create a safe space to be honest –preframe
  - What you share with me is totally confidential
  - I've heard it all
  - The more honest you are with me the more I can help you

- If you find a problem, look for stories that will help close

- The lifetime benefit of your product or service
  - Borrow the benefits from sales superstars
  - During probing questions, ask the prospect which benefits are they most interested in

- Why use stories in your sales presentation?
  1. Stories move people emotionally
  2. Stories act as invisible selling
  3. Stories suspend time
  4. Stories can increase rapport
  5. Stories can be humorous

- What stories should I tell?
  - Tell your story
  - Tell your company story
  - Tell stories of your satisfied clients.
  - Tell Stories of clients who chose not to buy from you and now regret it.

- Teeter totter

- Value versus time

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- Value versus price

- Closing
  - What are your beliefs about closing?
  - Where did your beliefs come from?
  - Closing is a learned skill

- Selling is a thinking man's game. Selling is a thinking woman's game. When you sell look for angles.

- Your job is to lead your prospect to make a buying decision, to make a quality presentation and come from the heart, and then ask for the order.

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Silver Protégé Certification

- The test contains 20 questions.
- There is a time limit of 30 minutes.
- You can take the test a maximum of 2 times.
- Each score percentage will be saved.
- You must complete the test in one sitting.
- You cannot save and finish later.
- The test will display 1 question per page.
- You are allowed to go back and change your answers.
- You may not leave any questions unattempted.
- The test has a pass mark of 75%.

Certification Test - Instructions:

Do your best to answer the questions based on your study of the Silver Protégé audio and written training materials. You may take the online test a total of 2 times. Spell words out in full. Do not abbreviate otherwise you may not receive credit for the answer.

There are 20 questions and each question is worth 1 point maximum.

You need a score of 75% out of 100% to pass the online test.

Do not close the browser window once the test has begun.

Click the "Next" button to proceed to the next question.

If you have any problems, email customerservice@ericlofholm.com

Click here to begin the Certification Test: http://bit.ly/elisilvertest

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Notes Section

As you progress through this Workbook, write down any notes you might have in the space provided over the following pages.

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