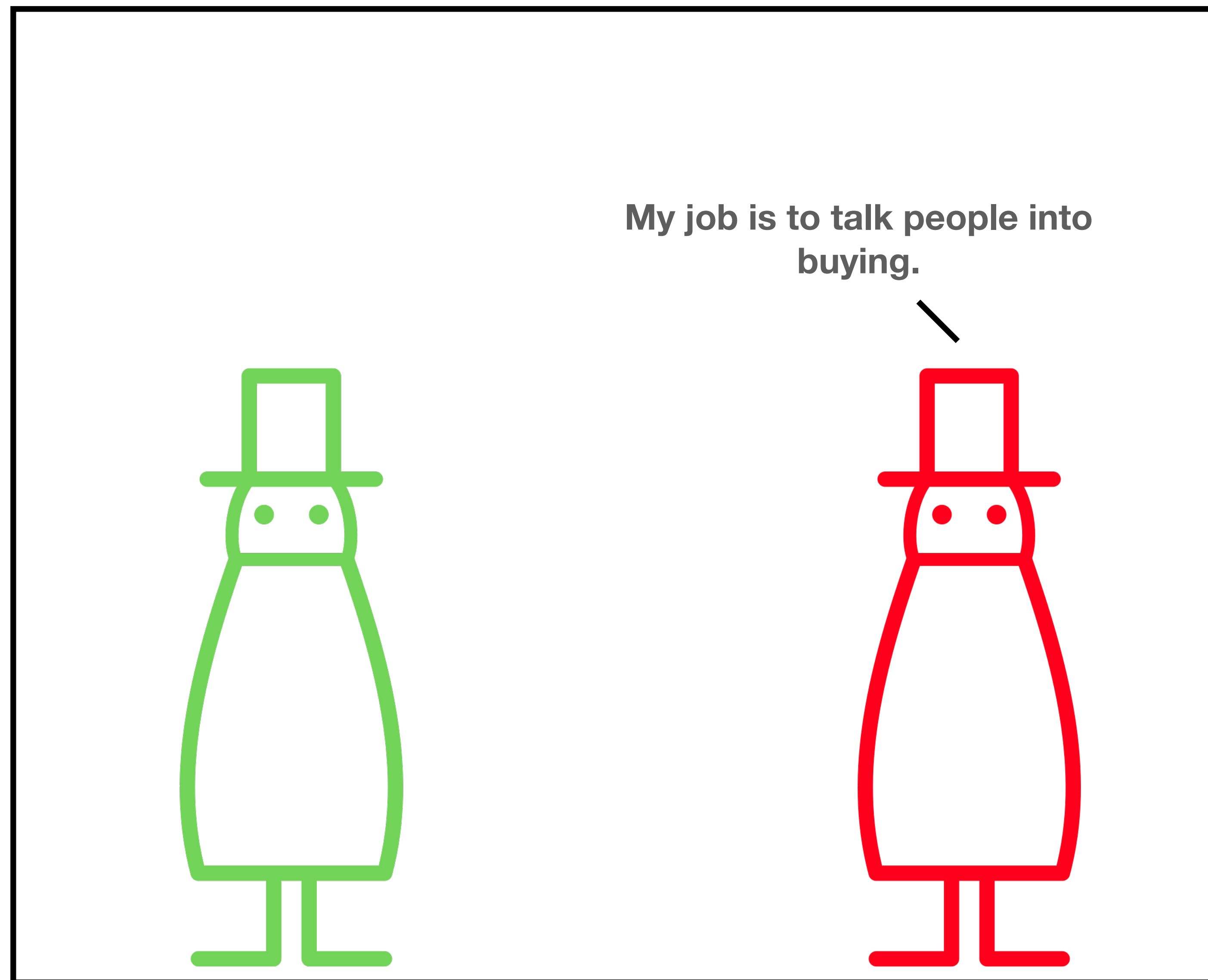


# **Amateur Salesperson vs. Pro Salesperson**

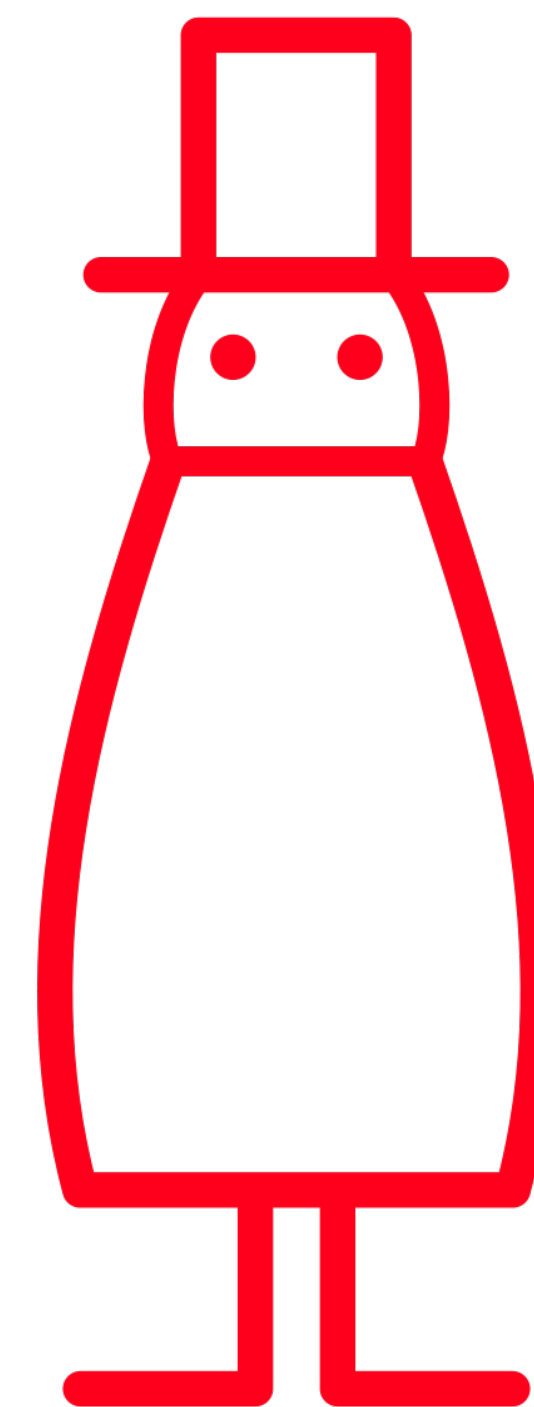
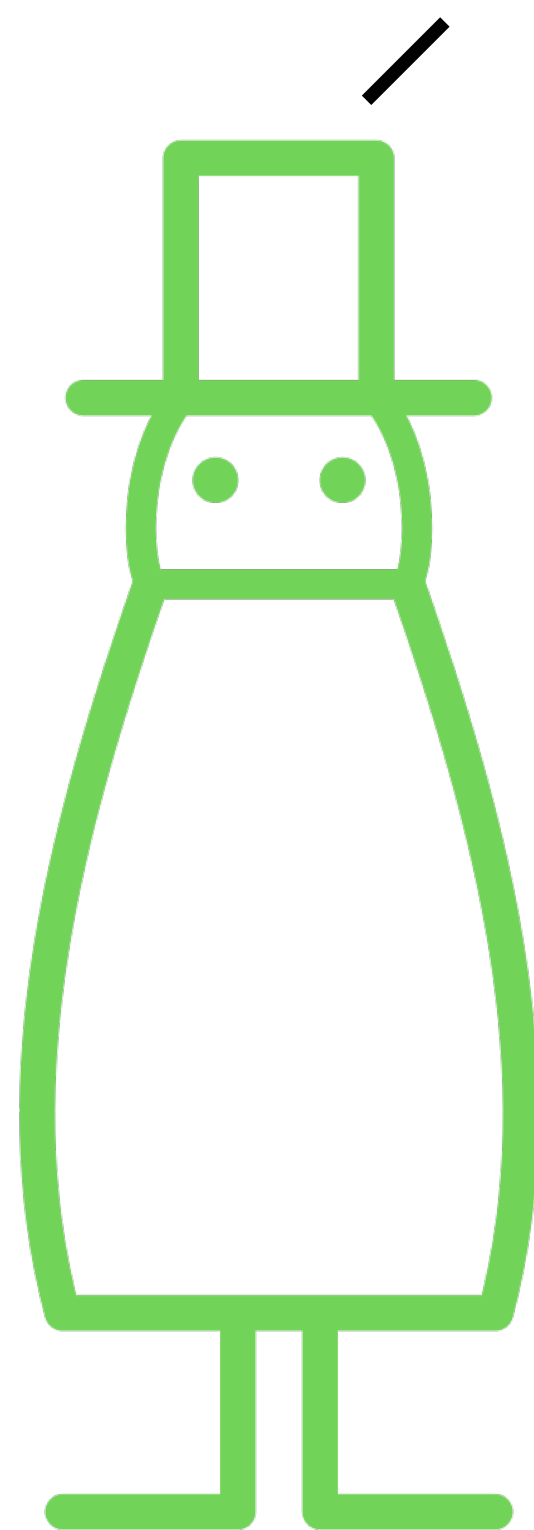
Explained in 10 sketches

**Controlling** —> Surrendering Control

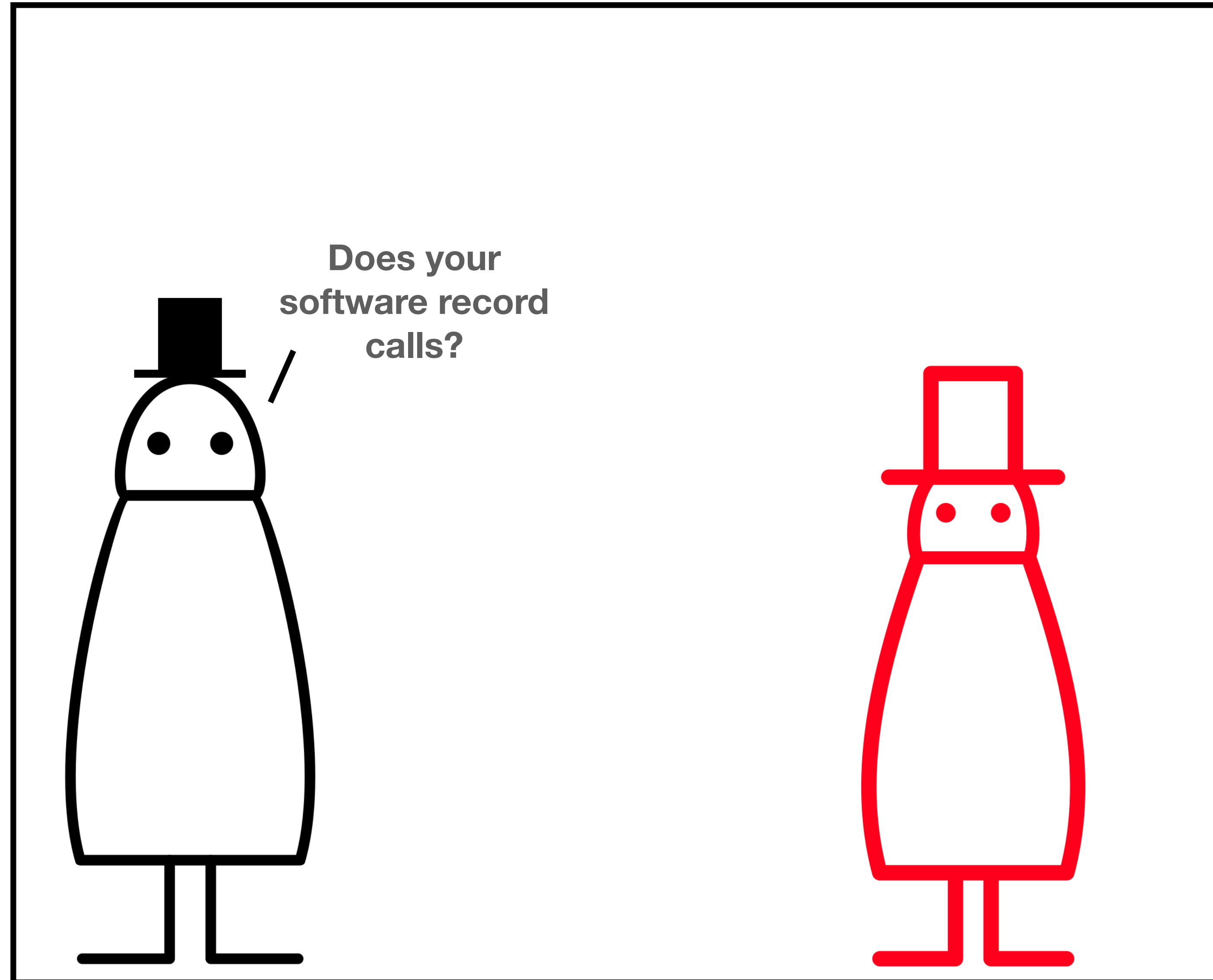


## Controlling —> Surrendering Control

It's not my job to talk people into buying.  
My job is to illuminate a potential  
problem so prospects can determine if  
they'd like to continue the conversation.  
My role is to be curious and listen  
without having expectations.

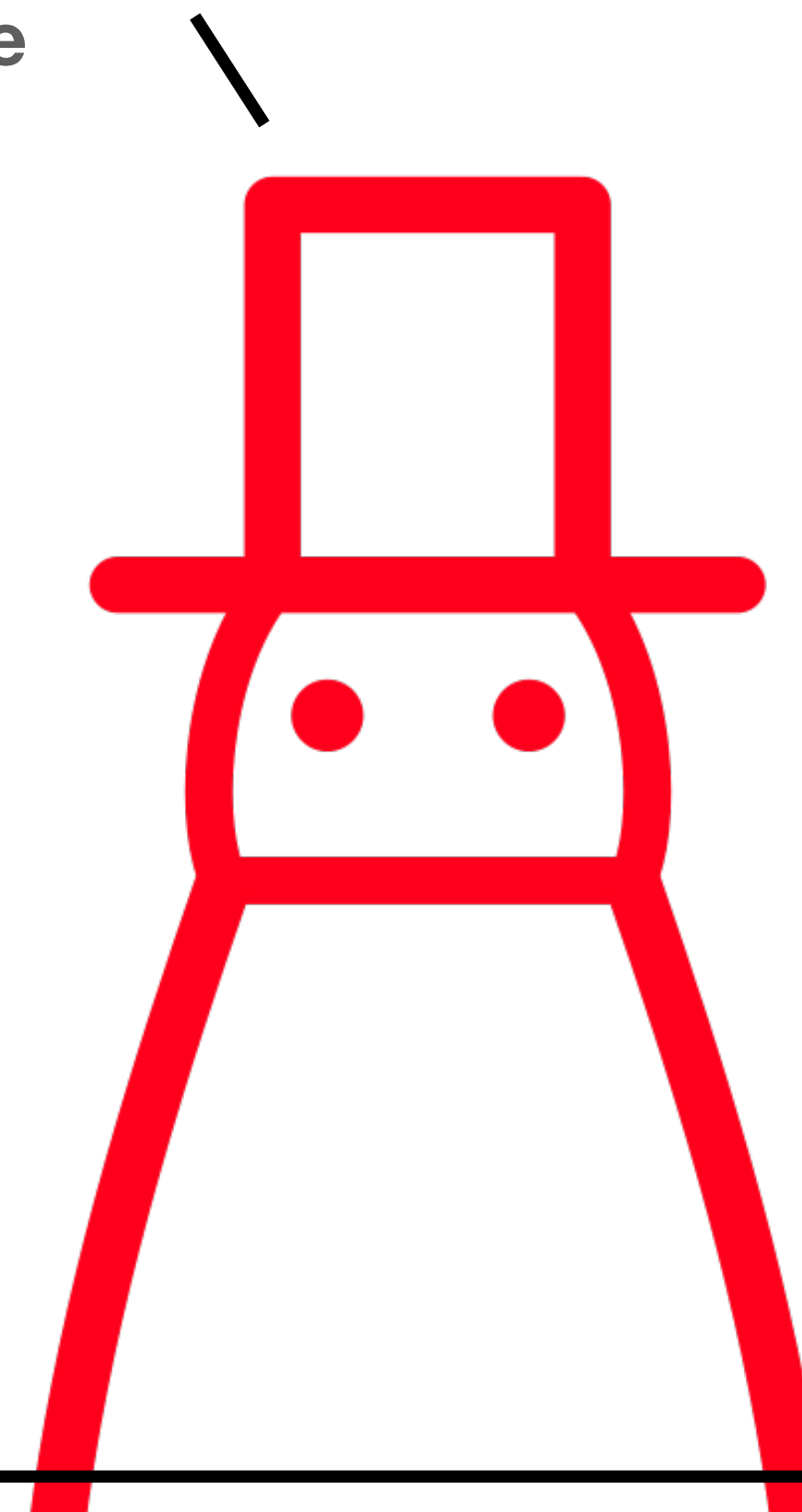


**Assuming** —> **Letting Go of Assumptions**

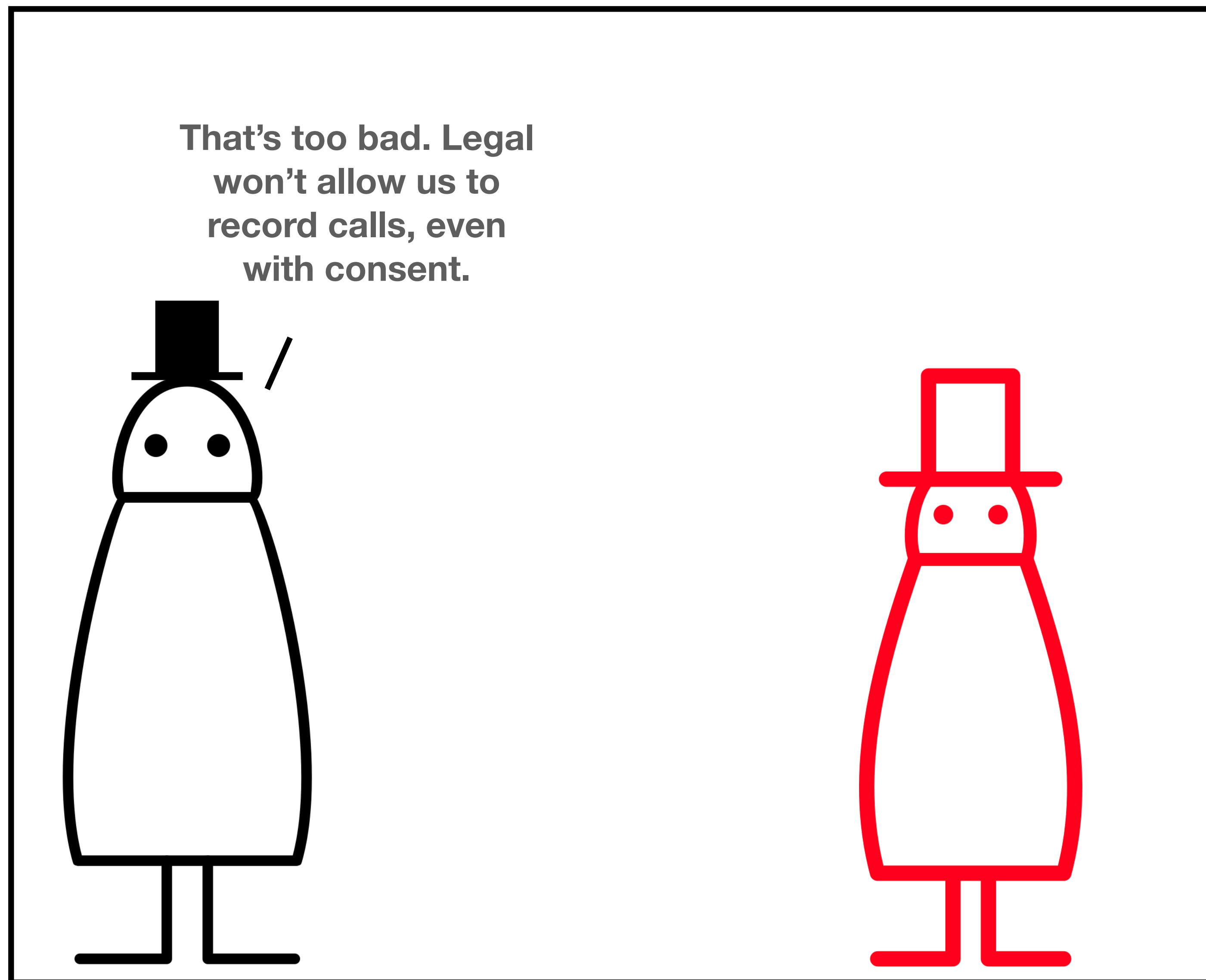


## Assuming → Letting Go of Assumptions

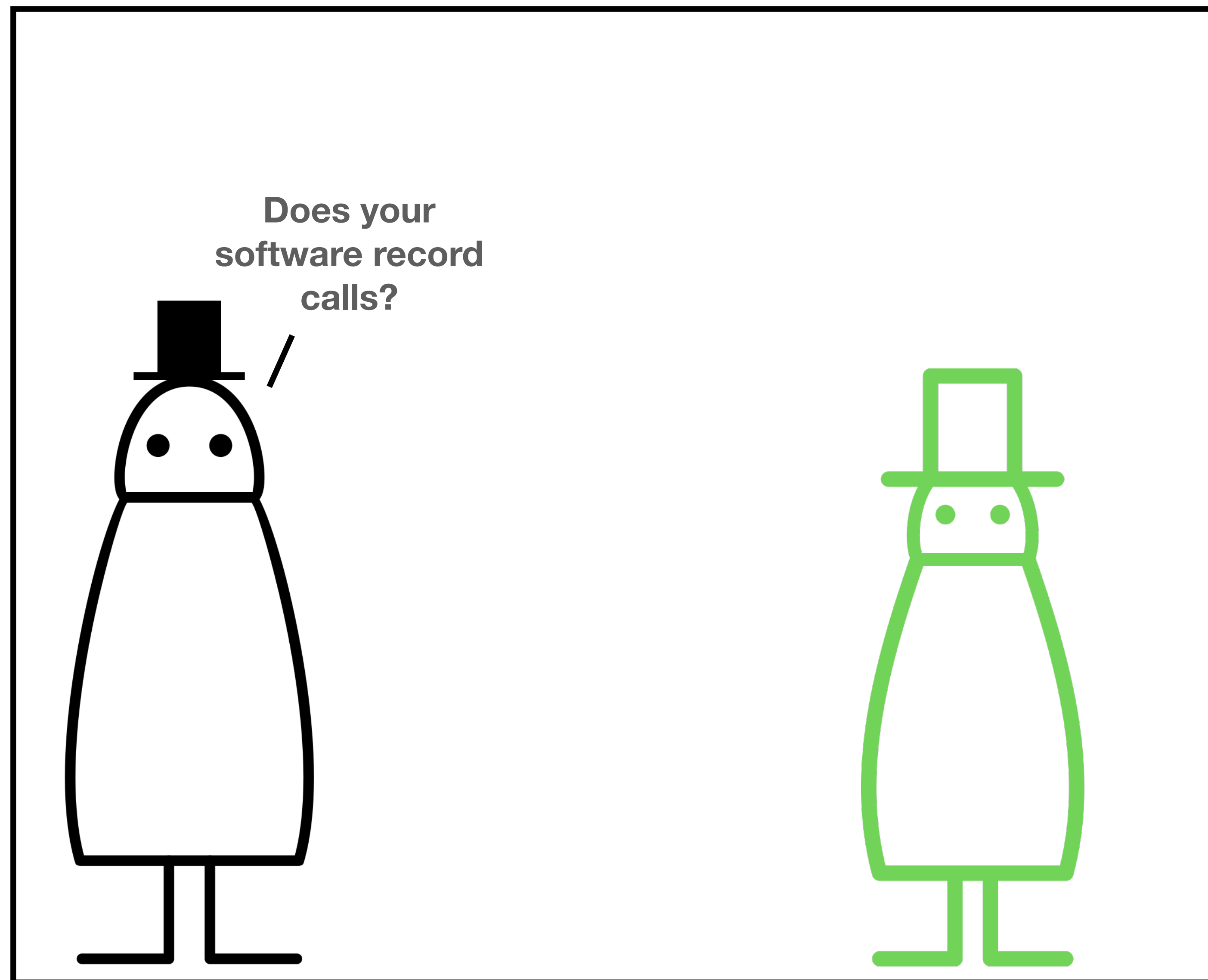
It sure does! Not only do we record calls, but each call is transcribed using AI and automatically uploaded to the opportunity record in Salesforce.



**Assuming** —> Letting Go of Assumptions

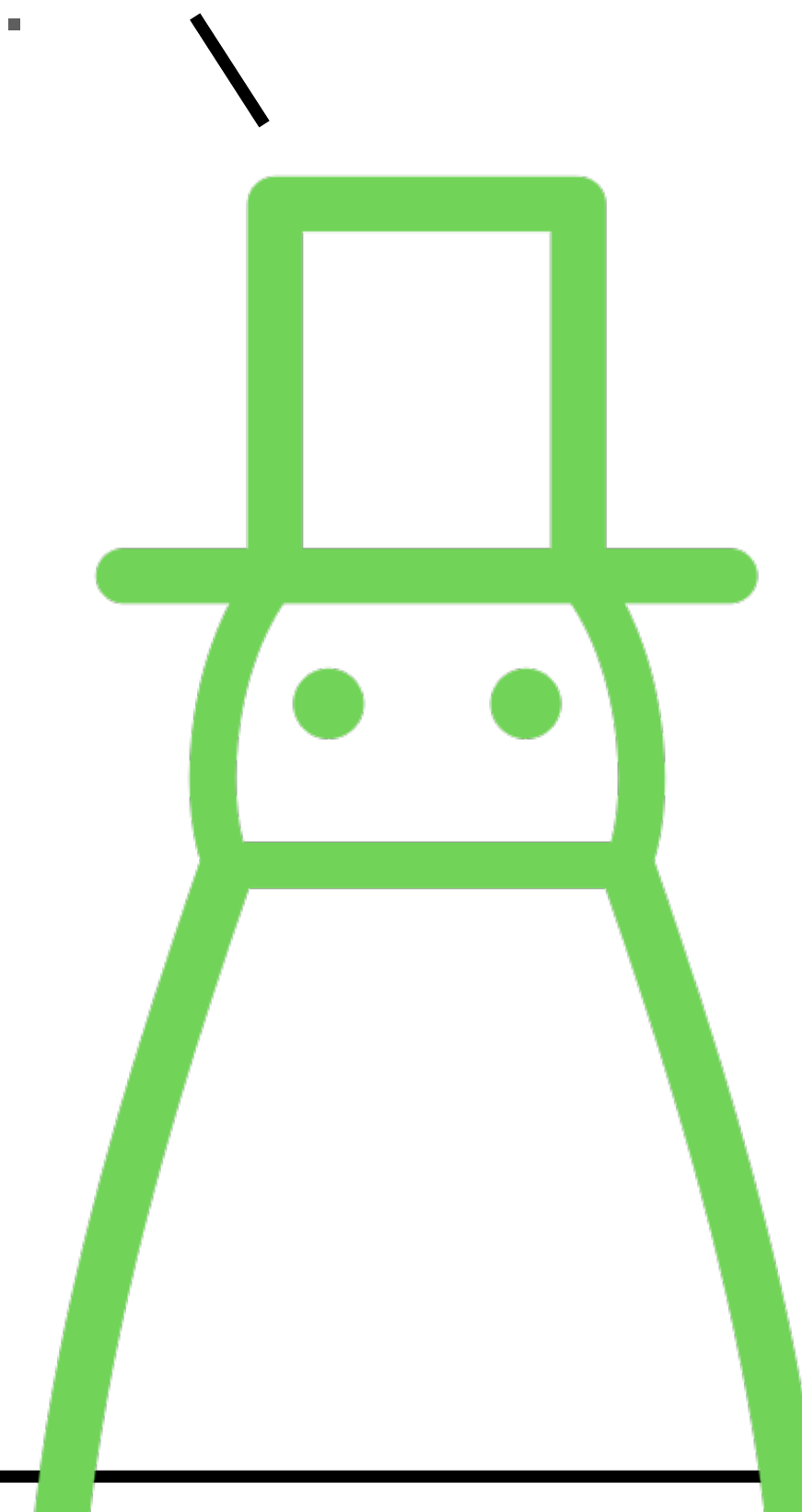


Assuming → **Letting Go of Assumptions**



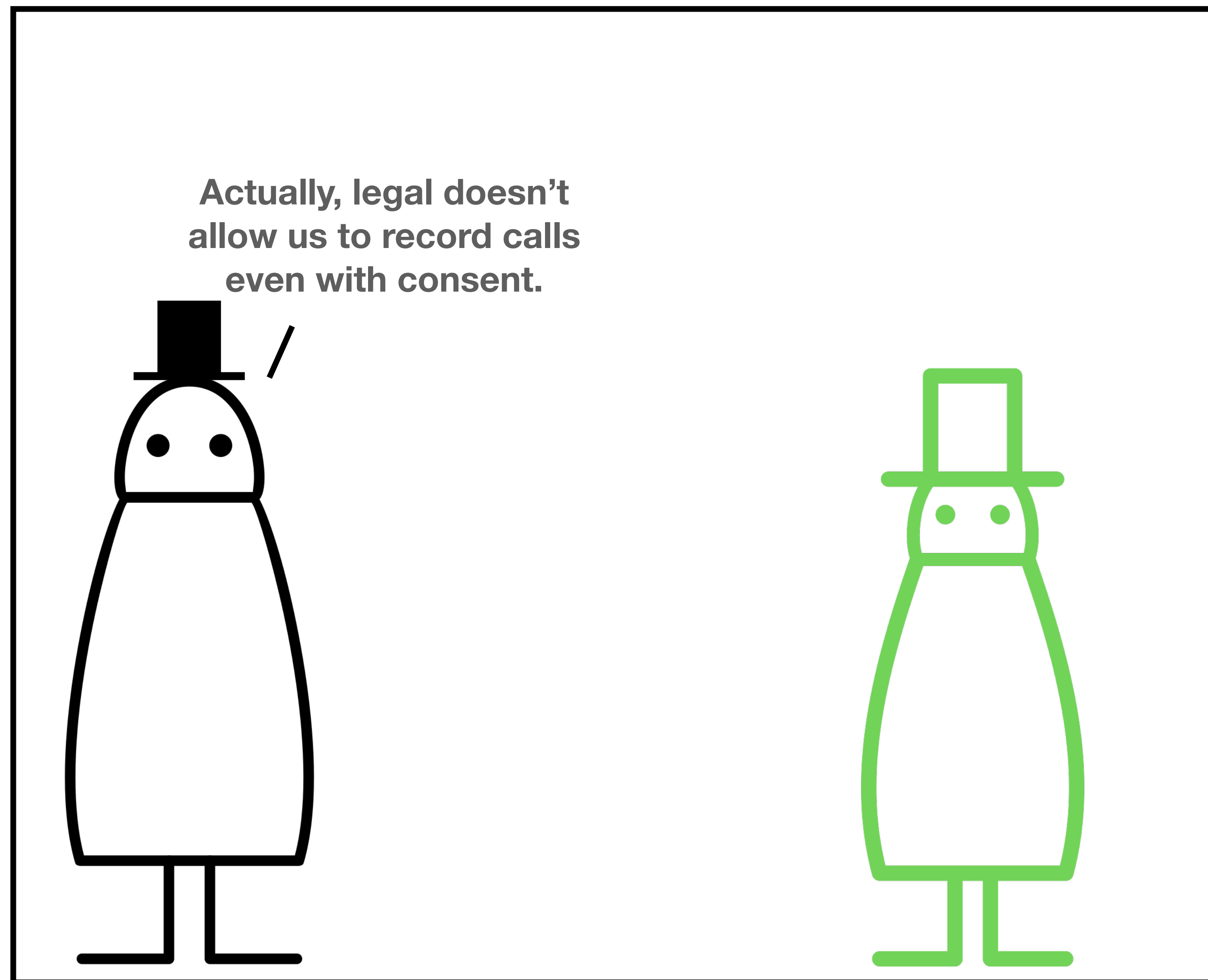
Assuming —> **Letting Go of Assumptions**

It sounds like recording calls is  
important to you.

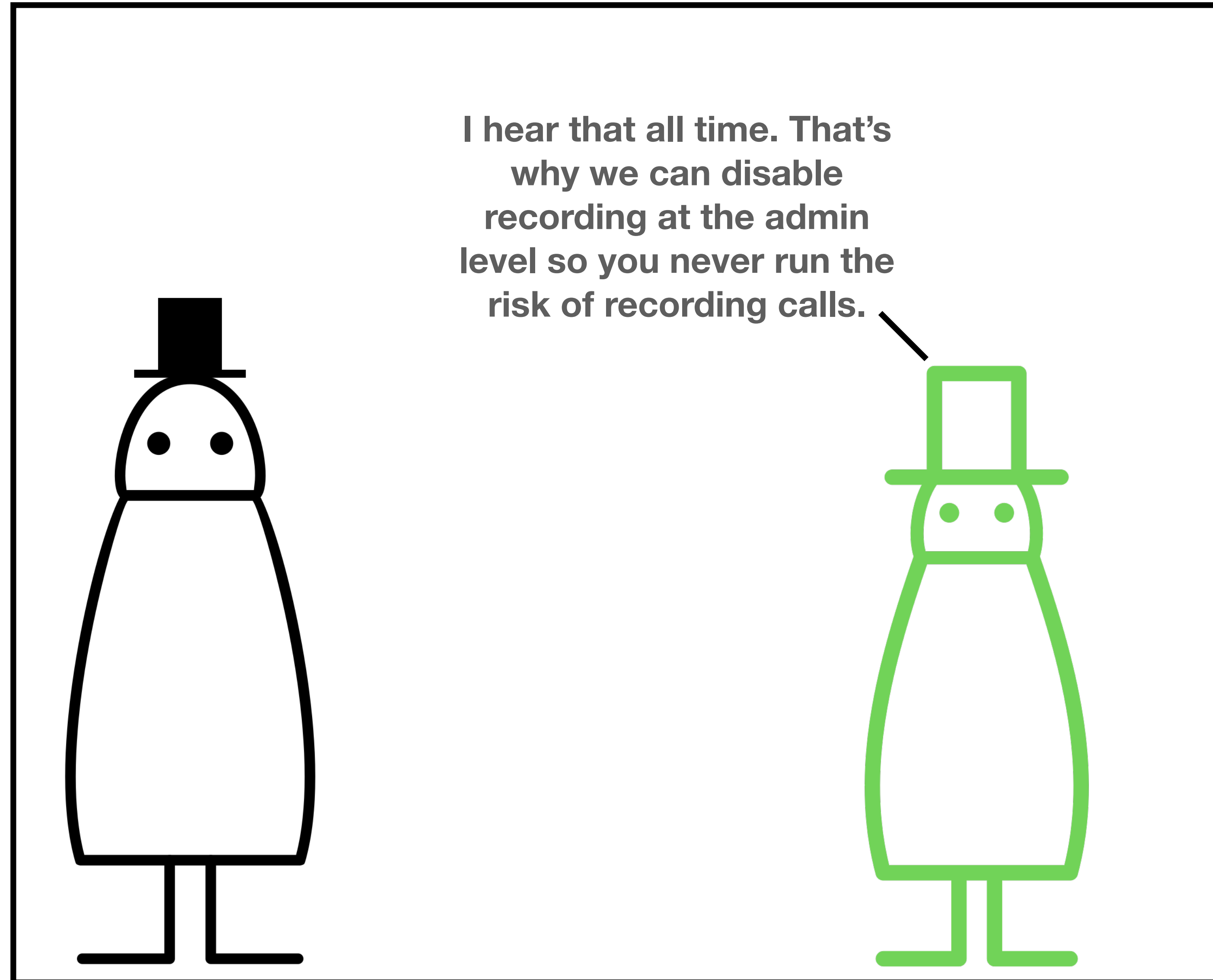




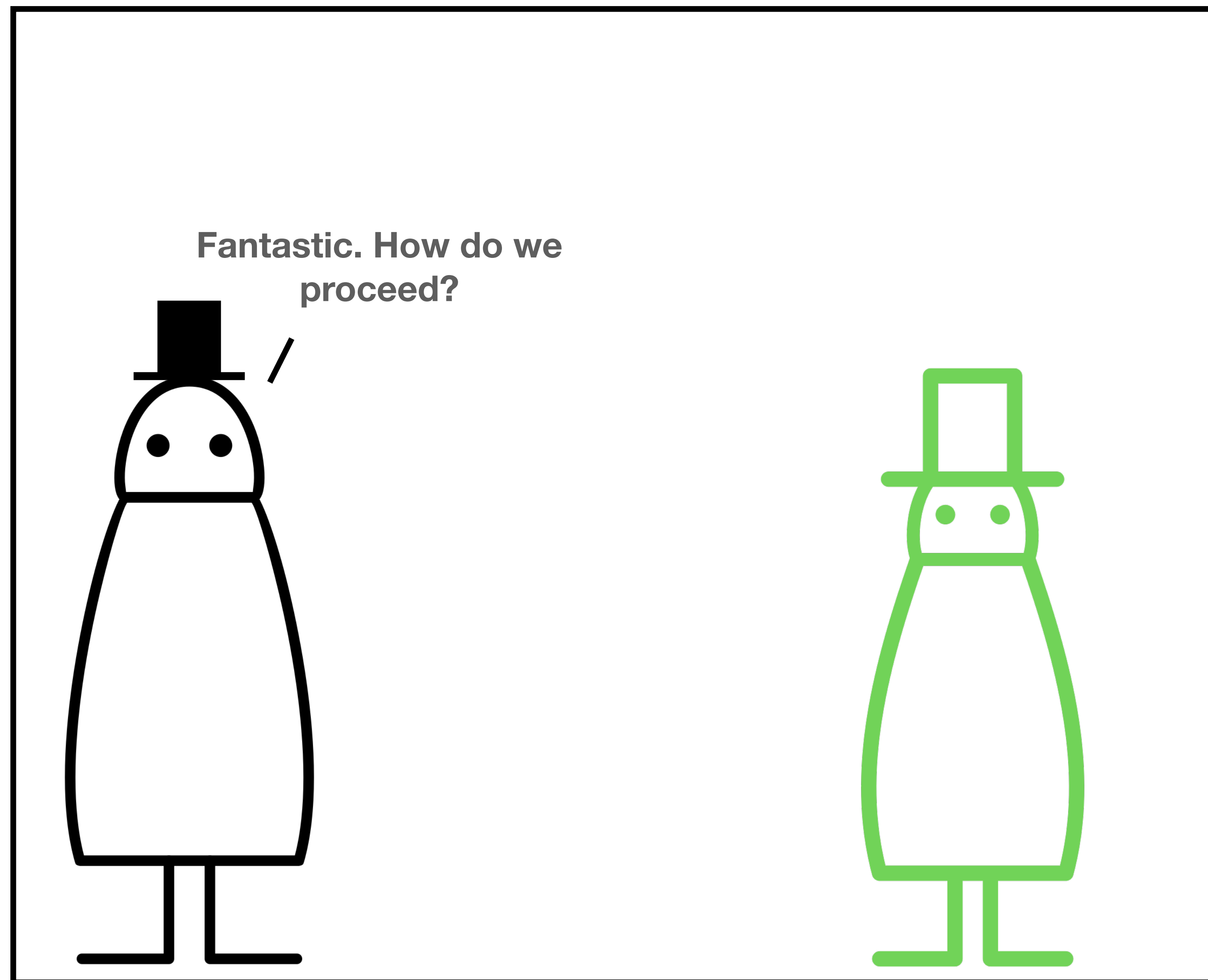
# Assuming → **Letting Go of Assumptions**



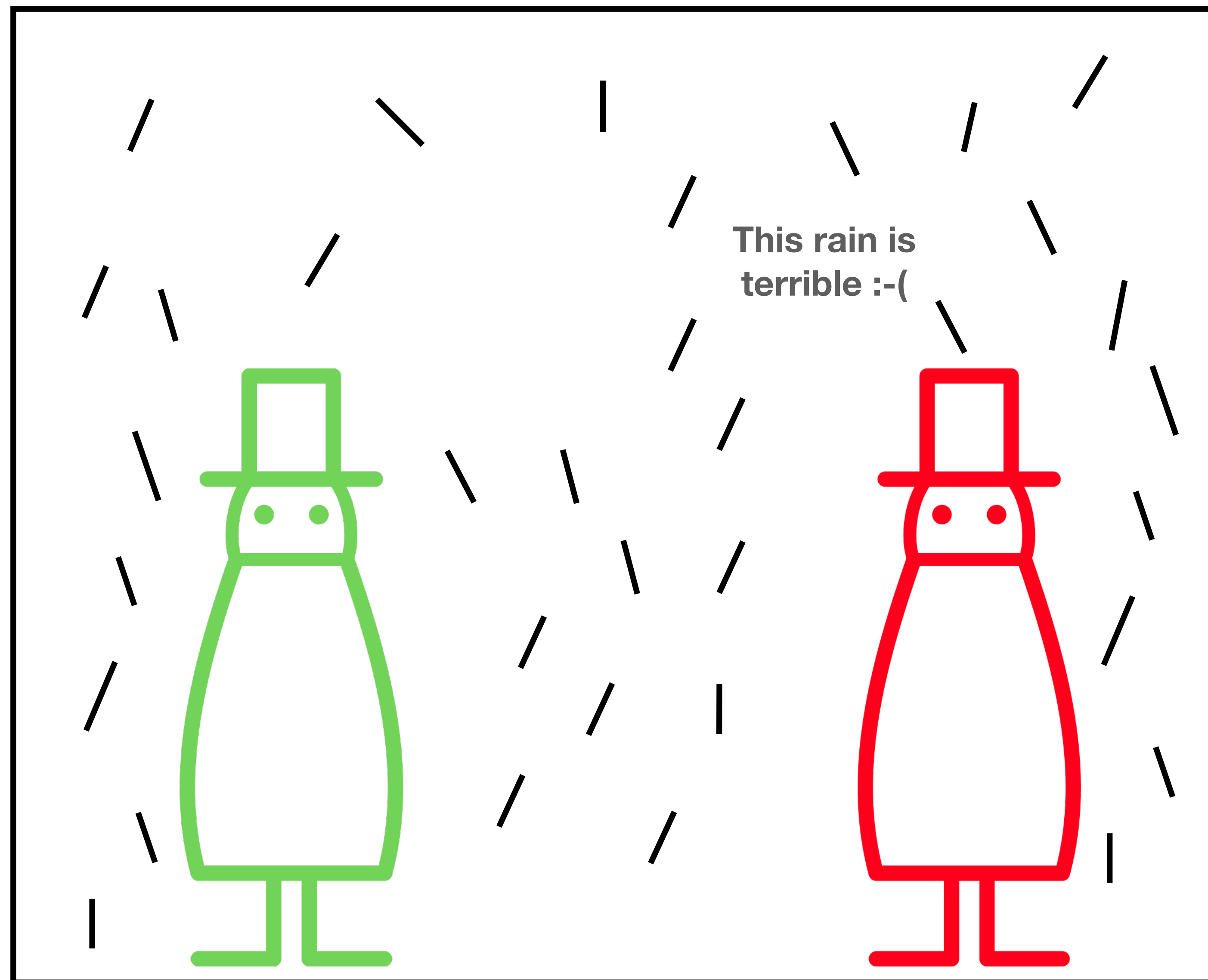
Assuming → **Letting Go of Assumptions**



Assuming → **Letting Go of Assumptions**



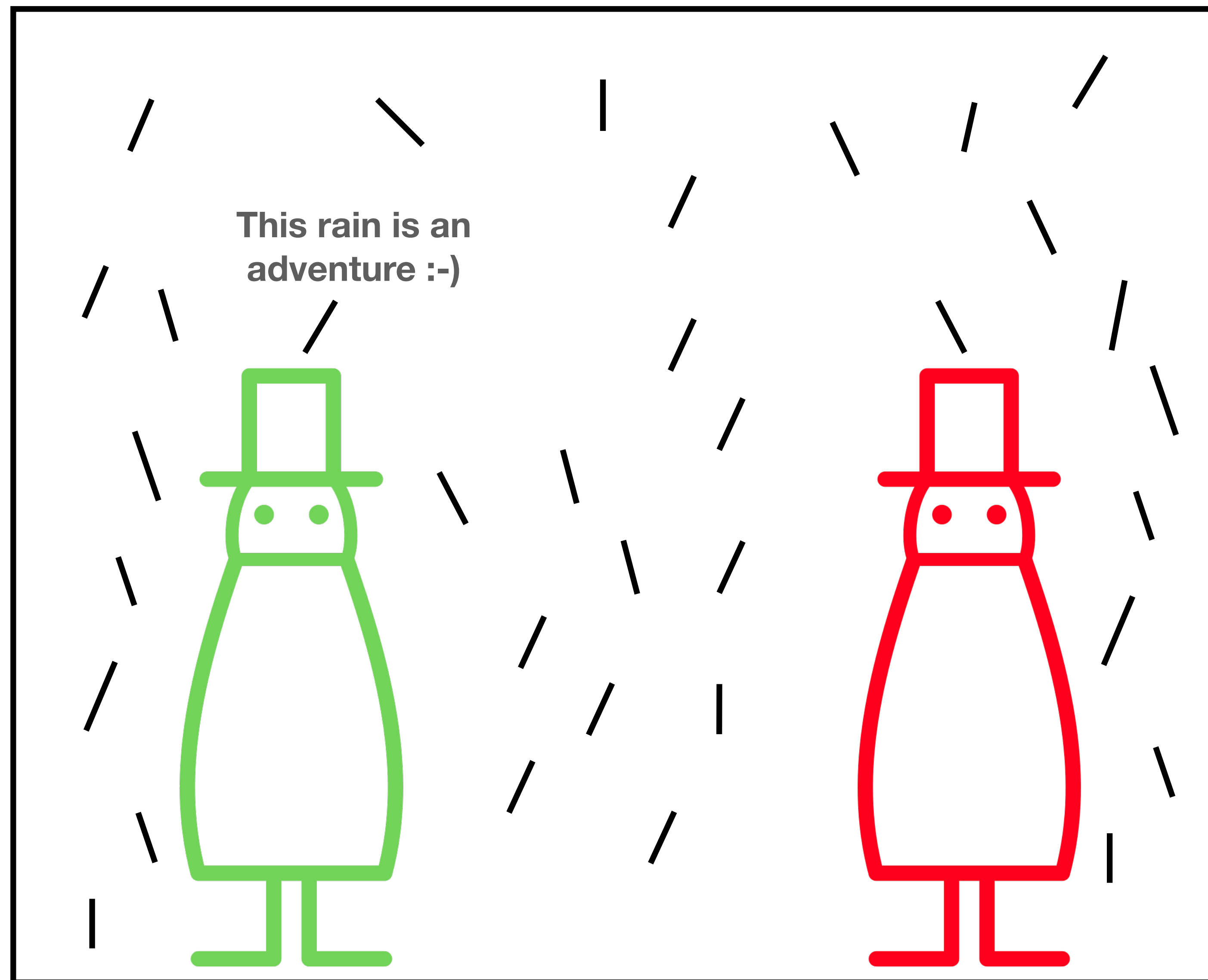
**Negative** → **Positive**



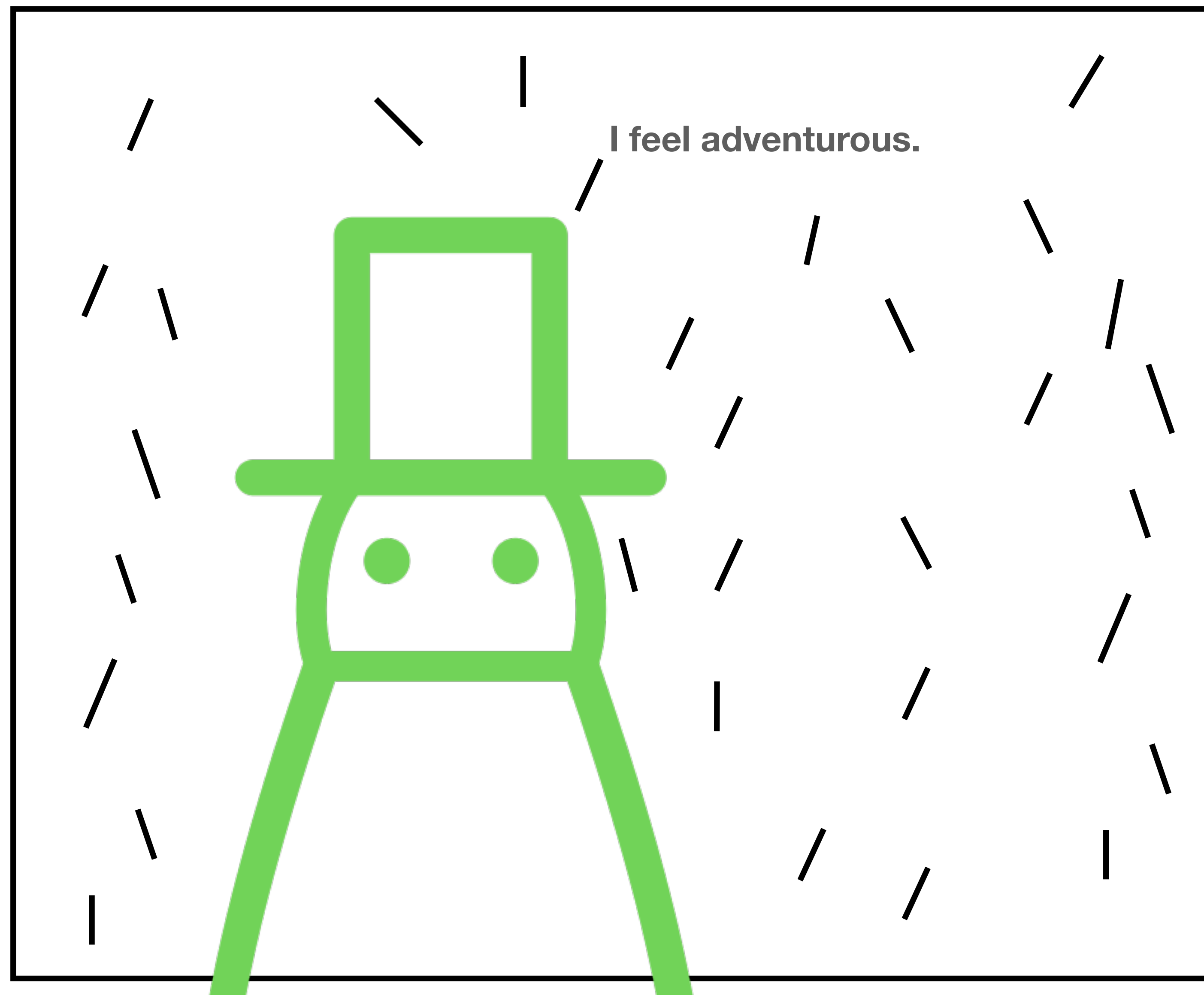
**Negative** —> **Positive**



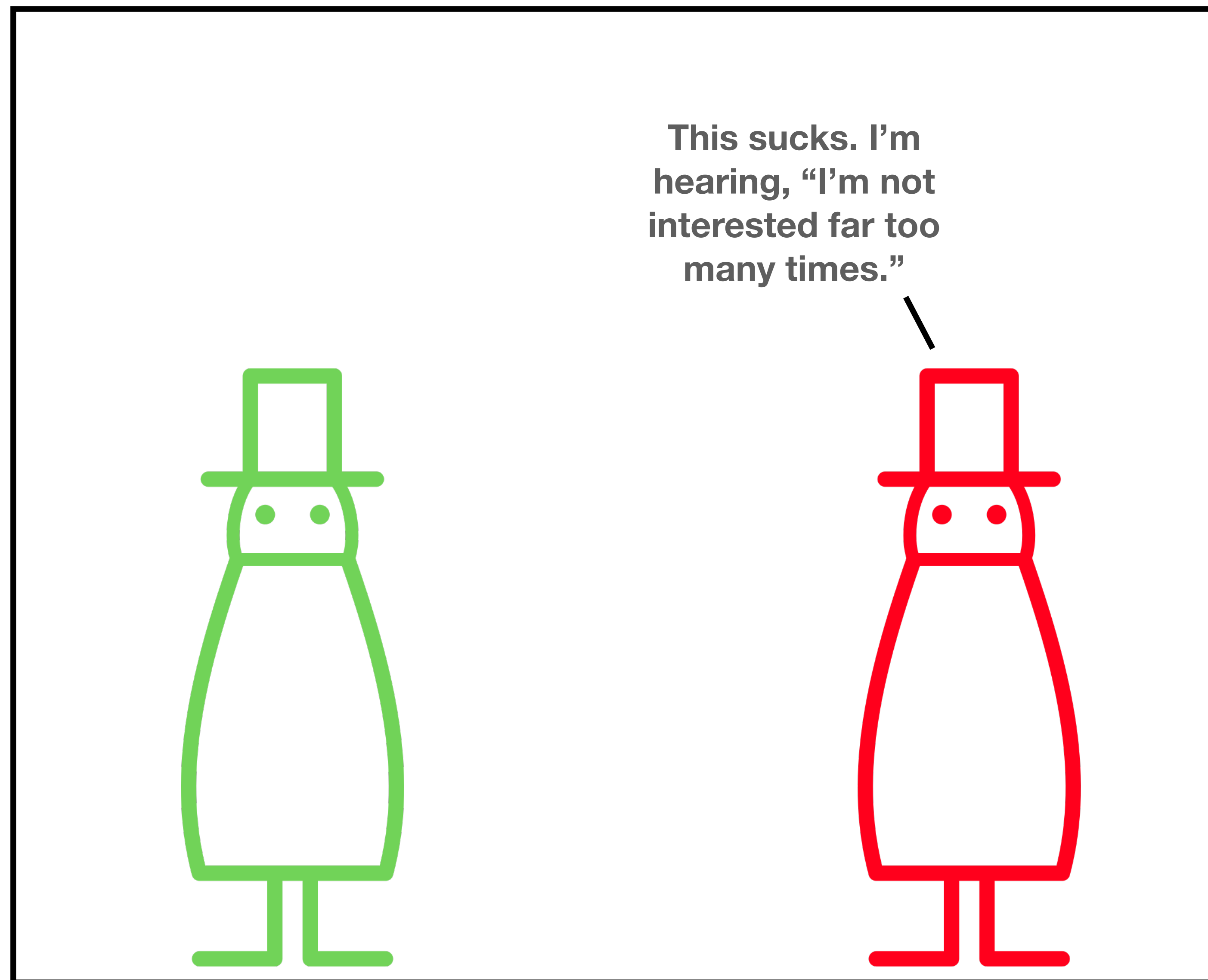
Negative → Positive



Negative → Positive

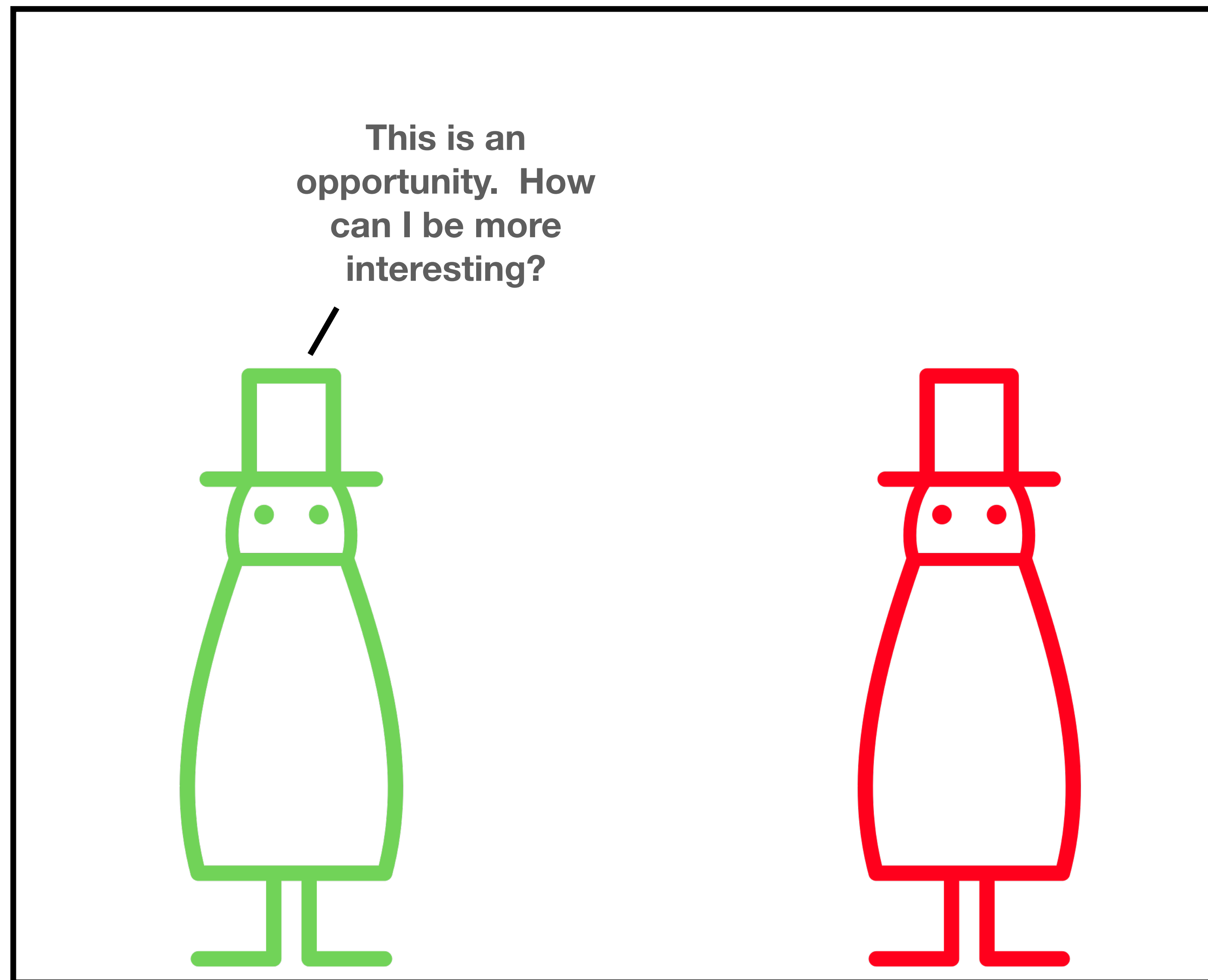


**Negative** → **Positive**

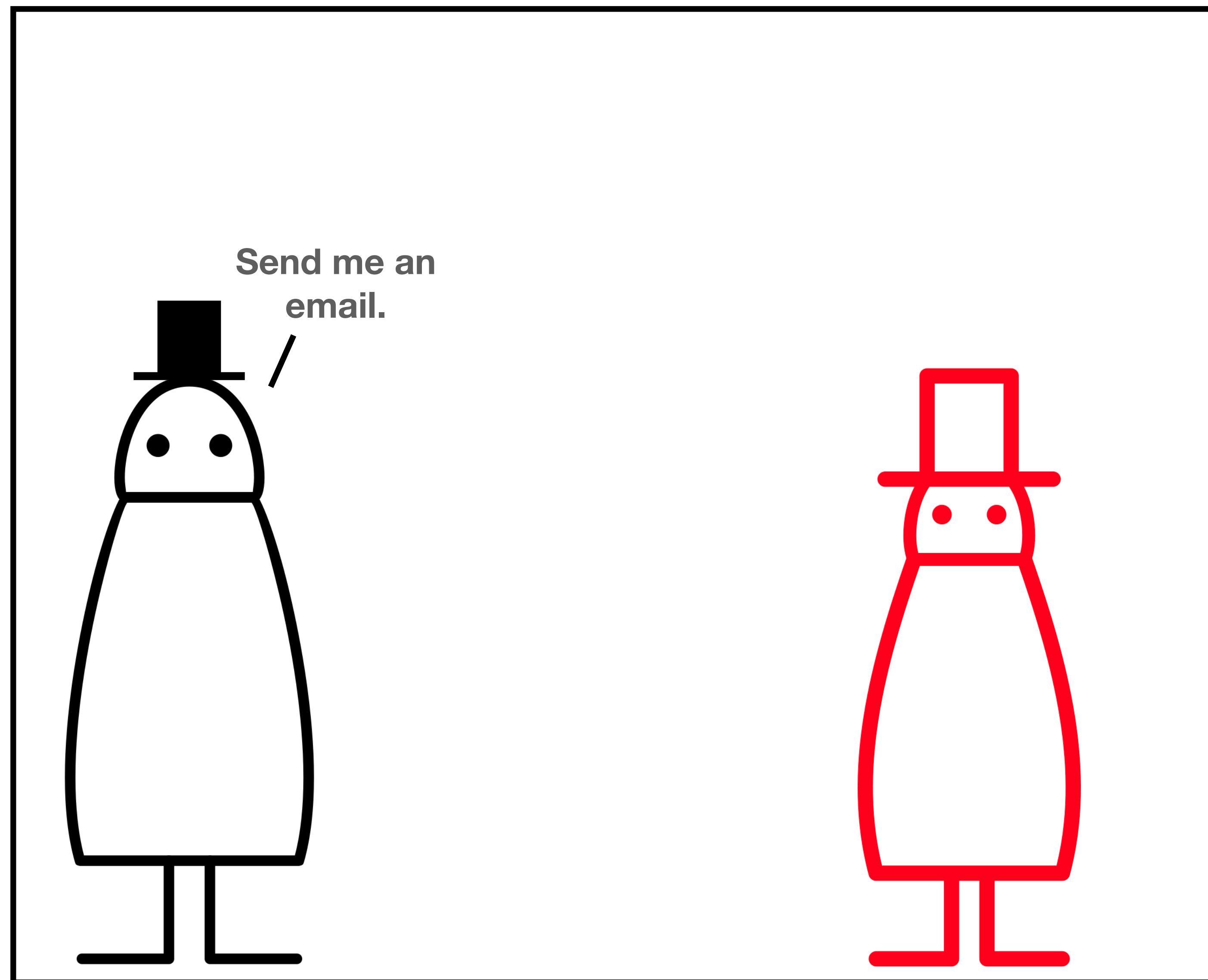




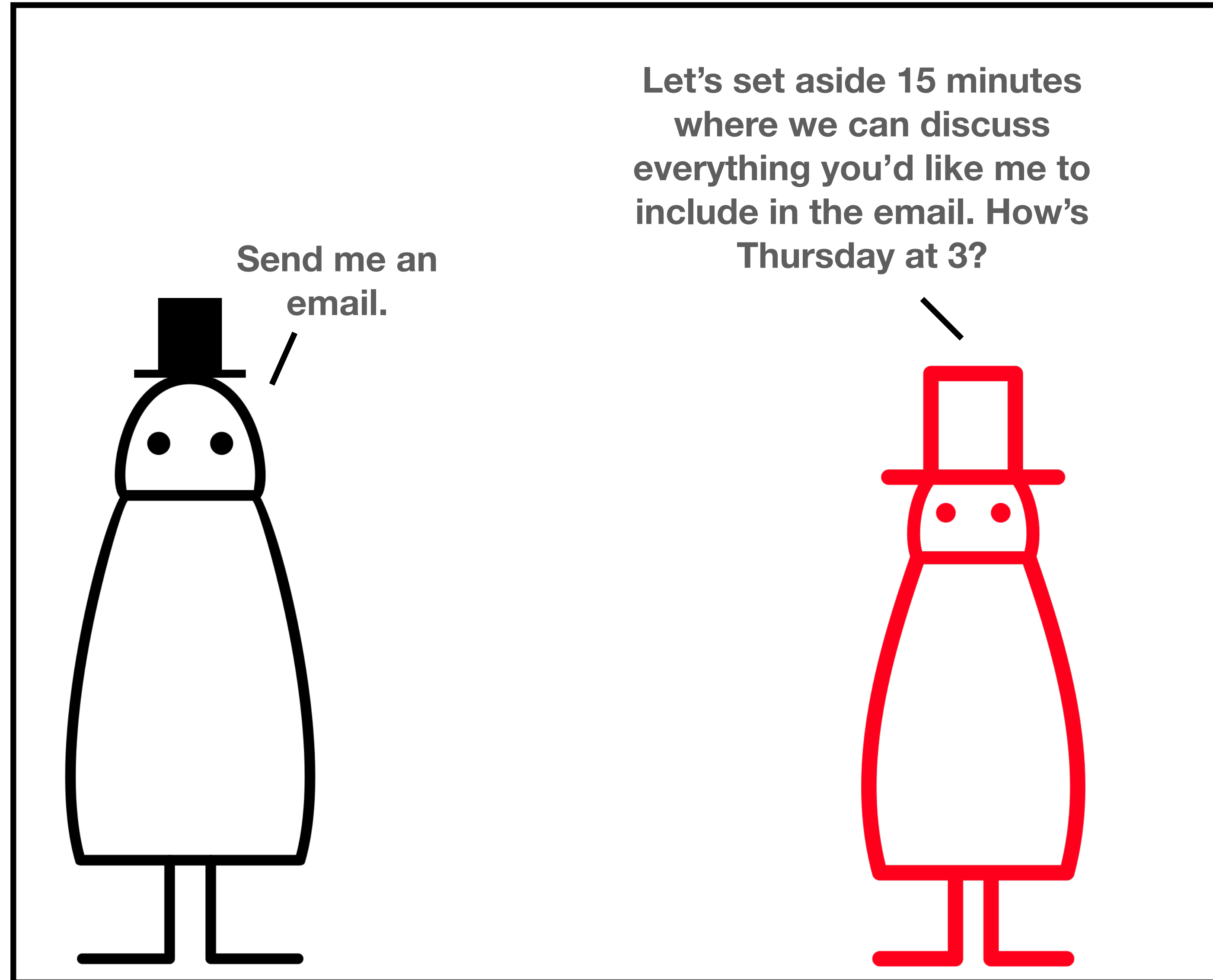
**Negative** → **Positive**



**Fighting the Resistance** —> **Joining the Resistance**

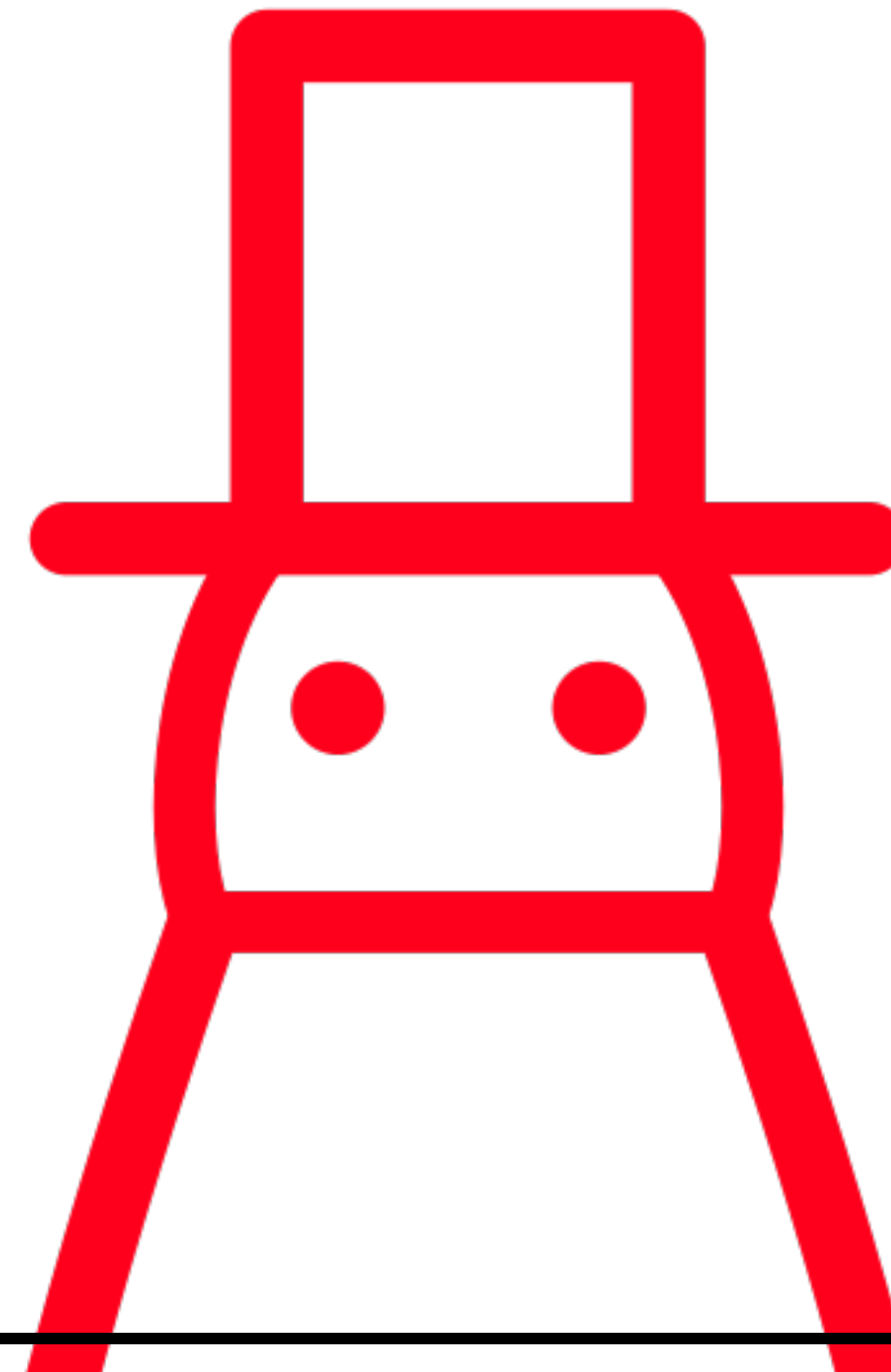


**Fighting the Resistance** —> **Joining the Resistance**

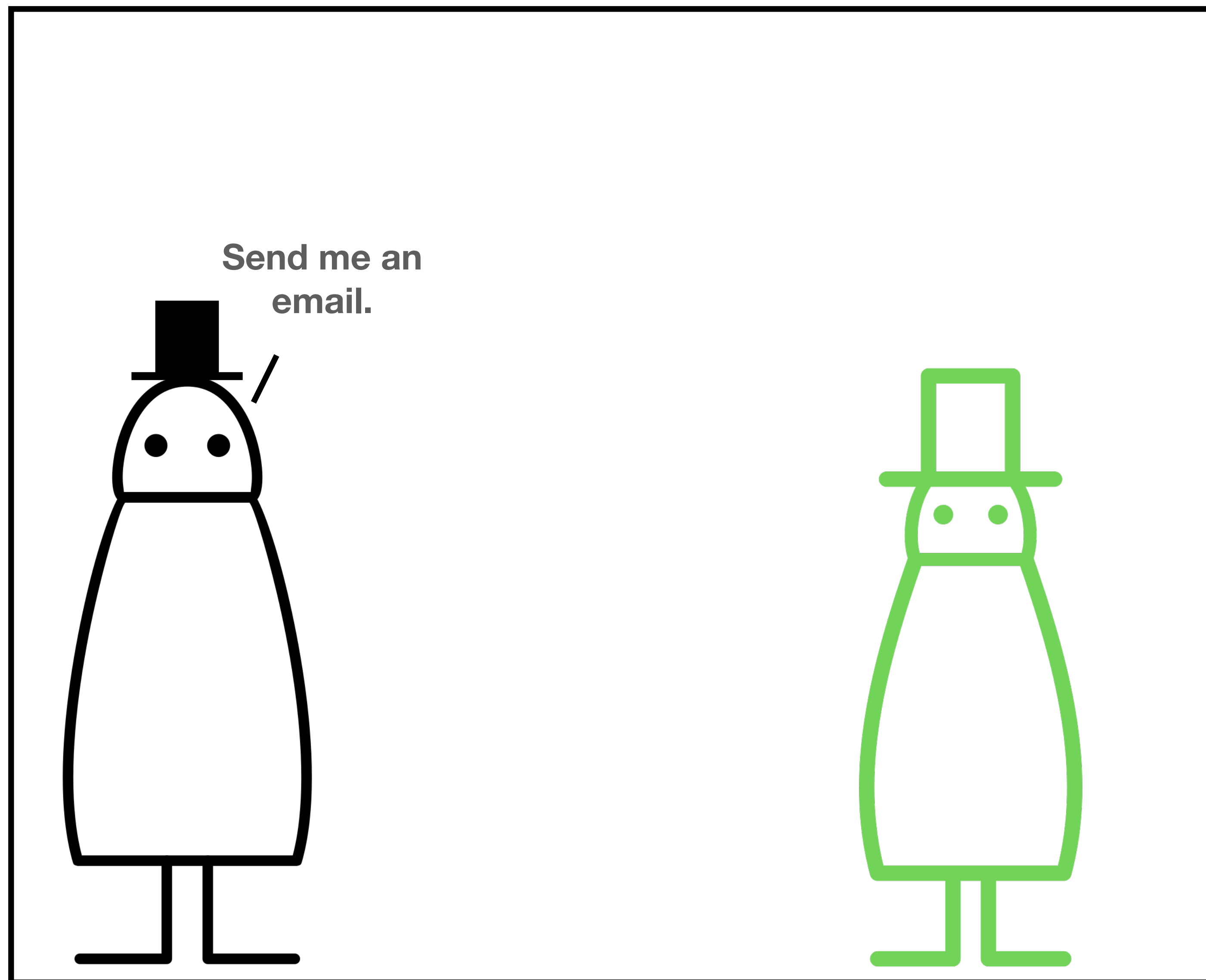


**Fighting the Resistance** —> **Joining the Resistance**

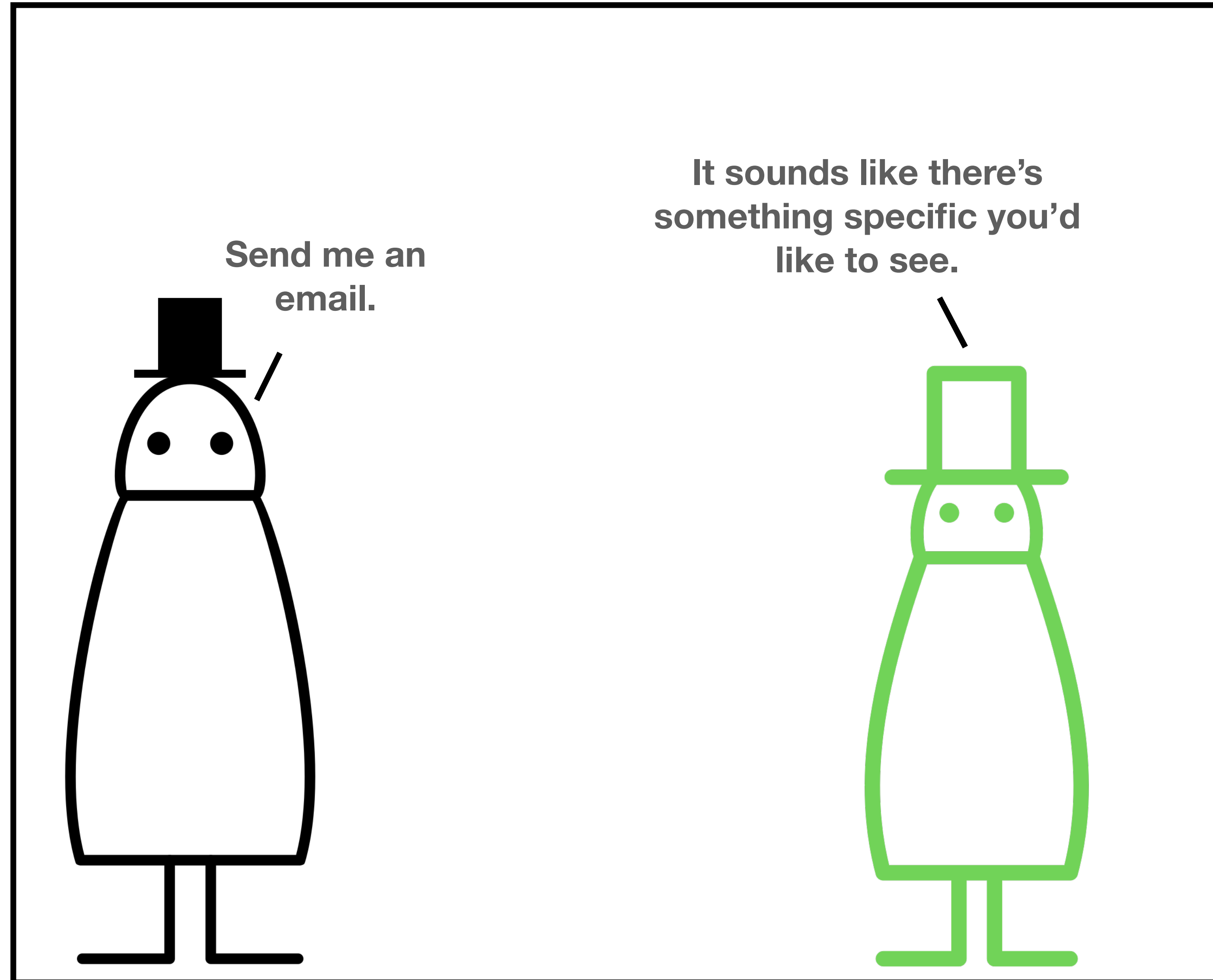
Hello? Are you there?  
Can you hear me now?



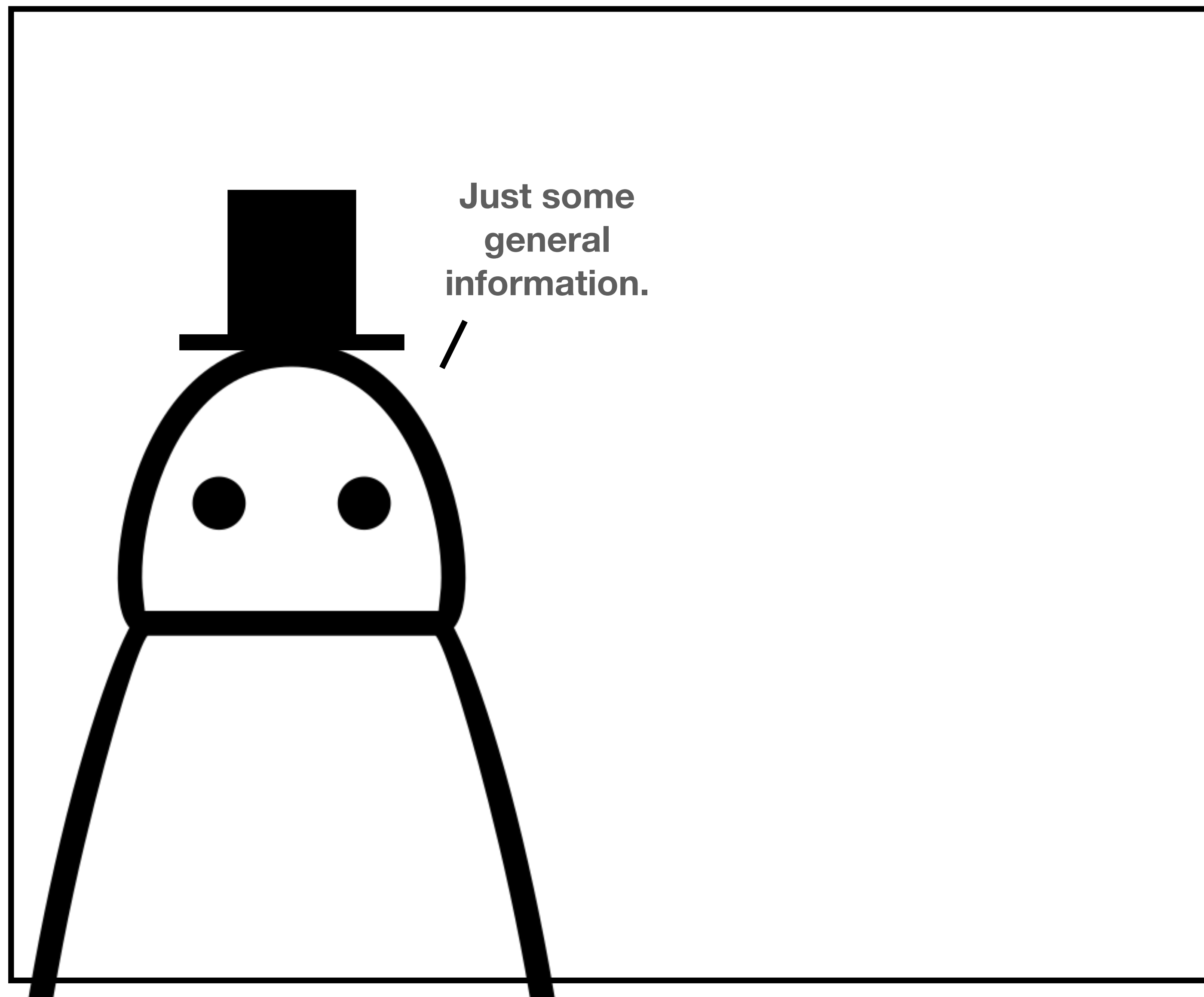
Fighting the Resistance —> **Joining the Resistance**



Fighting the Resistance —> **Joining the Resistance**

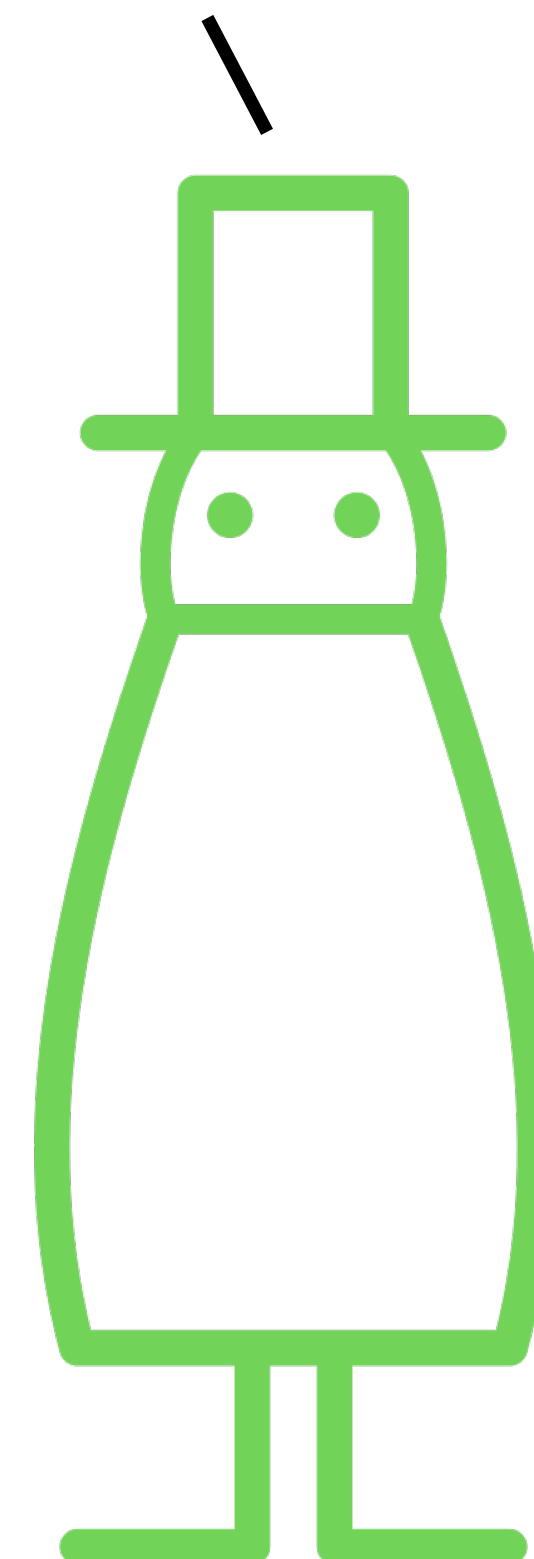
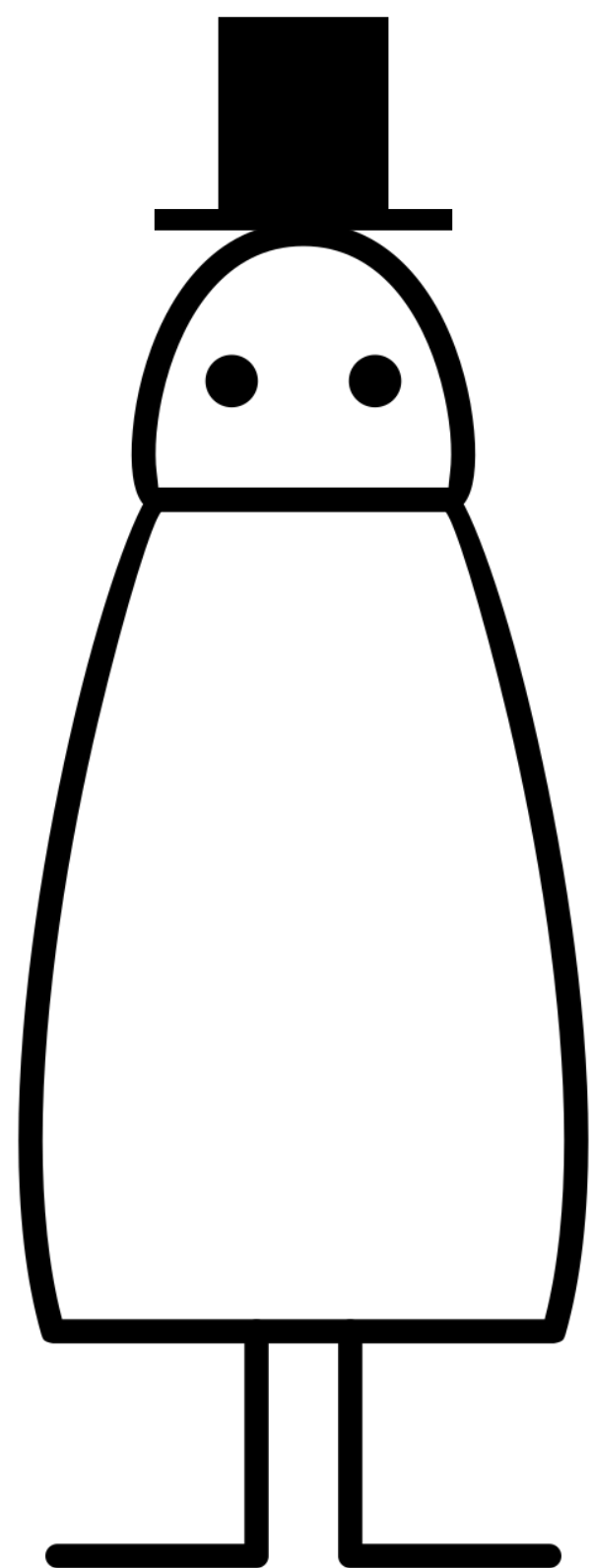


Fighting the Resistance —> **Joining the Resistance**



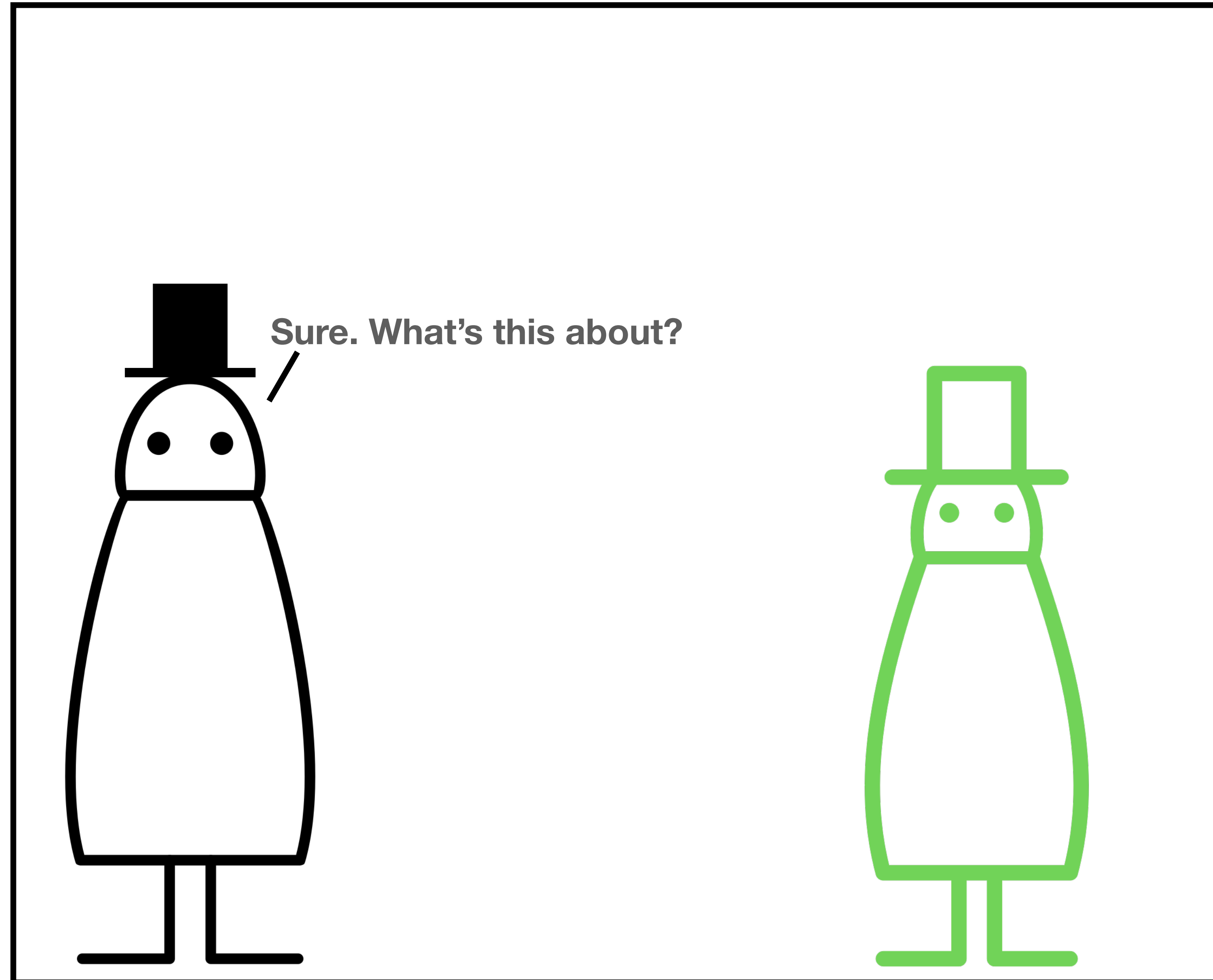
## Fighting the Resistance —> **Joining the Resistance**

I'm probably overstepping, but would it be okay if I gave you some context for this call so you can determine if an email makes sense?

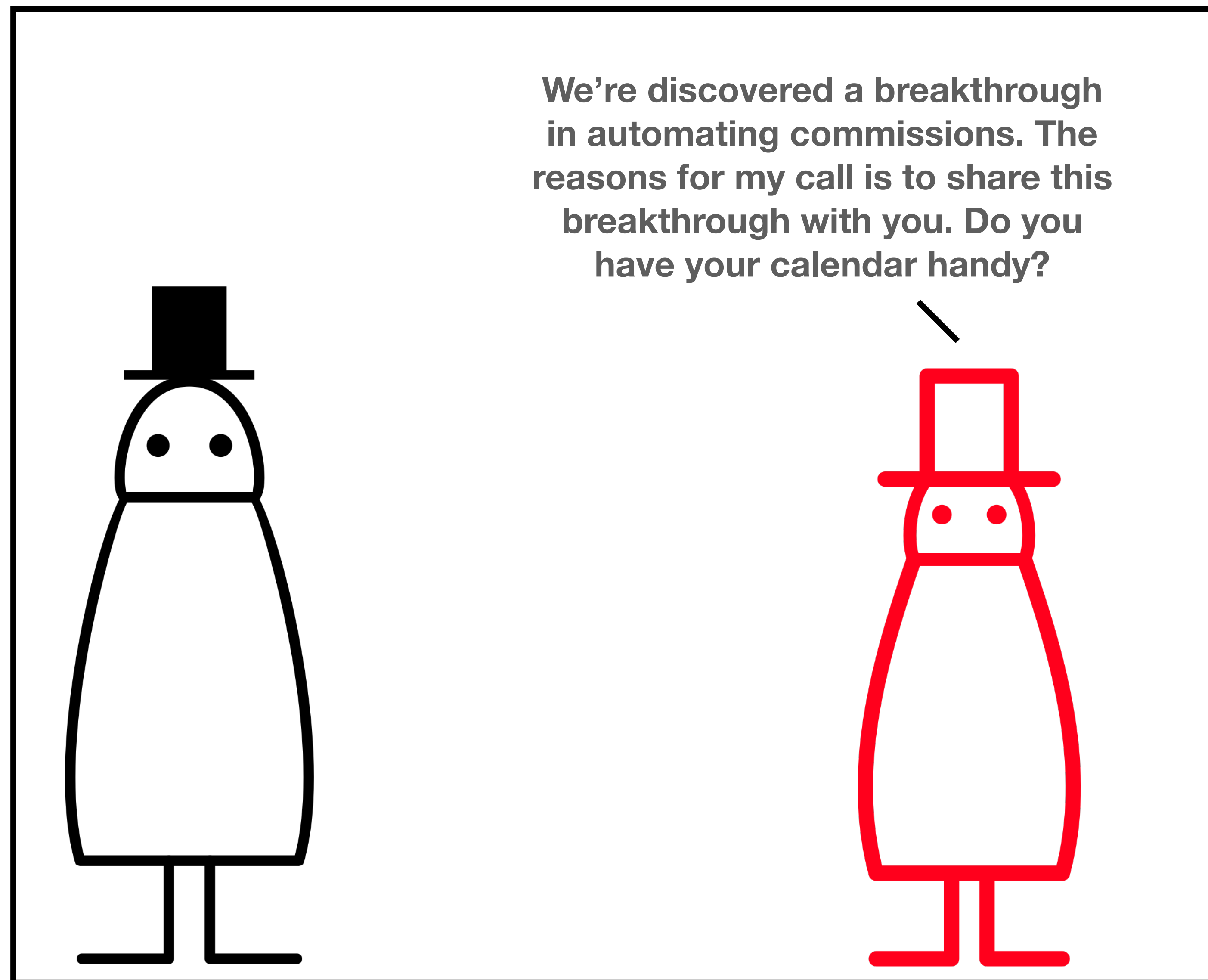




Fighting the Resistance —> **Joining the Resistance**

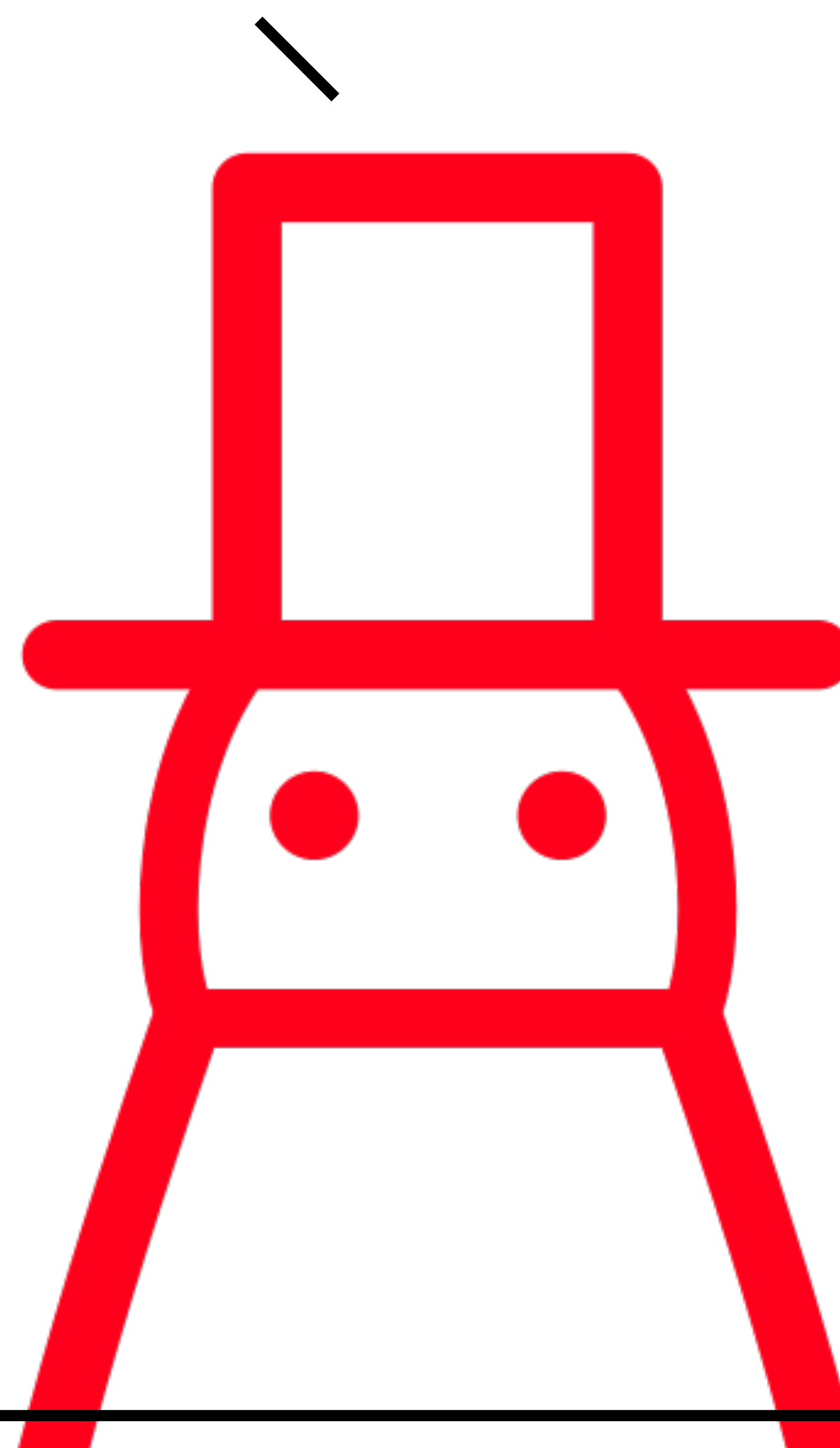


**Pitching** —> Inquiring



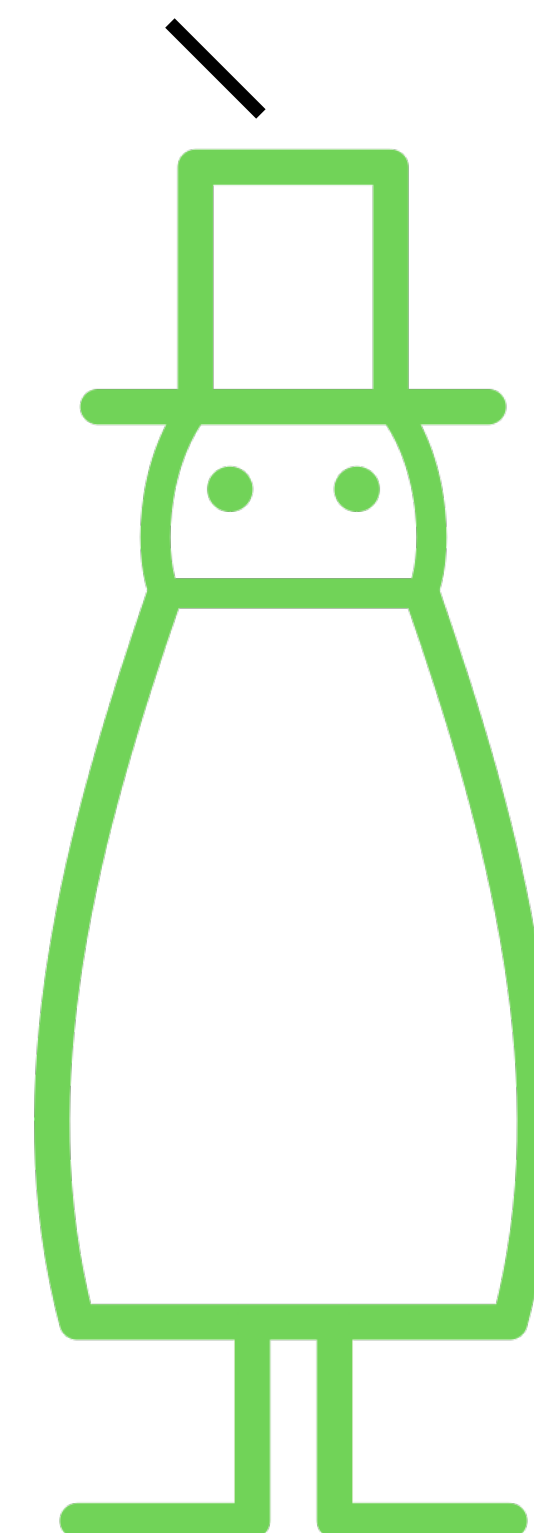
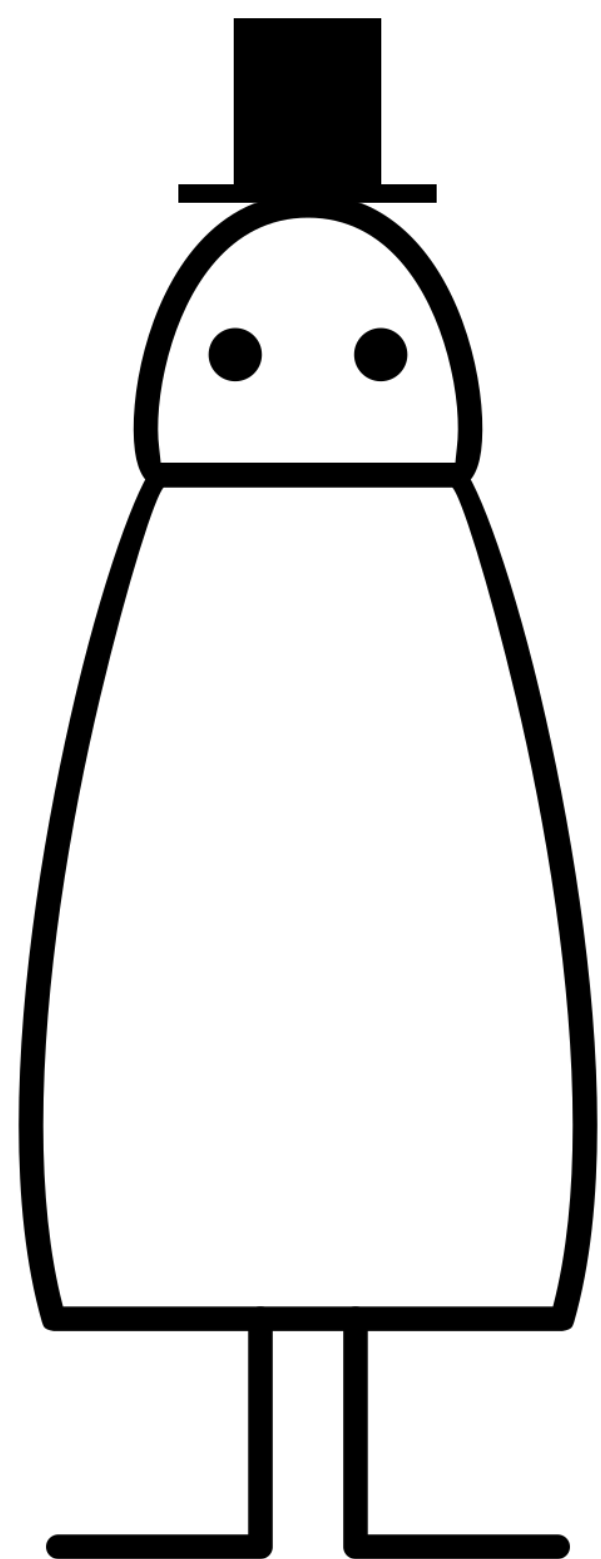
**Pitching** —> Inquiring

Hello? Hello? Did I lose you?

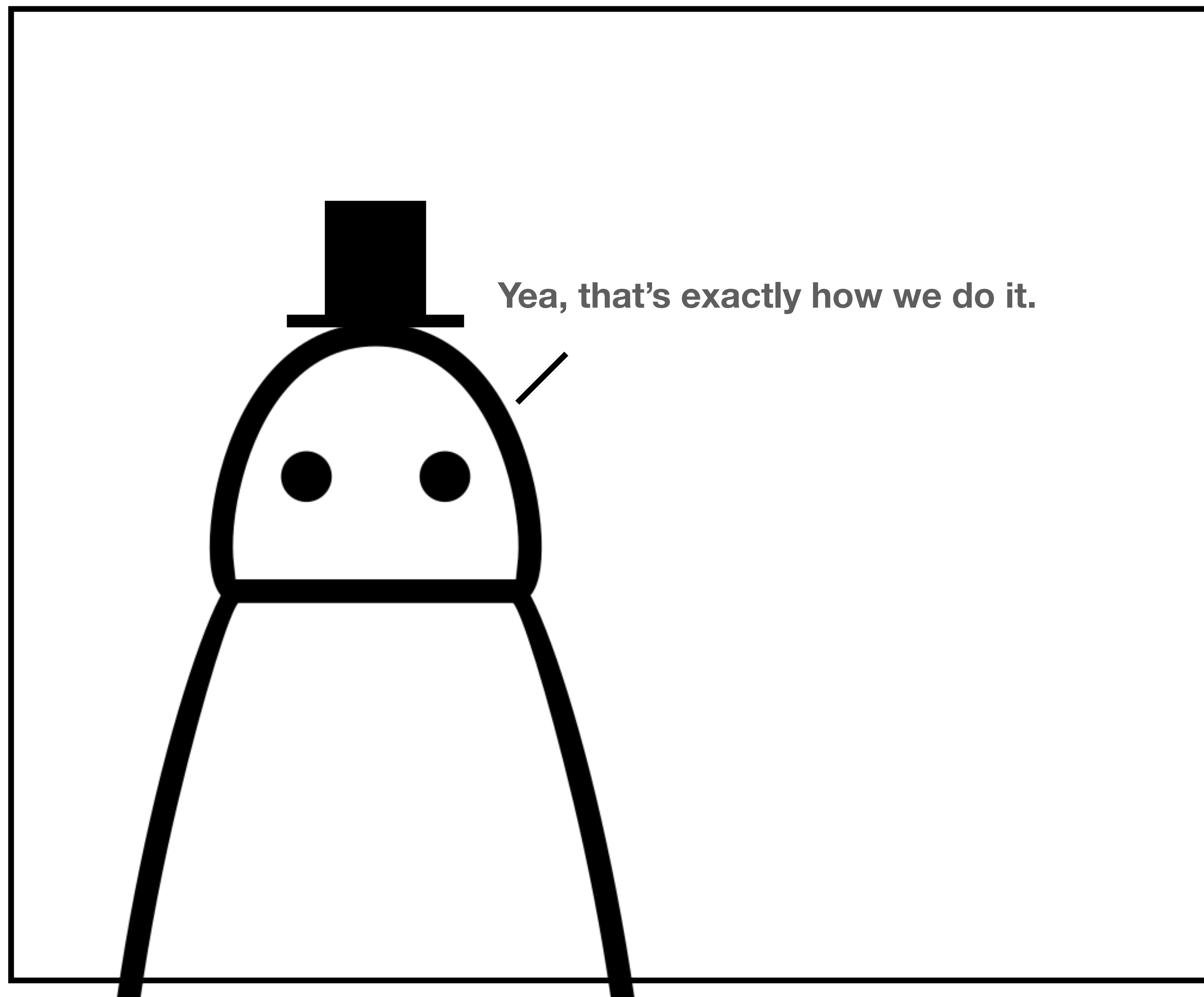


**Pitching** —> **Inquiring**

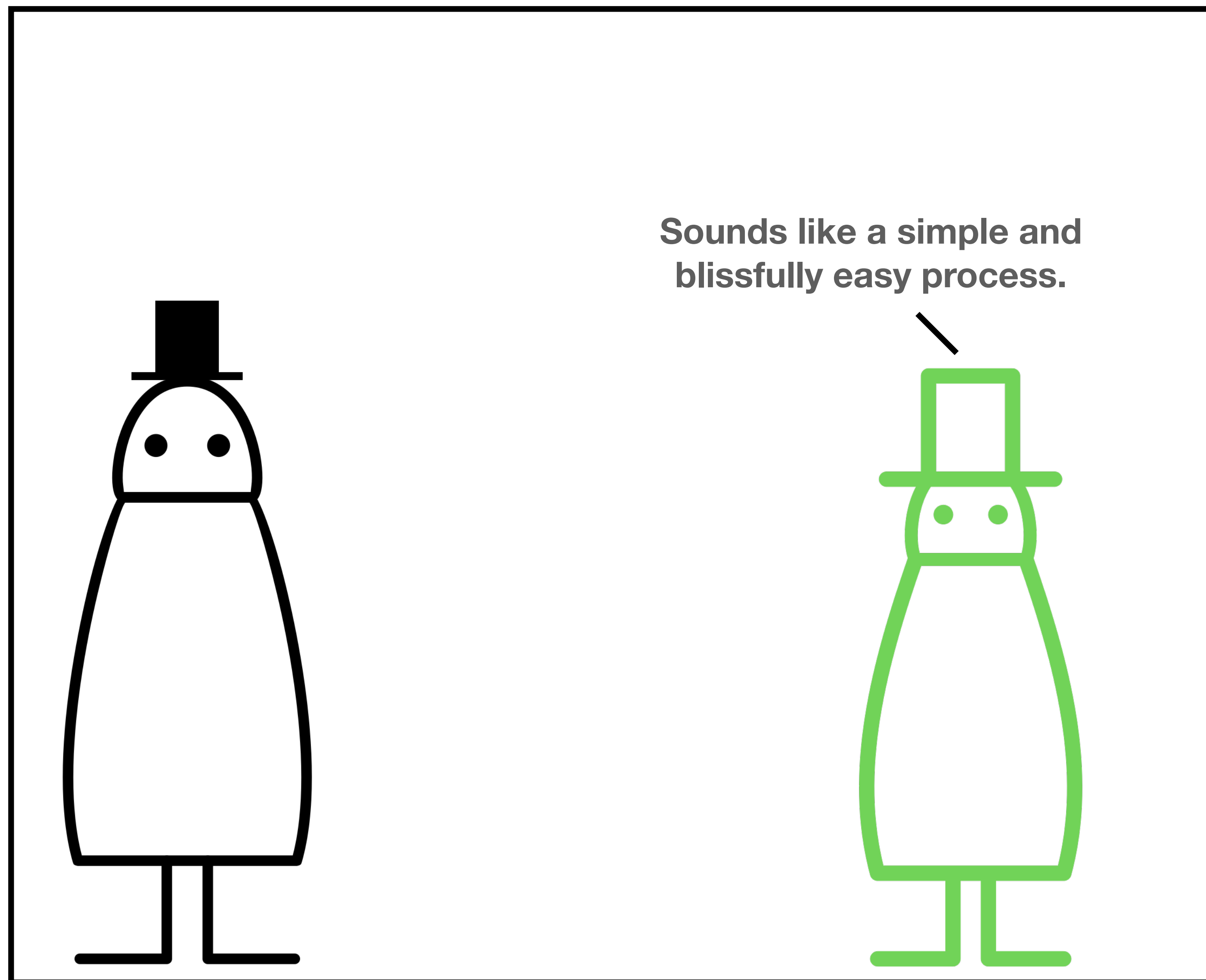
Calculating commissions typically involves a lot of manual data entry and customizing reports for individual reps. If you don't mind me asking, how are you calculating commissions today?



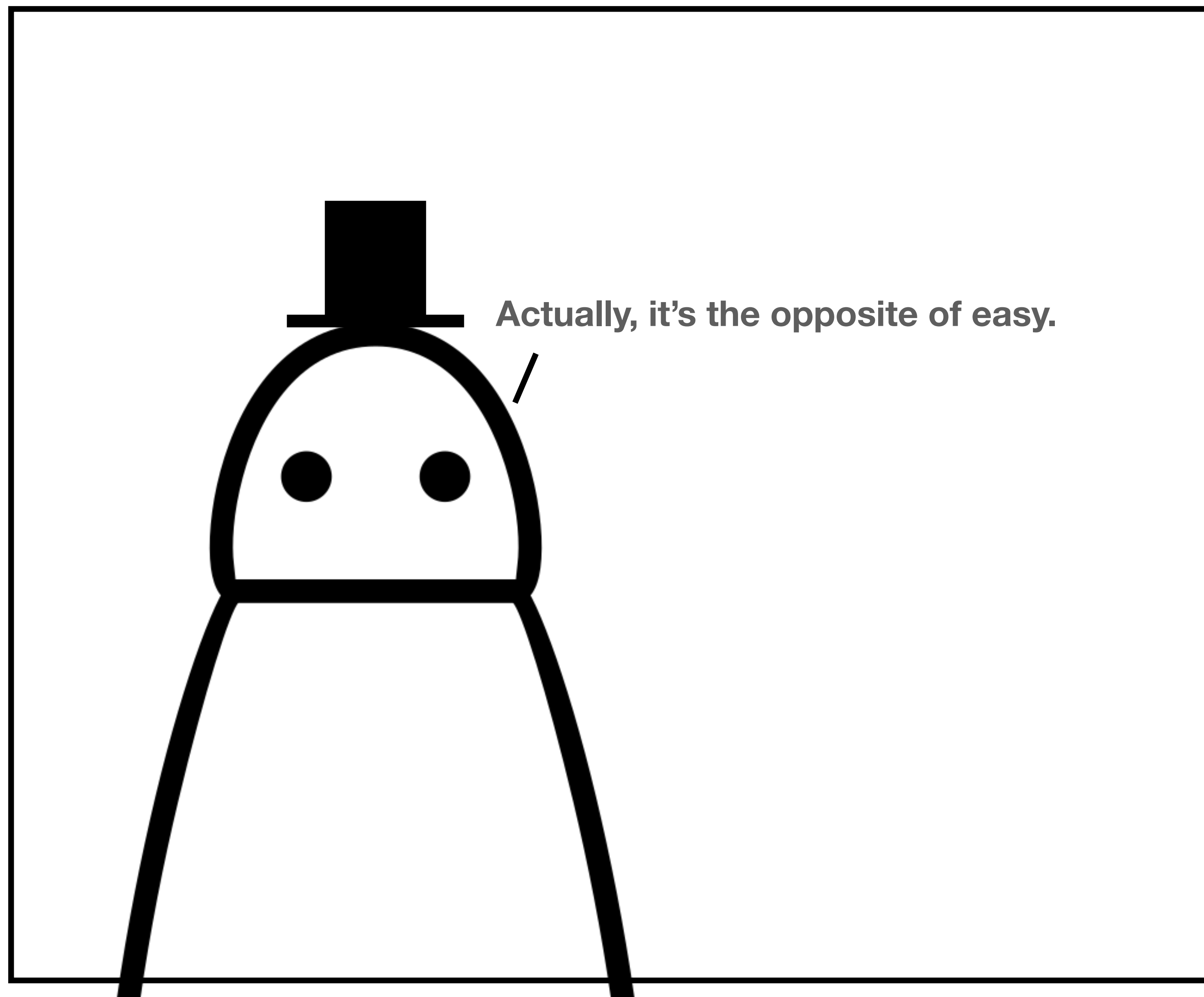
**Pitching** —> **Inquiring**



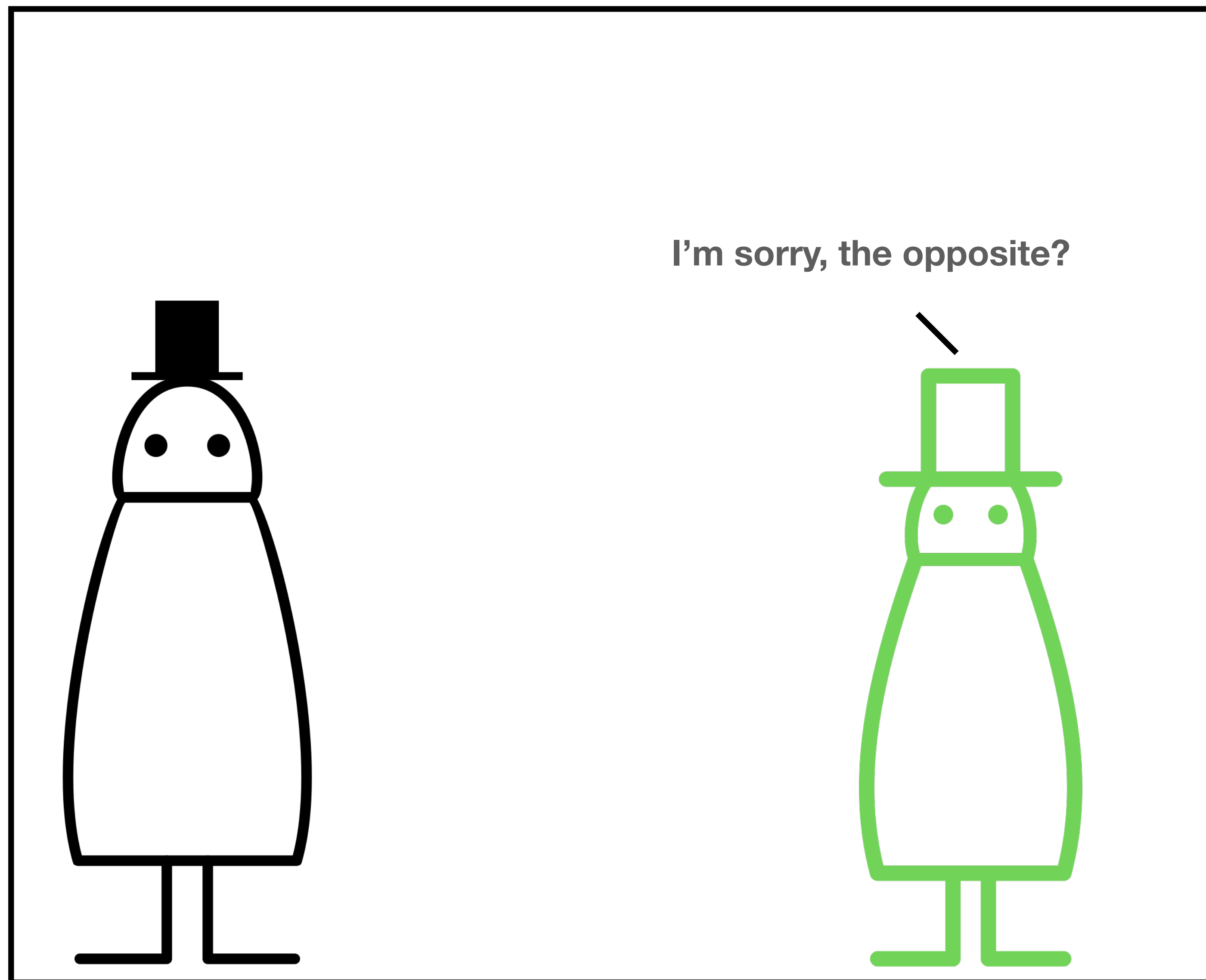
**Pitching** —> **Inquiring**



Pitching —> **Inquiring**

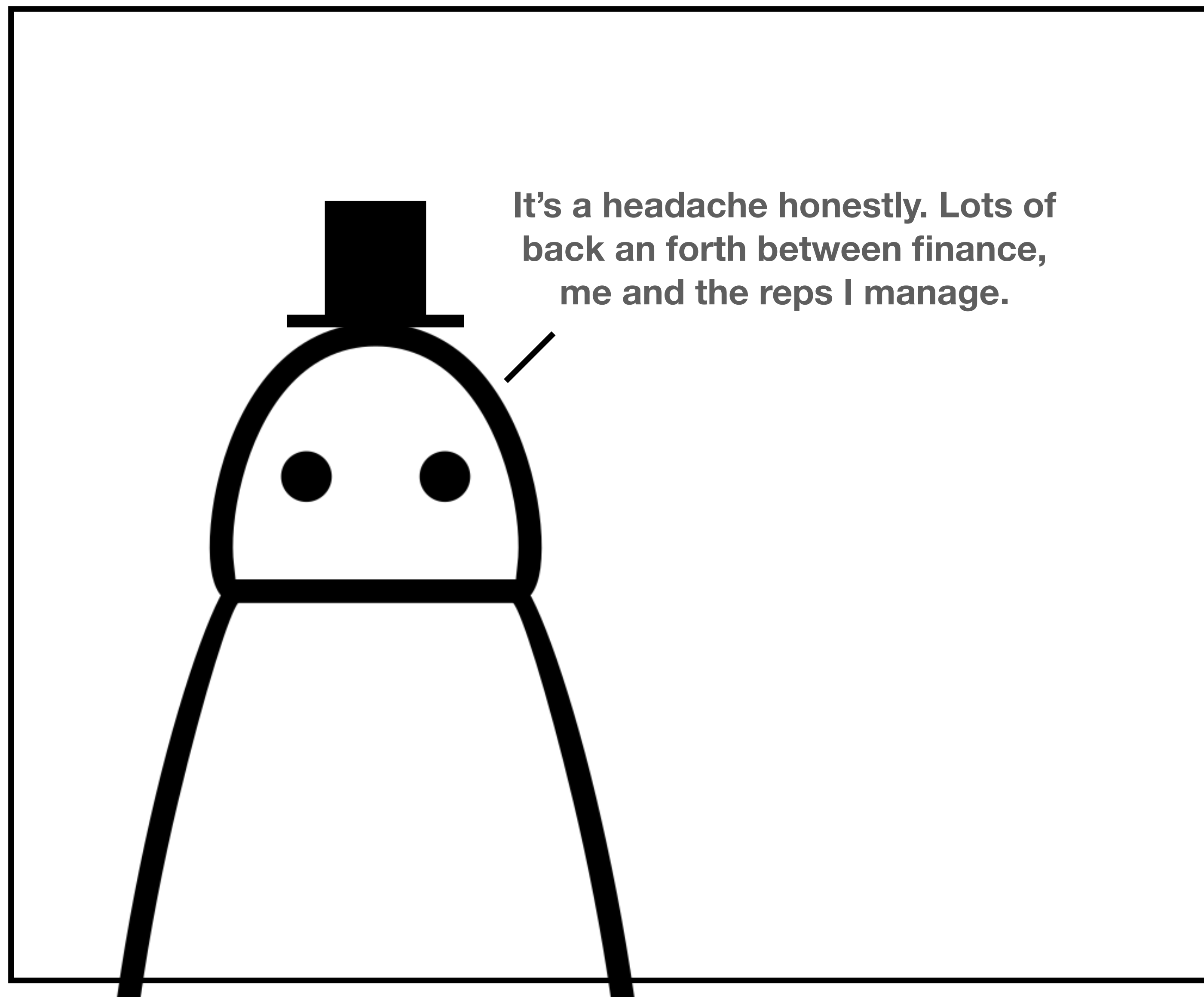


**Pitching** —> **Inquiring**





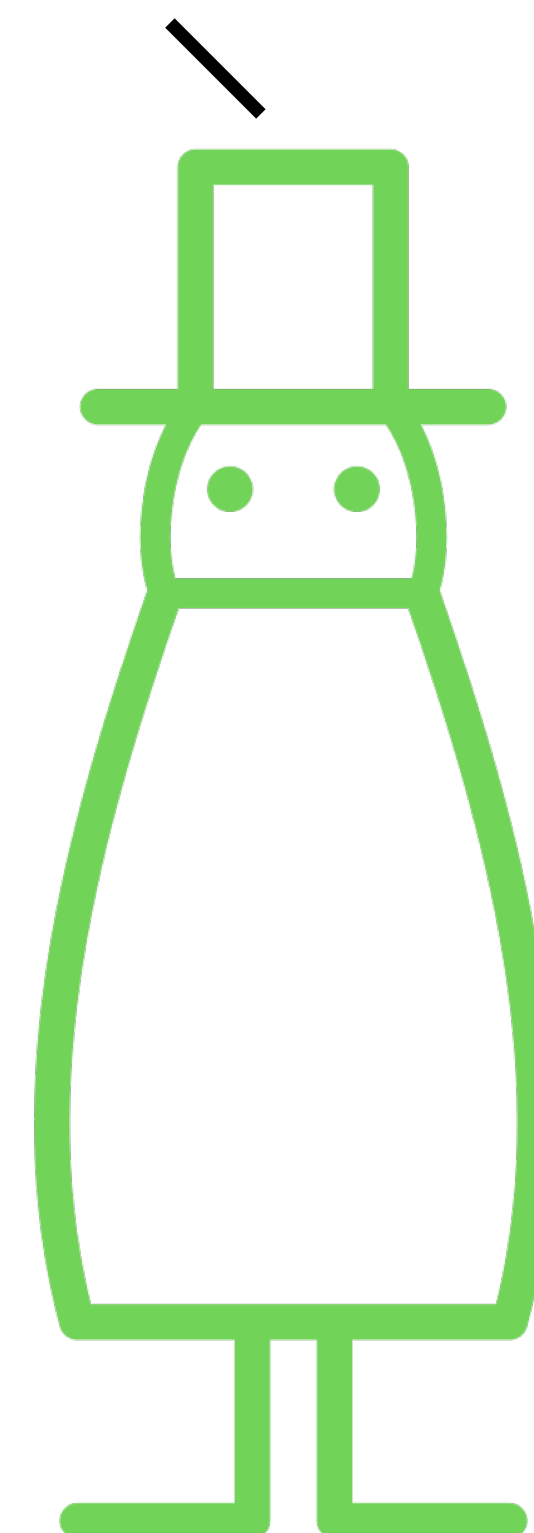
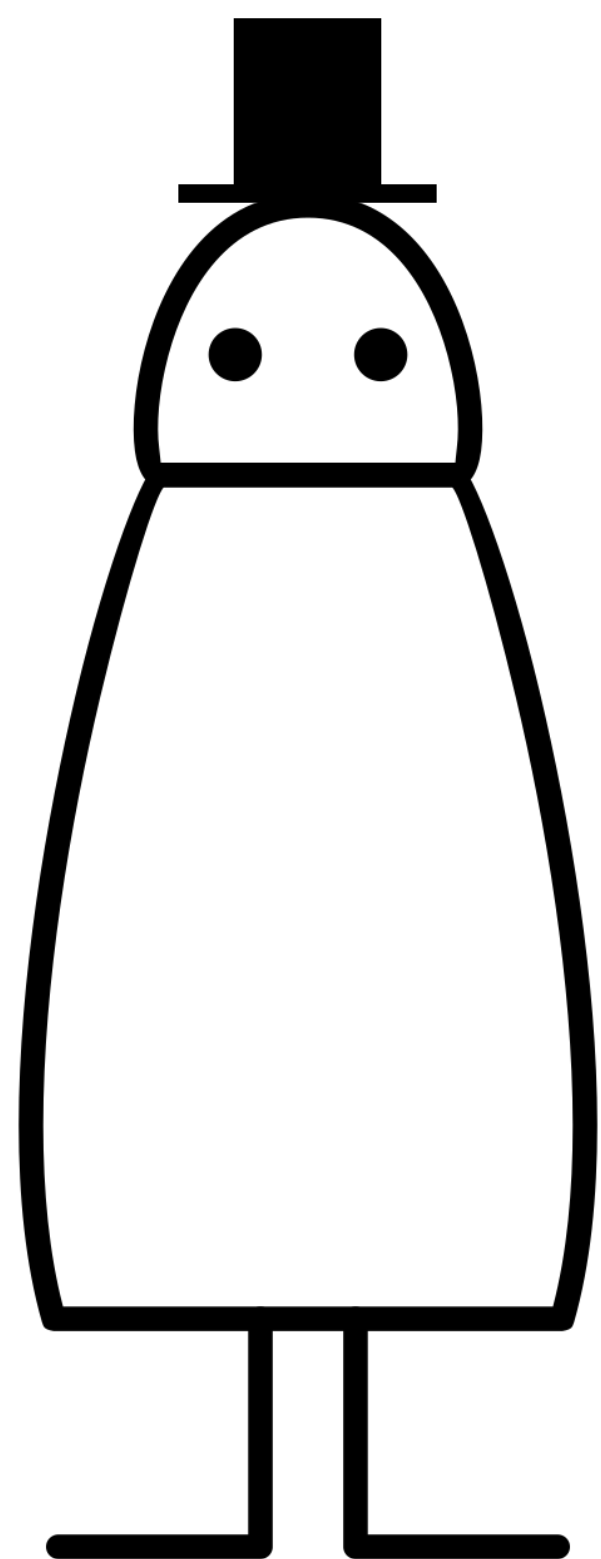
**Pitching** —> **Inquiring**



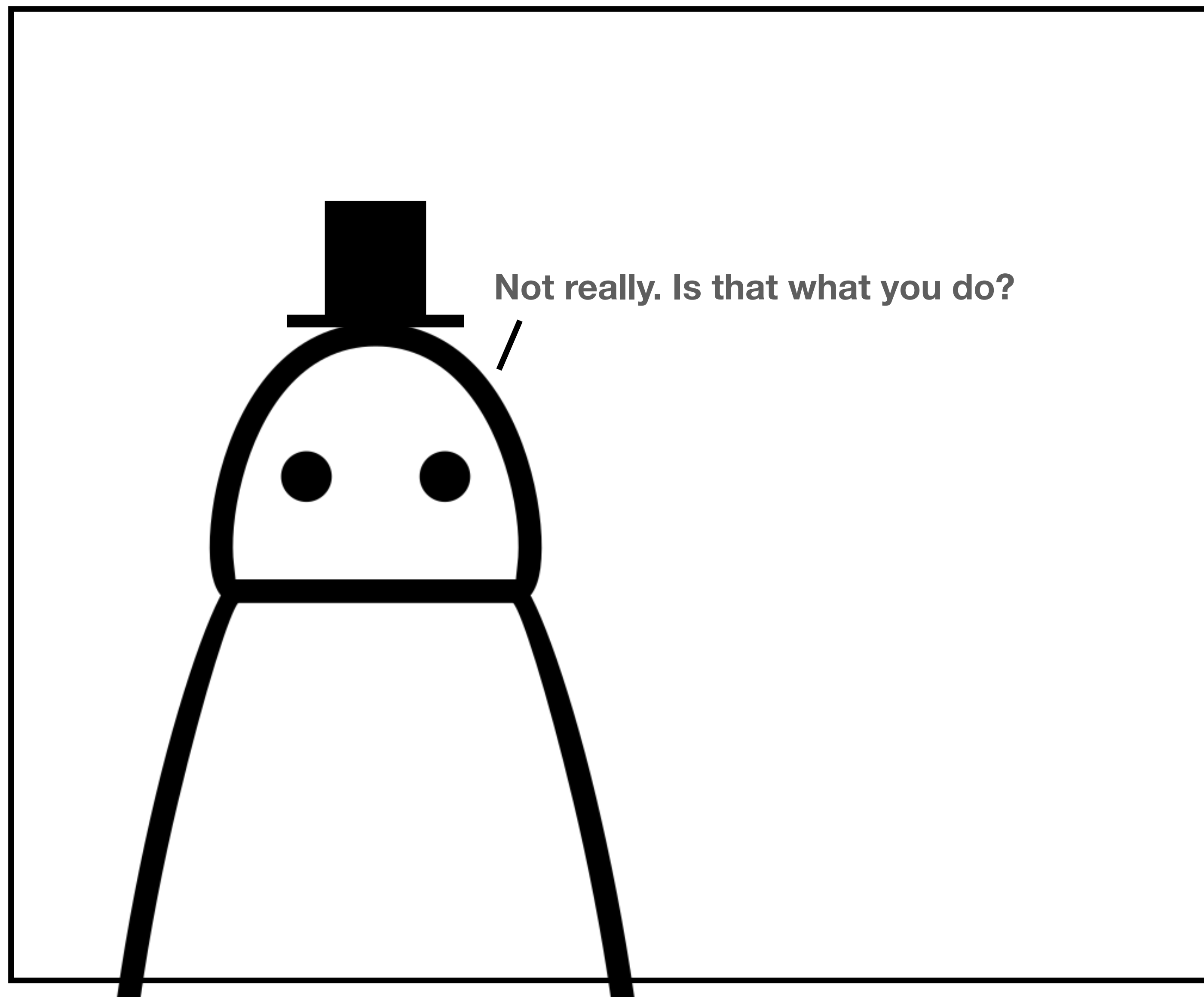
It's a headache honestly. Lots of back an forth between finance, me and the reps I manage.

**Pitching** —> **Inquiring**

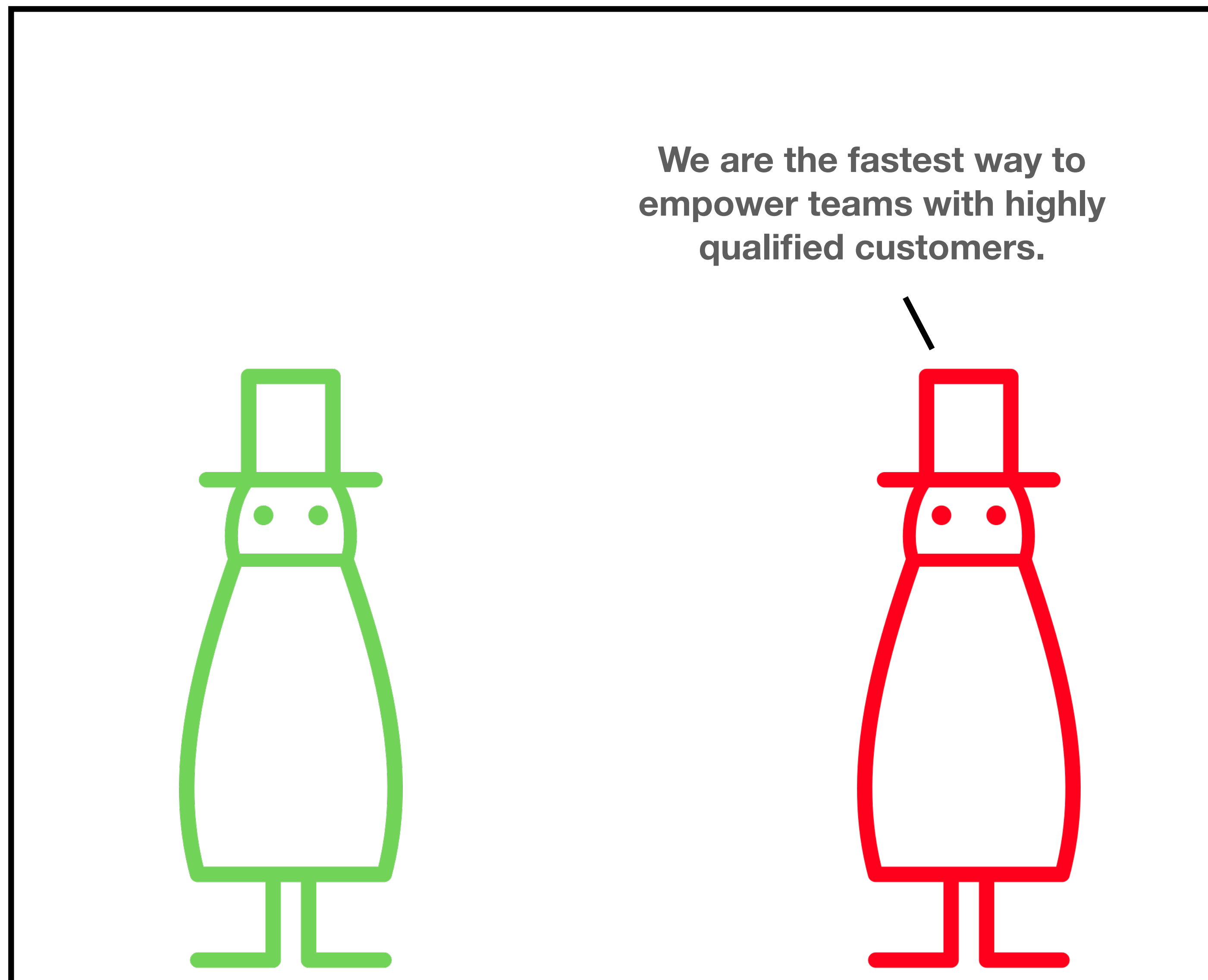
I hear that all the time. You've probably looked into automating commissions.




Pitching —> **Inquiring**



**Product** —> **Problem**

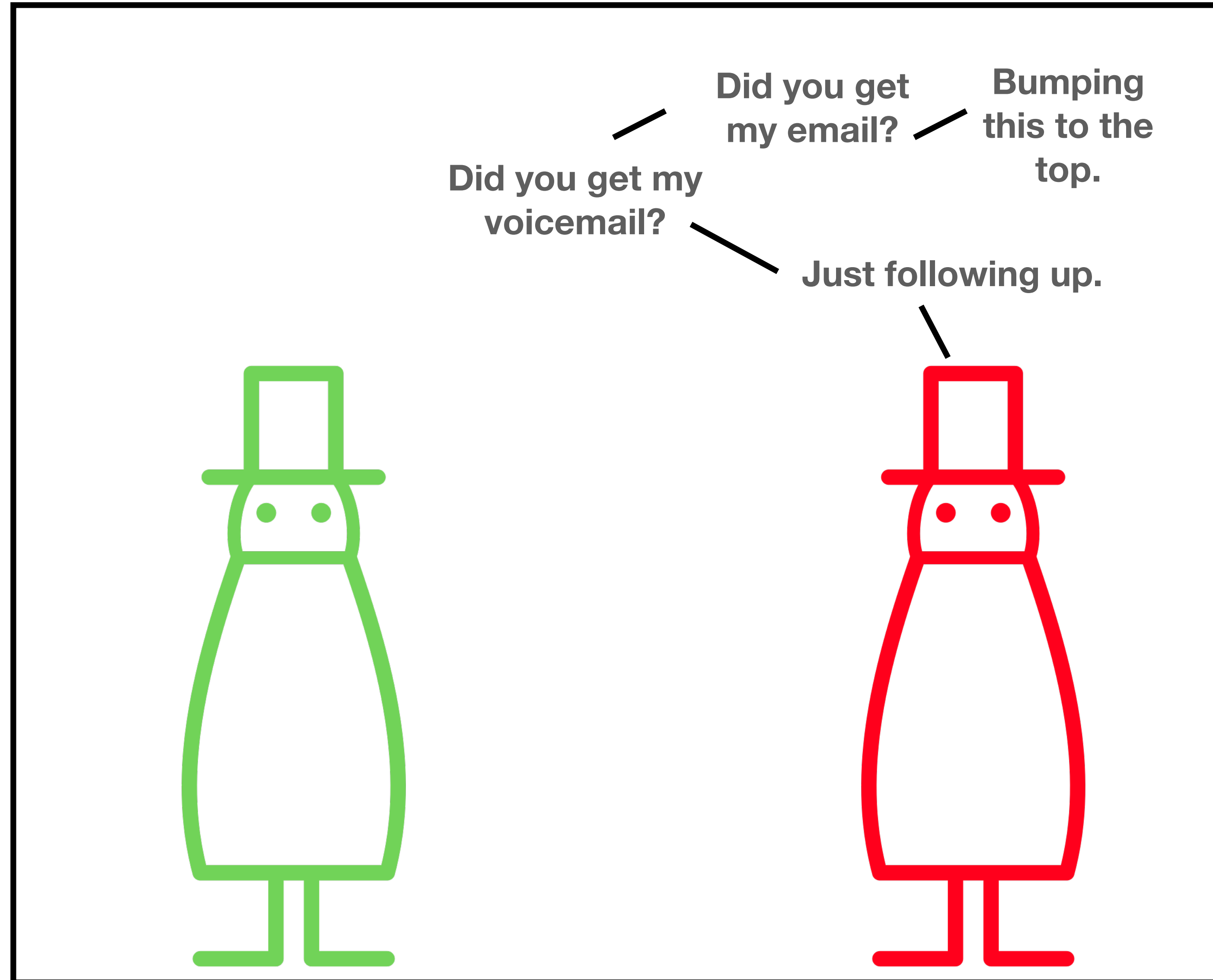


Product —> **Problem**

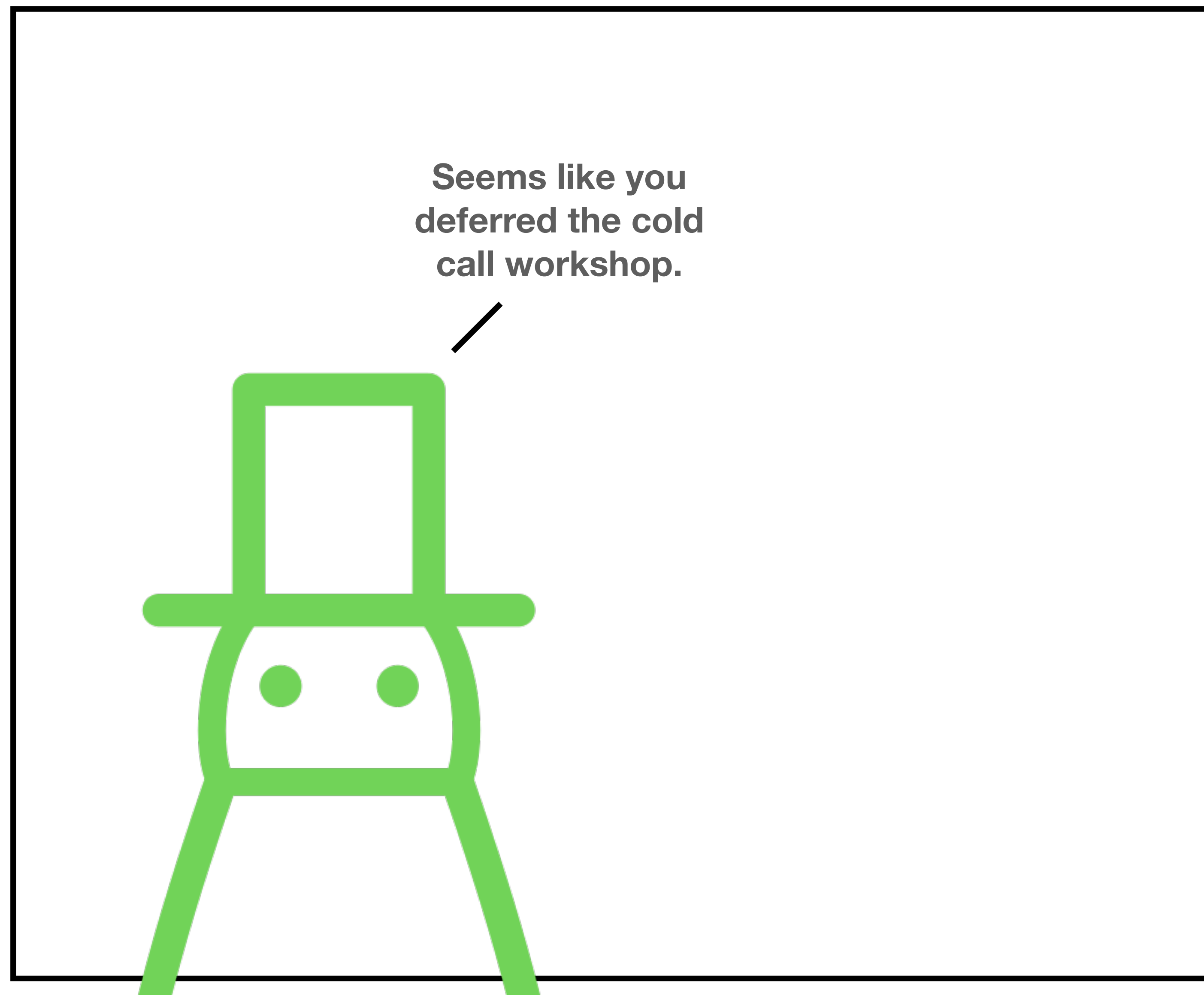


Do you know how you make 50 dials and only have 1-2 live conversations? With Phone Ready Leads you have 8-12 conversations per 50 dials so you can book more meetings without adding head count or tech.

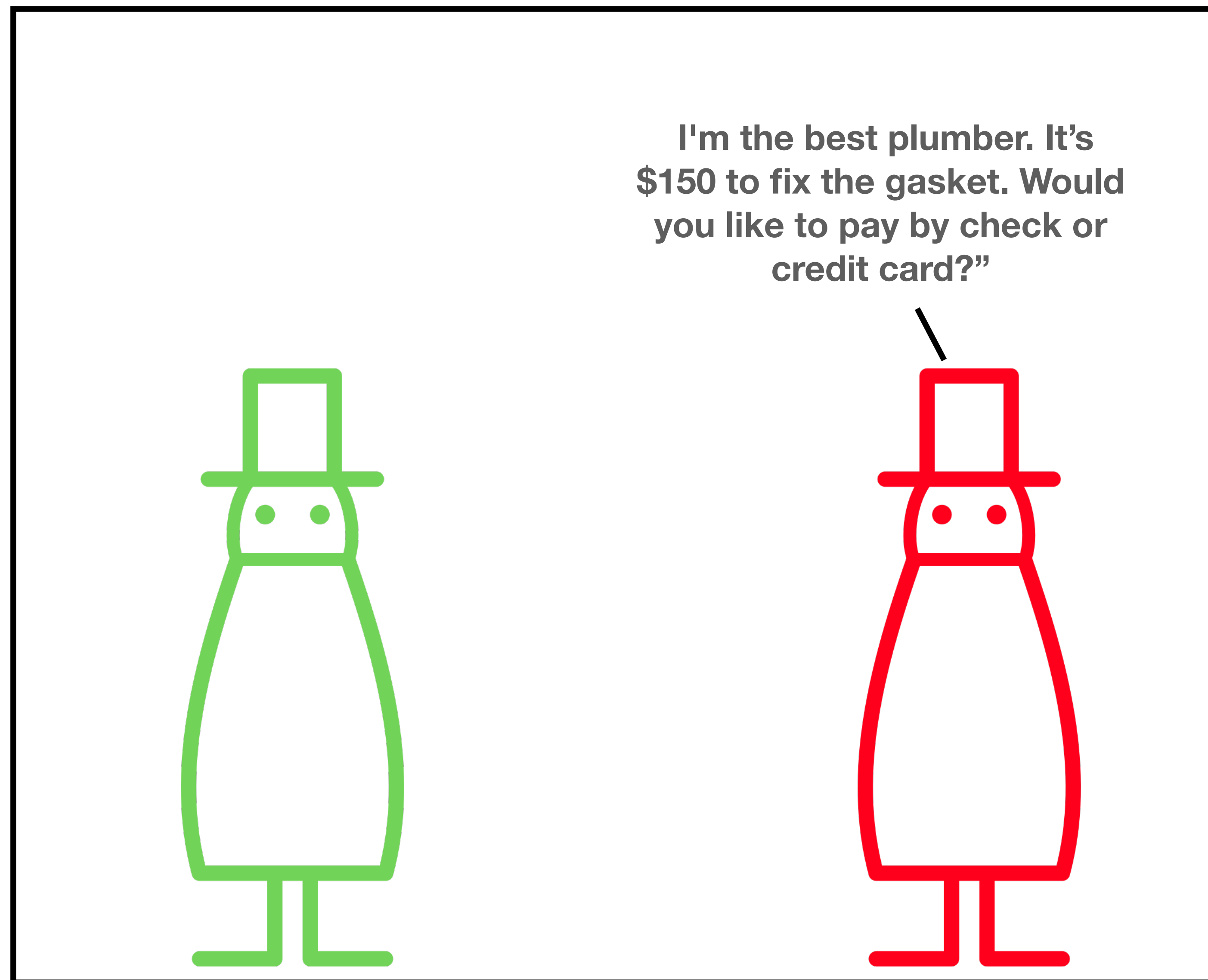
**Attached** → **Detached**



Attached —> **Detached**



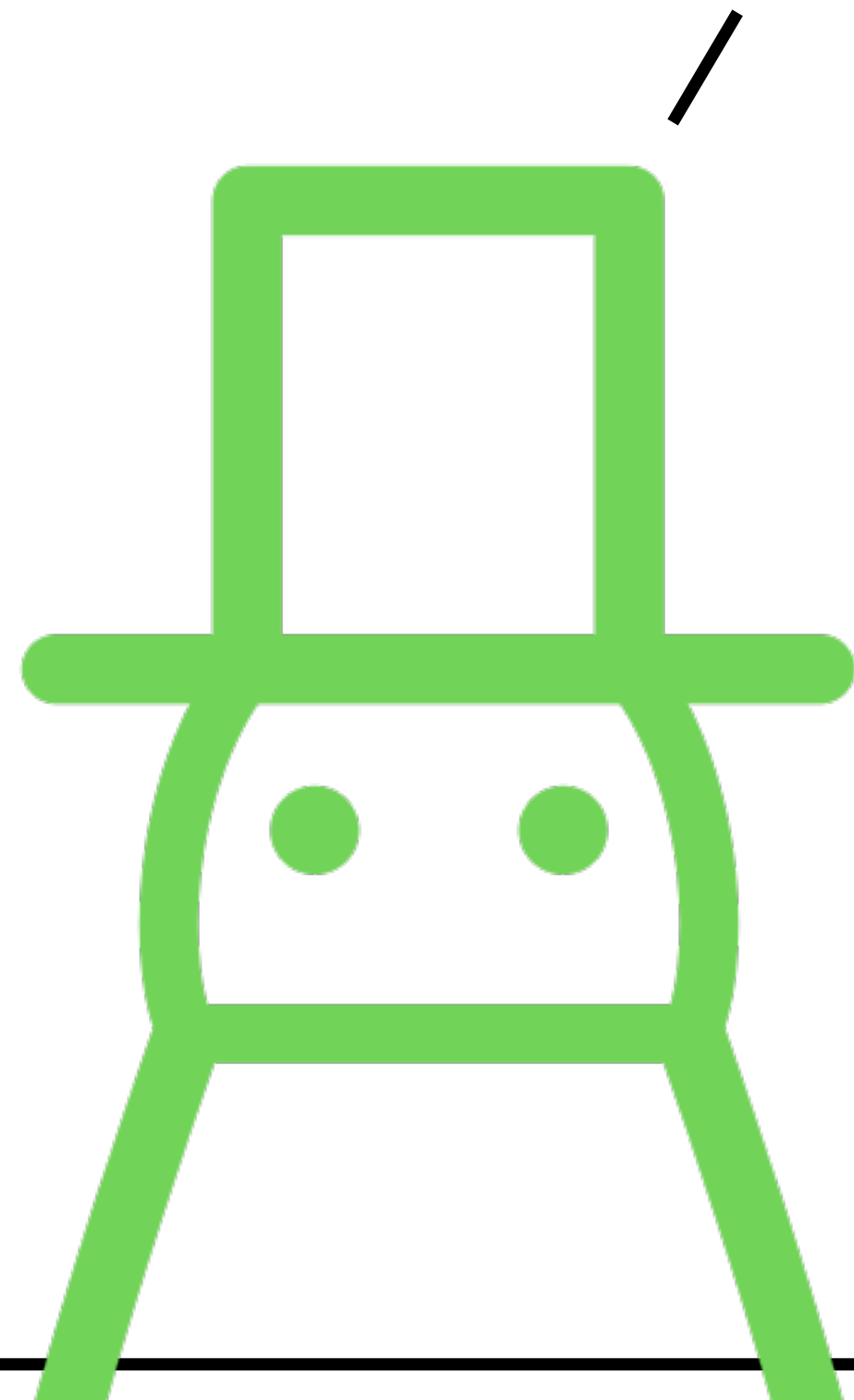
**Leading** —> **Guiding**



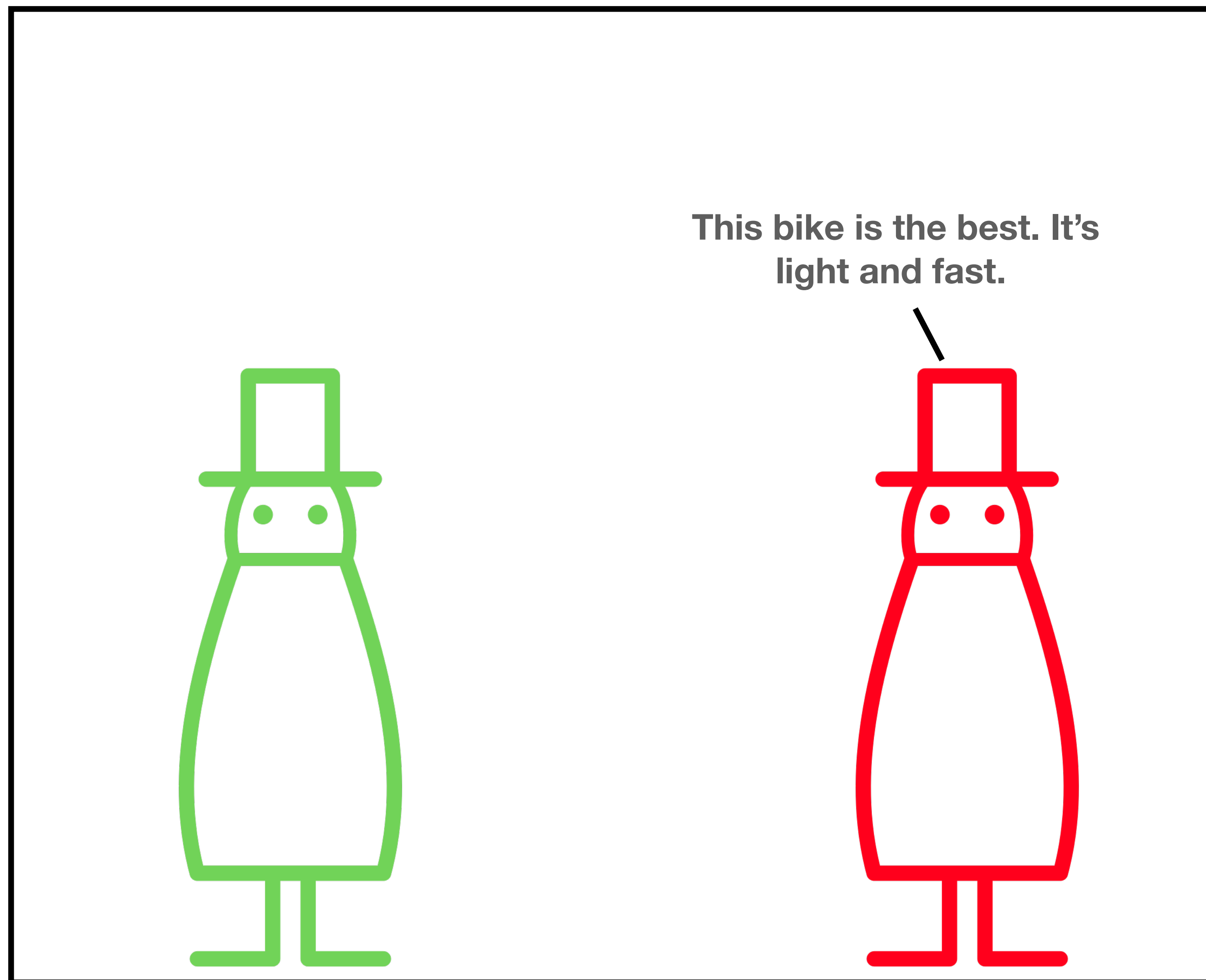


Leading —> **Guiding**

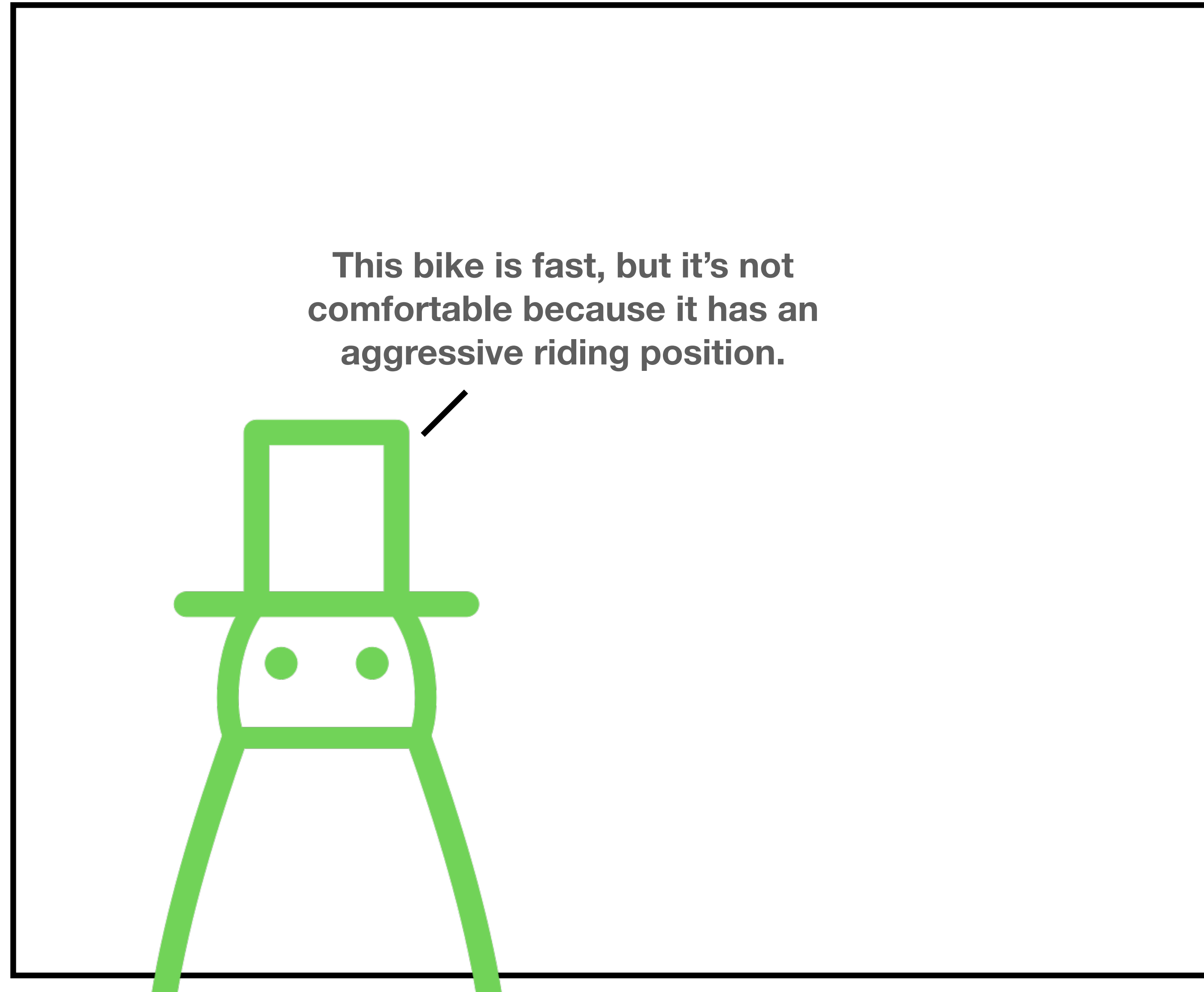
It's \$150 to fix the gasket. Your faucet can start leaking at any time. If you wait until then, you're looking at a \$250 repair plus roughly \$975 for ancillary damage to your infrastructure. How would you like to proceed?"



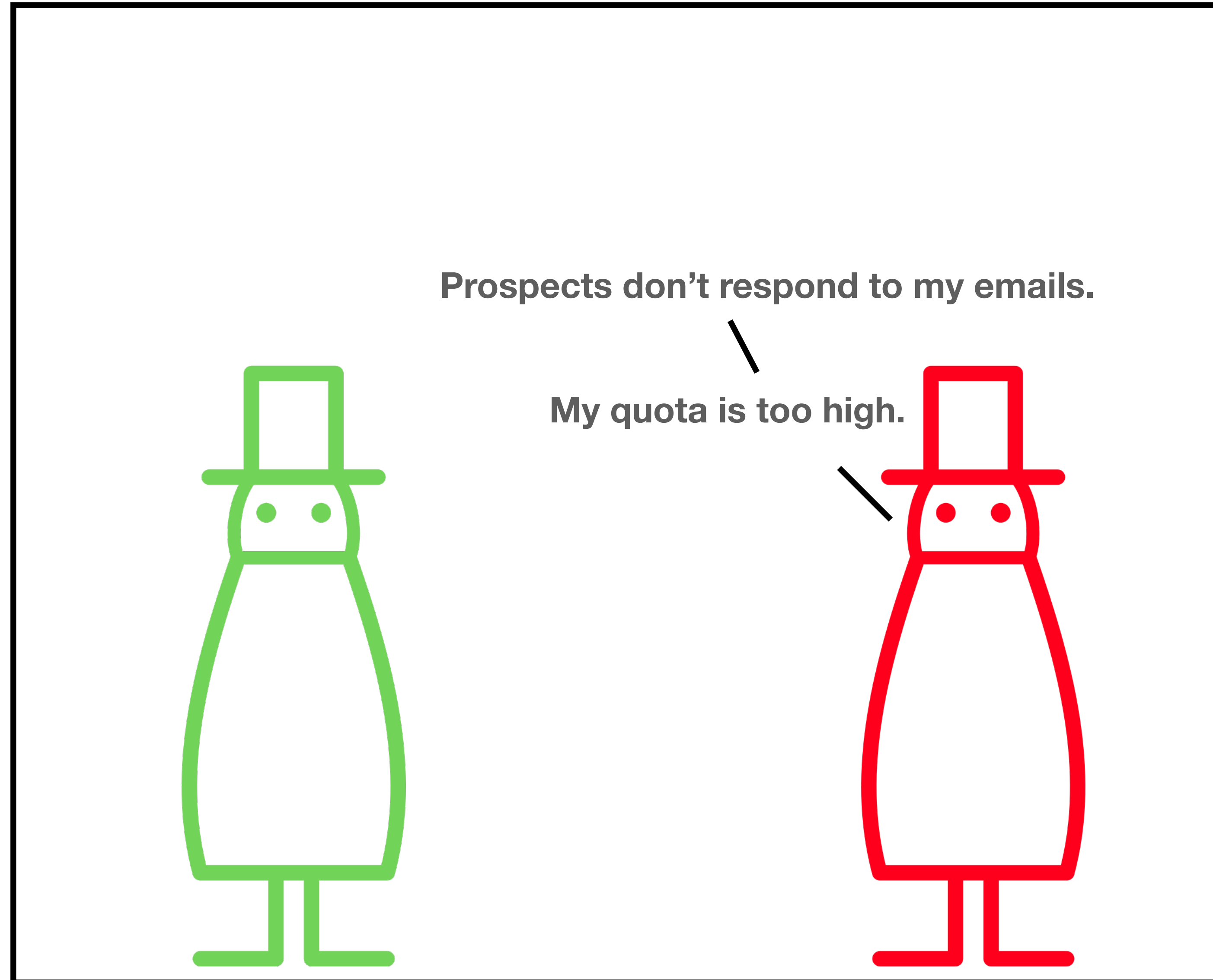
**Telling Part of the Story** —> **Telling the Entire Story**



Telling Part of the Story —> **Telling the Entire Story**



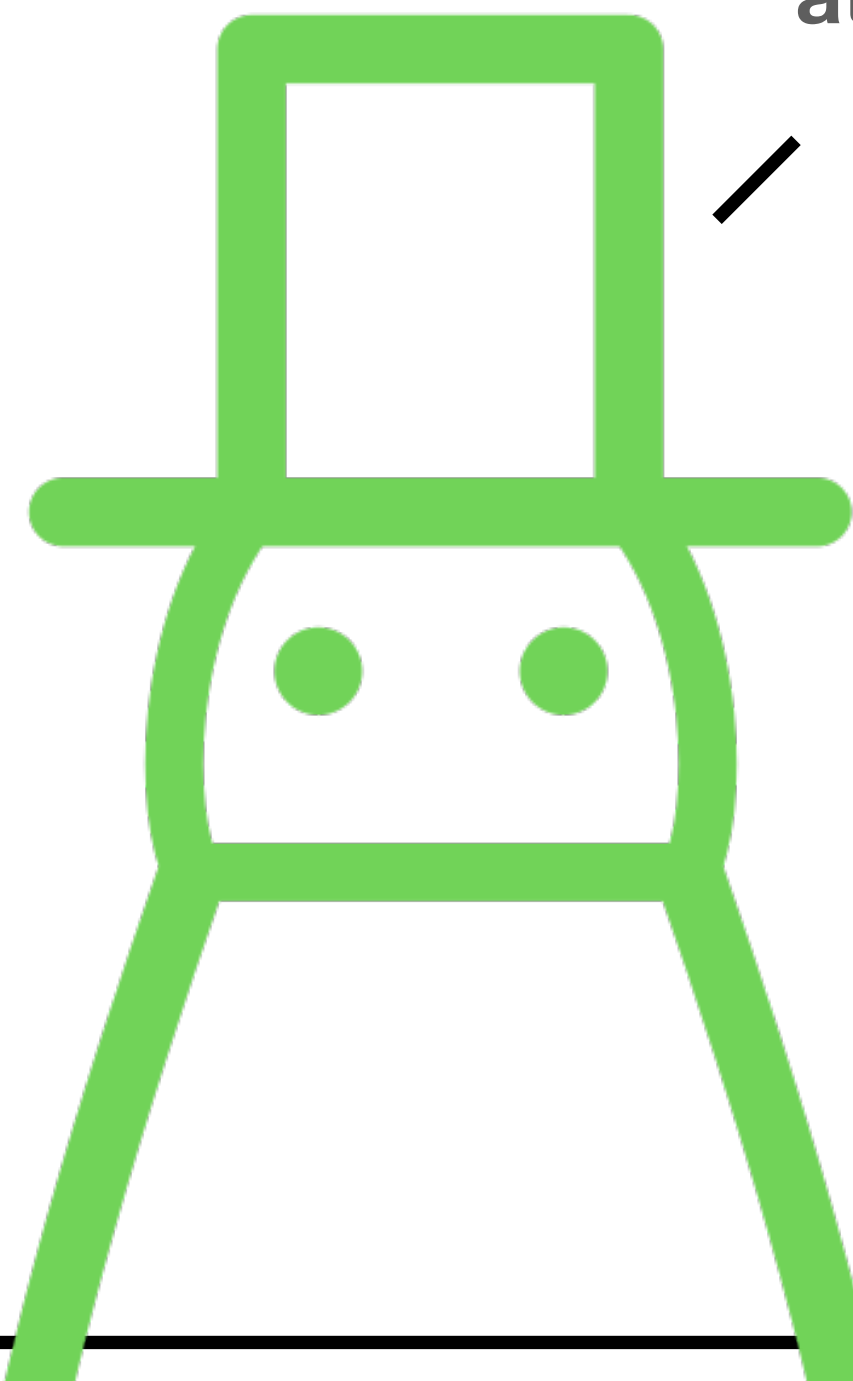
**Out of My Control** —> **In My Control**



Out of My Control —> **In My Control**

How can I write better emails?

I'm going get better  
at cold calling.





**~Fin~**

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