

— Janellyn Briones —

TIPS TO GETTING BETTER WITH CLOSING DEALS

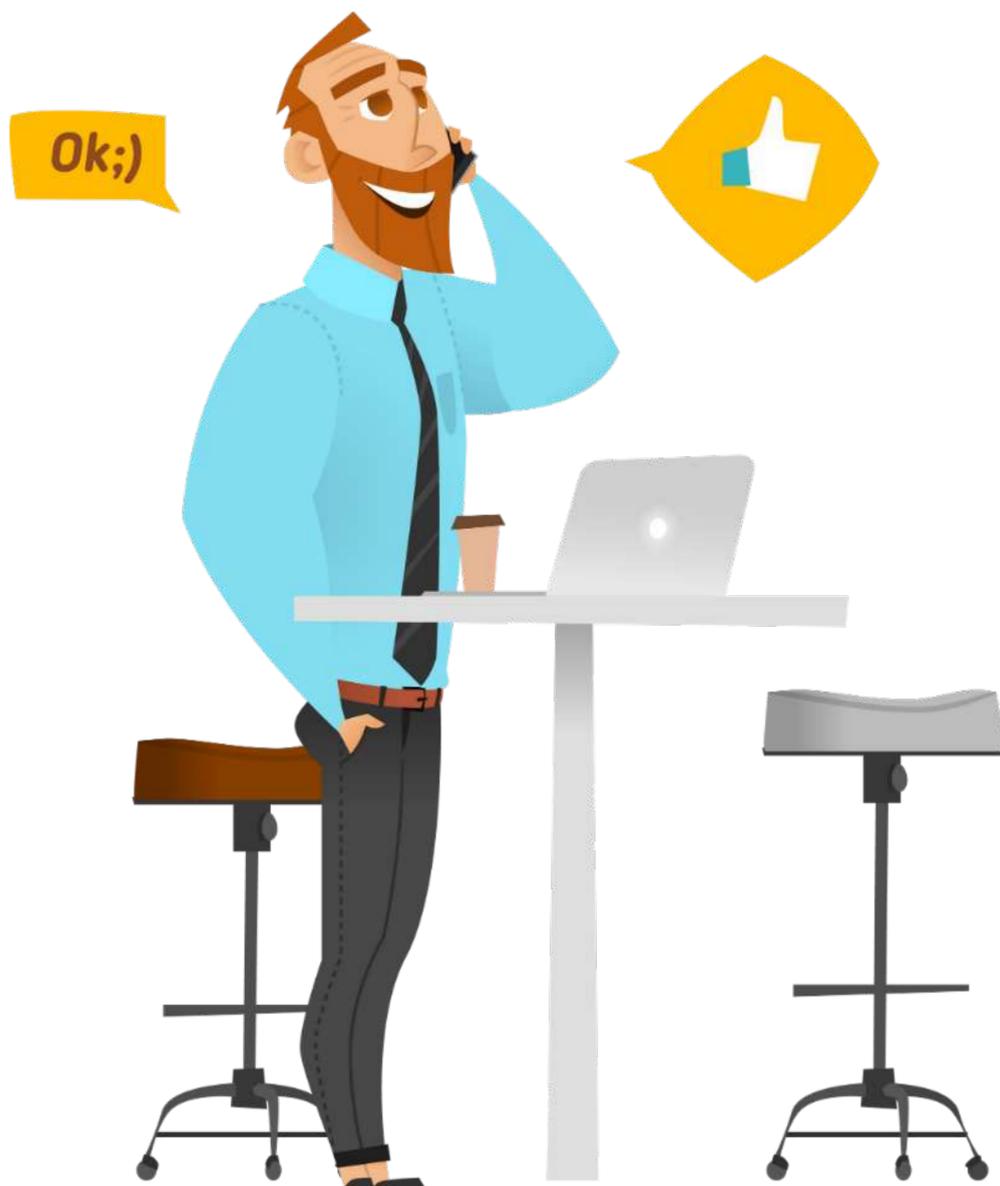
Plus Free High Converting Scripts



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TIPS TO GETTING BETTER WITH CLOSING DEALS

Plus Free High Converting Scripts



Guide for Freelancers

2020

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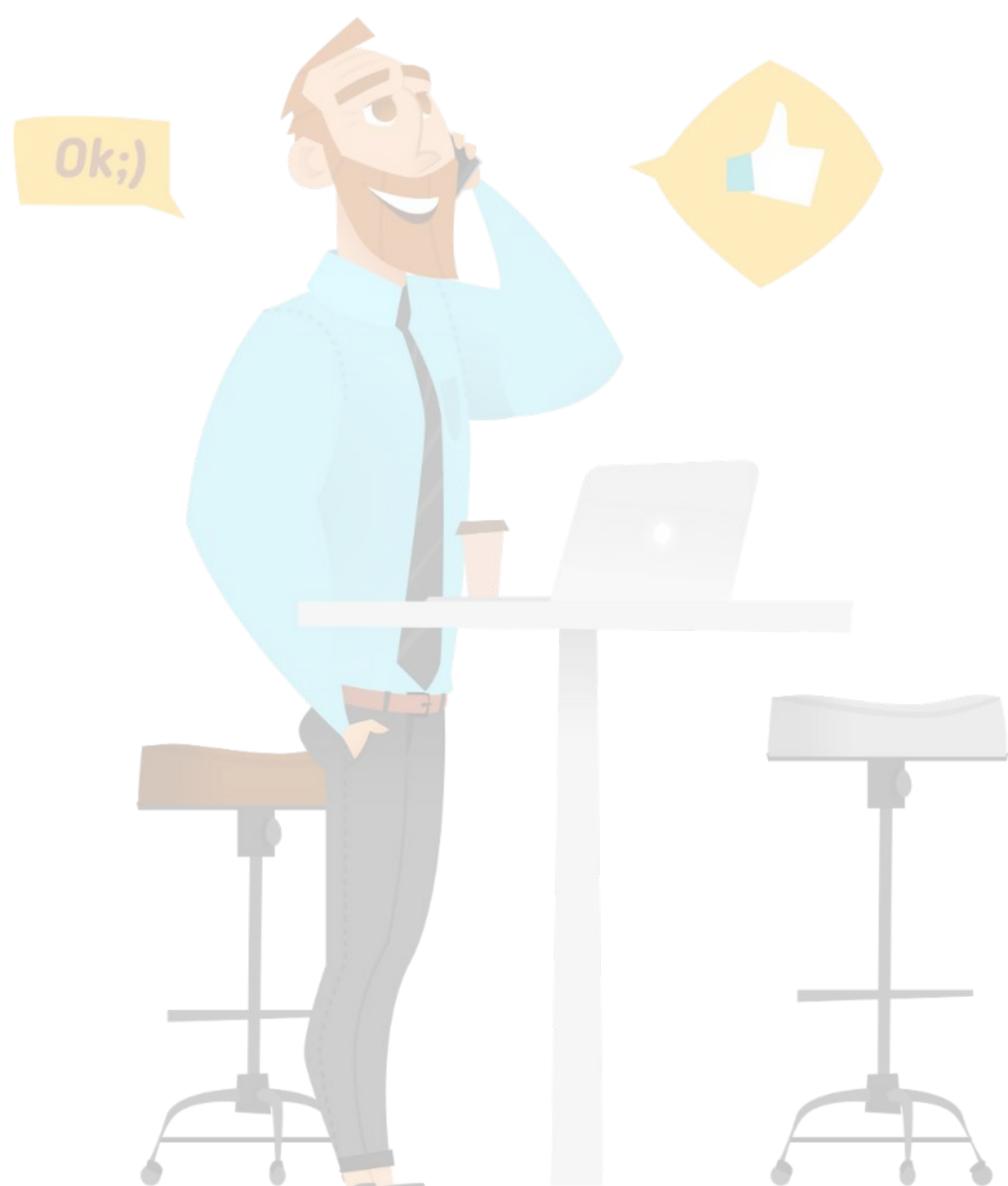
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Before you hop on the call

1. Meditate/do yoga/exercise.
2. Have a nice, relaxing bath to clear and refresh your mind.
3. Dress up the way you want (with or without pants, totally up to you), and look professional or smart or fun, regardless if it's a video or just an audio call. "Dressing up the part" as if you already got the job/position you are applying for or as if you have already closed the deal will make wonders to your self-confidence.
4. Place a mirror beside your computer.
5. Watch a funny meme/video 1 hour before the call.
6. Smile or laugh at yourself while looking at the mirror and while watching a funny video.
7. Send a message or email your prospect a reminder 30 minutes before your call saying how EXCITED you are to speak with him/her.

Sample:

Subject line: Our scheduled meeting today

Body of email:

Hey Tom!

Excited to chat with you later, 10:00 am EST!

Speak soon,

Jan



8. Go back to watching a few more funny videos, or play with your kid/s, or get lots of hugs and kisses from your kids or partner.
9. Ladies, put your lipstick back on after those kisses.
10. Send a message or email your prospect a reminder about your call 15 minutes before the set time, and give your Zoom link.

Sample:

<hit Reply from your 1st email>

Hey Tom!

Talk to you later. Here's our Zoom link for your reference - <zoom link>.

Speak soon,

Jan

11. Do a quick read/research about your prospect and his business via his website/LinkedIn profile/Social Media pages, etc.
12. Read their recent posts/articles/blogs so you can prepare some initial conversation topics.
13. Prepare your questions beforehand. Review or modify your questions accordingly
14. Practice reading your questions out loud or to yourself while facing the mirror, or practice with a partner. The important thing here is that you feel comfortable asking or saying them without stuttering or sounding like a robot during the call.

On the call

15. Be on the call at least 10 minutes before the scheduled time.

16. Message your prospect again telling him that you are ready in Zoom when he is.

Sample:

<hit Reply from your previous email>

Hey Tom!

I'm ready in Zoom when you are.

Speak soon,

Jan

If your prospect did not show up...

17. Wait on the call for about 15 minutes while reviewing your prepared questions, or while answering some emails, or while doing some other tasks online. If your prospect doesn't show up, send him another message about missing the call with you and that it's alright that he can still reschedule on your booking link if he wants to.

Sample:

Subject line: Oops! You missed our scheduled call

Body of email:

Hey Tom,

This is Jan. I hope everything is alright with you. Unfortunately, I wasn't able to connect with you for our scheduled call today. No problem! Feel free to reschedule with me here:

<Booking link>

To access our meeting, use the Zoom link or the Dial-in number included in your invite. Please let me know if you have any questions!

All the best,

Jan

18. Take note of his contact details on your monitoring sheet.

19. Follow up with him after 3 days.

If your prospect showed up...

20. Smile as you talk (remember the practice you did earlier? Apply it now). Your voice and tone becomes warmer when you smile.

21. Smiling is contagious. If you sound happy or if you are smiling on the phone, your prospect's mood will shift. He will start to feel comfortable talking with you. As with anything else, don't exaggerate. Don't be too happy or smile too much.

22. Start by asking how his day is going (stay away from asking how's the weather like), and do not just stop on, "How are you?" then abruptly move to the next question.

Sample:

"Hey, Tom! How's your day going?"

"Hi, Tom! Glad to see you today! How's your day going?"

23. Really **listen to his response** at the onset of the conversation. Even if it's an easy question of how his day is going, if you show interest in his answer before you even start the actual reason for the call, he will see you as someone who **really hears him** rather than someone who is in a rush to pitch a service on the phone.

24. Allow him to talk. When you **genuinely listen**, you will know what follow up questions you can ask.

25. Pretend as if you don't have a prepared question before the call. If you wrote it down on a sheet of paper or printed it out, pretend as if you don't have it. Do not look at it all the time while he is talking. **Listen.**

26. Bring up a topic about his recent post/article/blog that you read and like, and say something about it. Be genuine in giving feedback. They will know when you're faking the praises and if you are going over the top or not.

Sample:

"That's great to hear! Oh, you know what, I saw your recent post on LinkedIn about this new product you are launching. Looks amazing! Tell me more about it."

"Sounds great! I'm doing awesome. Thank you for asking. By the way, I saw a recent blog you wrote, about big companies struggling to switch from office to remote working. You have given a lot of good points in there that I think would be beneficial for your readers."

27. Take control of the conversation. When you feel like you've been taking a lot of time discussing how his day went, pull him back to reality and say the reason why you're both on the call.

Sample:

"Cool! I'm glad by the way that you booked a call with me. We started exchanging some messages on LinkedIn and you somewhat shared some of your own struggles in terms of getting leads for your business. Are you ready now to jump on it and discuss?"

28. Since you have prepared some questions, this is the right time to tell him about it so he knows it right away instead of making him see you reading from it.

Sample:

"Great! By the way before we begin, I just want you to know that I prepared a few questions here with me and if I pause, that is only because I will be taking down notes as I listen to you. Would that be alright?"

29. Ask your questions one by one. If he already answered some in advance as he responds to your first set of questions, do not ask the same question again.

30. Really listen to his response. When you genuinely listen, you will know what to follow up on and you will have a smooth flow of conversation. You might realize that you don't need to ask some of the questions on your list anymore because he has already explained it earlier.

31. When asking about the budget for the project or any monetary topics, it is best to ask for a "ballpark figure" or a "rough estimate" or a range of how much they are willing to spend for this project.

If it's a good call with an ideal client...

32. If he answers all your questions and you are satisfied with all the information you got, thank him for taking the time out of his busy day to attend to you.

33. Tell him the next step after the call. If you need to draft a strategy document, tell him you'll get back to him with the document after 3 or 5 business days. If you say you'll send a contract or invoice after x number of days, really do it.

34. If he is able to answer all your questions, he has given all important assets that you are looking for to make this working relationship a success, and if you know that you can close the deal over the phone, JUST DO IT. Don't second guess. Close the deal on the phone.

Sample:

"Wow, these are great answers, Tom. How soon do you want to get things done/How soon do you want to start with this project?"

(if as soon as possible)

Then in that case, given all the information you have given me and the solutions that I have to help you out, we can settle with an upfront investment of \$xxx, then \$xxx after xx days/months. How does that sound?"

Awesome! I will draft our contract right after this call then, and I will send it to you right after.

Really appreciate your time today, Tom. Have a great rest of the week."

If it's not a good call...

35. If he refuses to cooperate/respond or if you felt any hesitation from him, explain that the only reason why you are asking is for you to have an idea of where they are right now in terms of revenue, and so should he decide to move forward working with you, you will have a basis of whether or not your service is helping them increase their revenue or not.

36. If he still refuses to give information the 2nd time, or if he refuses to answer any of your questions properly or answer any at all, consider ending the conversation politely.

37. Trust your gut. If you feel that he is not a good fit for you as a client and that you feel like you won't have a good working relationship with him in the long run, end the conversation early.

Sample:

"It seems like you are hesitant in answering my questions, Tom. I understand, but I just want you to know that your answers will help me figure out if you really need a lead generation specialist and if we are a good fit or not. Since it seems like you do not want to share any information with me, I don't think I am the right fit for you. I greatly appreciate your time, and have a good day."

After the call

If your prospect did not show up...

38. Relax and watch another fun video, or have a drink.

39. Do not overanalyze why he did not show up.

40. Move on with your day, or connect with new prospects.

41. Play with your kids or cuddle with your partner.

If your prospect showed up...

42. Send an email thanking him for his time in hopping on a call with you and provide a brief summary of what transpired during your call. This will show that you were attentive while he was speaking with you.

43. If you told him that you will send something after x number of days, remind him of it to set his expectations.

Sample:

"Hey Tom!

It was great chatting with you today! Thank you for taking the time out of your busy day to talk to me. I'm excited to start working with you.

Just a quick summary of our call:

- 1. We discussed about your need for a Social Media Community Manager*
- 2. You intend to include Facebook Ads in generating more leads to your business*
- 3. You expressed interest to start an email marketing campaign to retarget your previous customers*

With all the above stated, I will be creating a Social Media Marketing Strategy Document for you which I will submit within 3 to 5 business days. Please let me know if I missed anything from our conversation and I'll be sure to add them up.

Have a great rest of the week!

*All the best,
Jan"*

Closing deals
doesn't only
come from
confidence but
also with

**BELIEVING
that
YOU CAN CLOSE
THE DEAL**

**before you even
hop on the call.**

**If you know for
yourself that you
can do it,
whether your
prospect shows
up on the call or
not, it won't be a
big deal.**

**Having the right
mindset will help
you prepare for
that next call.**

YOU CAN DO IT!!!