



magpai



Sales Acceleration Secrets

*10 Unexpected Things You Can Do To Increase Your
Income and Your Impact in 2021*

Let me cut to the chase...


There is no getting around it. **Mastering the art of sales and ethical enrollment is the most important skill** every business owner must master in order to have a consistent stream of revenue and make their mark on the world. The problem is, most of the "gurus" teaching sales, focus only on the fundamentals that are *important*, but *not enough*. They are...

- Get clear about your ideal client's fears, challenges, hopes and dreams.
- Create compelling marketing language that articulates the transformation you offer and others want.
- Get out there and be seen so you can grow your list and find your next clients.

These are all necessary to sales success, but if you want to go one step further and master the art of sales and ethical enrollment it requires a fresh perspective and an open mind to this truth...

Who you're being and how you show up determines sales success.





To ensure 2021 is a year filled with abundance and massive impact, there are 10 out of the box things you can do to master the art of sales and ethical enrollment. Each one is designed to elevate your ability to generate revenues on demand, at any point throughout the year, so you can enjoy the success you desire.

The 10 secrets you are about to discover are born out of 34 years of starting and growing 7 businesses. With each business, I was challenged to find ways to generate revenues on demand to keep the doors open. Once we mastered that, we created systems for keeping the revenues flowing in order to enjoy the freedom and lifestyle we yearned for. So let's get started, shall we?

Let's make this fun!

At the bottom of each page, I will ask you to score yourself on a scale of 1 to 10. 1 means you are not implementing the strategy at all. 10 means it's a way of life for you.

I am asking you to score yourself because ***awareness is the first step to positive change***. It's also the key to mastering the art of sales and ethical enrollment.



#1

See sales as an exchange of energy

If I had to choose one skill to which I attribute my 34 years of business-building success, it would be my ability to create revenues on demand. Each of our 7 start-ups was bootstrapped, with no outside funding. With each business I challenged myself to find ways to get the revenues flowing as quickly as possible. I then worked to maintain that momentum to meet our monthly sales goals to create the lifestyle we wanted to enjoy.

What three decades has taught me is this... *sales is an exchange of energy between you and the buyer.* The more I was in integrity and living by my values, the more easily the sales flowed. Conversely, when I was energetically off or not living my values, the more difficult it was to attract ideal clients and keep the revenues flowing. No matter my actions or my intent, the more I live by my values the greater our success.

How about you? To what degree are you living your values? Are you being the best version of yourself and taking daily actions to live in alignment with the things that are important to you?

Score yourself below and then move on to #2!



2

Seek first to understand, then to be understood



This secret is rooted in our universal need to be seen, heard and understood.

Here's the challenge... the landscape of marketing today is "Guru Centric." Rather than placing the spotlight on the prospect, most marketers point the spotlight at themselves. "Here's what I can do for you!" is the common cry. It's backwards!

Conscious selling is about discovering who's at the other end of the email. Where are they on their path? What challenges do they face? Only from this place of understanding can we truly serve.

In 2015, my team and I took this revelation to heart and developed a process for profiling our incoming leads using a numerical-based assessment. By taking time to learn where each person is on their path to growing their business, we are able to provide relevant value based on what they truly need. This revelation then prompted the birth of Smart Biz Quiz, now **Magpai**, which offers free assessment software to those who are "seeking first to understand" in order to serve their community in a significant way.

How about you? Do you have a tool in place to understanding who is on your list and what they truly need?

To what degree do you have a process in place to profile each lead and give them what they need?





#3 Don't wing it... create a system!

In my experience, 80% to 90% of entrepreneurs are winging it when it comes to their sales process. Despite their good intentions and efforts to be seen in their market, when it comes to ushering potential clients through the three stages of sales success, they are typically figuring it out as they go.

On the flip side, business owners with a consistent stream of new leads and a proven process to move them through each of the three essential steps are happier, less stressed and more financially sound. They've cracked the revenue generating code by have the process and tools in place for each of these three stages.

Stage 1: Attract Ideal Prospects Who Can't Wait to Learn More

Stage 2: Create Meaningful Connections with People on Your List

Stage 3: Master the Art of Discovery Session Sales

At each stage, there is a set of specific steps and tools you can incorporate to create a proven sales system once and for all!



#4

Shut up and get curious



In 2005, I conducted a study during which I observed over 50 real-life sales conversations between a seller and a potential buyer. The intent was to discover the nuances of successful selling and identify the things people do that “kills the close.” The results were astounding.

Those who were the least successful at closing spent 80% of the time doing the talking. Their desire to convince the prospect **why** they needed what they were offering overcame them and instead of having a conversation, it was an all-out pitch. In these scenarios, in addition to not buying, the prospect showed signs of impatience, indifference and frustration.

On the other end of the spectrum, those who were consistently closing prospects had actually flipped the formula. These sales stars spoke only 20% of the time. Rather than placing the spotlight on themselves and their offer, they turned the spotlight on the prospects, asking questions, listening intently, reflecting back and probing even more.

We took these findings to one company and taught their people how to sell with the 80/20 rule. This one small tweak tracked a 400% increase in their overall closing rate, resulting in millions in additional revenue.

How about you? Thinking back to your last enrollment conversation, what percentage were you talking? Were you so focused on proving your value that you failed to learn about the other person?





#5

Say NO to those who are not a good fit

I get it... when sales are slow and revenues are needed it's easy to fall into the trap of taking on clients who are not a good fit. Perhaps you have learned this lesson the hard way and ignored the inner voice telling you something is off, only to have them make your life a living hell.

In my 34 years of business-building. I must admit, I've made this mistake now and then. But it was only until a recent situation occurred that we took the next step and created our in-house list of warning signs. It's a collection of comments, attitudes and traits we try to spot early in the courting process. The intent is to identify the "non-ideal client." One element on that list that we watch out for is blame. When a prospect blames their lack of success on others it's a clear sign they do not take responsibility for their own success. When we see this, we run for the hills, as it is often just a matter of time until they turn the blame toward us.

How about you? Are you willing to say no to those who you sense are not a fit? Are you willing to trust that saying no to one, actually makes room for those you are meant to serve?

How willing are you to say no when the warning signs are present in a person who is ready to say yes?



#6

Give your time to the highly committed



Your time is your most precious commodity. So, why then, would you want to give your time to the “tire kickers and the brain pickers?” Not only do they drain your energy, they also rob you of time you could be devoting to what you love.

But how can you tell the difference between someone who is open to investing in getting support from someone who is not.? The answer is simple... ask them.

One key element to our sales success is that we offer Discovery Sessions to only to those who are highly committed. We do this by asking three questions that provide us with a “Commitment Score.” Those who are open to investing, committed to taking action and value the opportunity to connect, are invited to hop on a call. Those who score low, are added to our ongoing nurture campaign with hopes that they will eventually come around.

This innovative “sales hack” alone ensures my team and I speak only to prospects who demonstrate the qualities we are looking for.

How about you? Have you given your precious time to individuals who had no real intention of investing in the support they need? If you have, you are not alone.

But it doesn't have to be that way. By infusing an online assessment into your sales process, you ensure you give your precious to who are most likely to say YES.



#7

Charge your worth



One of the simplest ways to increase revenues is to raise your prices and charge what you are worth. However, many people resist this strategy for fear they will lose the sale.

If that's you, consider this... what prospects are buying from you is not your time, they are buying your expertise and a faster path to get to where they want to go. When you undervalue the worth of what you offer, you do yourself a disservice and undermine your value.

For example, when a client invests in working with me to take their business to the next level, they are receiving the benefit of 34 years in the entrepreneurial trenches. They are able to accelerate their path to their goals, by doing what works and avoiding what doesn't. They appreciate the personalized insight and feedback from someone who has walked the path so many times.

There are two approaches to raising your fees to charge your worth; do so gradually or take the big leap. By announcing to your current clients an upcoming increase in fees, you can often spark a revenue rush from clients who want to lock in your current fee.

How about you? Are you undervaluing the impact of your work and charging too little? If yes, now is the time to take the leap and stand for the value you offer.





#8

Be confident in your ability to deliver on your promise

Have you ever found yourself in an enrollment conversation discussing the outcomes of your work together and a small voice whispers, "I don't know... are you sure you can deliver on that promise?" In that moment of self doubt, your energy shifts, your confidence wanes and the sale is often lost.

What I've found over the years of helping clients master sales, is the greater one's confidence in their ability to deliver on their promise and the more clearly they can articulate their process for impacting change, the more effective they are at selling.

To do this, one needs to clearly define the exact steps your clients must take, and what results they can expect at each turn. In our work with clients we identify four outcomes for every step in the transformational journey. What new beliefs they will adopt. What new behaviors they will embrace. What new skills they will develop. What personalized support they will receive. With this level of clarity around what they can expect, you can show up to every sales conversation with greater confidence, ease and effectiveness.

How about you? Have you articulated, in detail, what outcomes your clients will experience at each step along your client path? When you do, you will find presenting your offer asking for the sales to be an easy and even fun experience.



#9

Paint a picture of what's possible for your client



I believe that the act of selling is a sacred experience. Two people coming together to explore whether they are meant to work together. Do they have a need you can fill? Do you have the solution they are seeking?

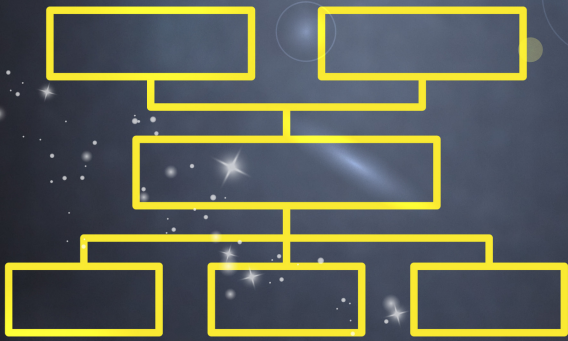
But what often happens as the client gets closer to the solution they have been seeking, their own doubts and fears can arise and stand in the way of a YES. Whether it's a fear of success or failure, it's your job in this moment, to stand for what's possible when they make the changes they desire.

We do this in the sales process by crafting a compelling vision of what their life will look like as a result of working together. We paint a vivid picture of the shifts they will make and the results they will see. Using the assessment they took prior to the call, we take them to what's possible by asking... "What will your life look like when you are operating at a 10 in each of these areas?"

How about you? Do you have a simple way to communicate what waits for them on the other side of your work together?

How confident are you in your ability to paint a picture of what lies at the end of their work with you?





#10

Set yourself up for success with a system

As I bring these 10 Sales Secrets to a close, I will share the one element that nearly every entrepreneur is missing... and that is a sales system that allows them to create revenue on demand. A process, so artfully designed and easily executed that they never have to stress about sales again.

Imagine what it would mean to your life and business when you have mastered each of these sales secrets for creating revenue on demand.

How about you? Have you crafted a sales system that allows you to create revenues on demand? If not, take us up on our invitation below!

To what degree do you have a system in place to turn on the cash flow whenever you need?



What is your total score?

Calculate your total score here —————>



Are you ready to take your sales to the next level and...

- Grow your list with a unique “call to action”
- Re-engage those who are already on your list
- Double the show-up rate to your webinars & events
- Get on the phone with only the highly committed
- Profile your list to give them what they need
- Have a proven process for your discovery sessions
- Streamline your sales process

What's included:

- 14 Days Access to Magpai
- Turn-Key Templates & Swipe Copy
- Daily Office Hours
- Live Get It Done Sessions
- Personalized Branding
- Multiple Niche Options
- Get it Done Challenge

[Activate My Free Trial](#)

My team and I are looking forward to learning more about you and where you are in the sales process!

ABOUT JANE DEUBER



Jane Deuber is a sought-after business strategist, two-time author, international speaker, and a respected mentor to mission-driven entrepreneurs around the world.

Over the past 34 years, Jane has not only started and grown seven successful businesses of her own, she has also helped thousands of entrepreneurs transform their experience in business to one that is more profitable, highly leveraged and deeply fulfilling.

While each venture was aligned with her mission to empower others to thrive in business, it was her decision, in 2004, to take her business growth program online that changed everything.

Since then, Jane has not only developed and delivered 30 programs of her own, through her company, Global Experts Accelerator, she has helped hundreds of experts transform their experience and expertise into a highly profitable online program. Through her two companies, Global Experts Accelerator and Virtual Academy Builder, Jane has helped hundreds of experts transform their knowledge and experience into profitable online programs that generate recurring revenues, raving fan clients, and a plethora of high-level leveraging opportunities.

Her most recent company, Magpai, is revolutionizing the way coaches, trainers, speakers, and consultants attract, engage, and enroll their ideal clients by harnessing the power of ethical enrollment using assessments and innovative sales processes.

Jane and her team are on a mission to help expert entrepreneurs create more leverage in their business so they can increase their impact and their income and enjoy a higher quality of life.

Today, Jane operates three thriving businesses with her husband, Mario, from her home in beautiful Pebble Beach, California.