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ONLINE MARKETING & COMMUNICATIONS

ASMM: ADVANCED SALES MEETING MASTERY



A guide for professionals
to close deals!

STEP-BY-STEP TABLE OF CONTENTS

01

BREAKING BARRIERS

Finding common grounds, & getting to know each other

02

LISTEN

Let your potential client tell their own story, helping you understand them better.

03

PITCH

You've heard everything your client had to say, now it's time to tailor your message for them.

04

REAL LIFE REFERENCES

Share your recent success stories & relevant examples to encourage & show expertise.

05

GIVE BEFORE YOU GET

No one pays to watch a movie before liking the trailer. Give them an idea of what you know.

06

TWO ROADS AHEAD

Maybe you have a client, & maybe you don't, so now what?

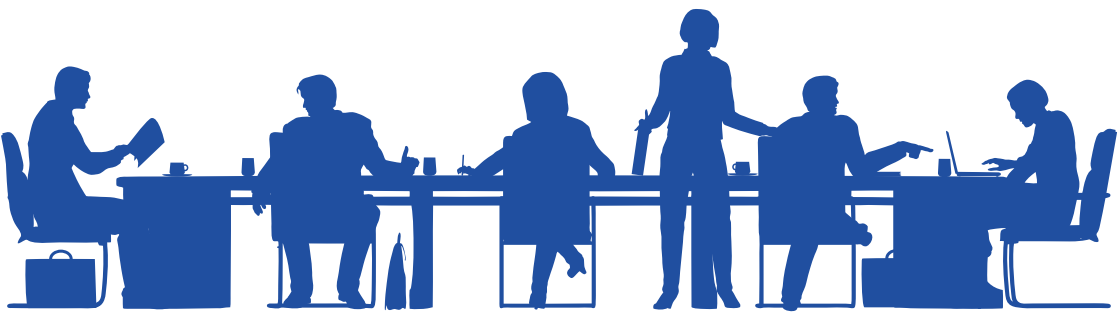
**IN TODAY'S CHALLENGING & COMPETITIVE
BUSINESS CLIMATE, GROWING YOUR
BUSINESS REQUIRES A WELL-DEFINED
PROCESS TO ENSURE...**

STABILITY & SCALABILITY

HENCE,

An IMPORTANT 
Aspect of **Business**

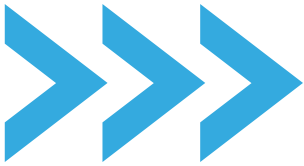
 **is Mastering the
Art of Sales Meetings**



WHY IS THIS IMPORTANT FOR BUSINESS?

- 1 IT'S THE FIRST OPPORTUNITY TO MAKE A POSITIVE IMPRESSION ON A POTENTIAL CUSTOMER.
 - 2 IT'S A CHANCE TO GATHER IMPORTANT INFORMATION ABOUT CUSTOMERS' NEEDS, WANTS & PAIN POINTS.
 - 3 IT HELPS BUILD STRONG RELATIONSHIPS FOR THE FUTURE.
 - 4 IT'S A WAY TO GENERATE MORE REVENUE FOR YOUR BUSINESS.
-

TIME TO GET STARTED



YOUR 8-STEP GUIDE FOR SALES MEETING MASTERY



01

BUILD RAPPORT ON COMMON GROUNDS



Start by common places you visited, events you both went to, or even a common gym, outing spot etc...



Talk about a similar hobby.






Share thoughts on a topic of common interest.





BE HUMAN. BE A FRIEND.

-  Instead of jumping straight into the work, break the ice.
-  Show genuine interest in their life & and career. Hear what they have to say.
-  Ask what they've been up to. If you know them personally, ask about family, friends or their children. Next, talk about work!

03

ALL EARS, LESS MOUTH



Hear them out, let them talk, express their thoughts & and do not interrupt.



Actively listen to understand their desires, wants, needs, fears, and challenges.



Value their input & and opinions before discussing any objectives.

04

TAILOR YOUR PITCH



Talk about what you do, but tailor it to what they say.



Consider their needs & orient your pitch to suit it.



Magic Formula: "I help/empower/support X (your prospect persona) to achieve Y (their dream picture) through my Z (your offering)."






SELLING STORYTELLING

- ☒ Use real stories as proof to showcase your own abilities.
- ☒ Highlights cases you worked on with similarly desired outcomes.
- ☒ Share the end results of success stories.





IT'S **GIVE** & TAKE

-  Limit talk about your product & services.
-  Instead, offer your best advice, knowledge & resources. Give them a glimpse of your mind so they can evaluate if it's a match for them.
-  Focus on being a trusted advisor & not a salesperson. Remember, people prefer to "buy" something they can understand & relate to.



08

SILENCE WHEN NOT SOLICITED



If they don't ask for more, don't pitch because otherwise it will come off as too forceful.



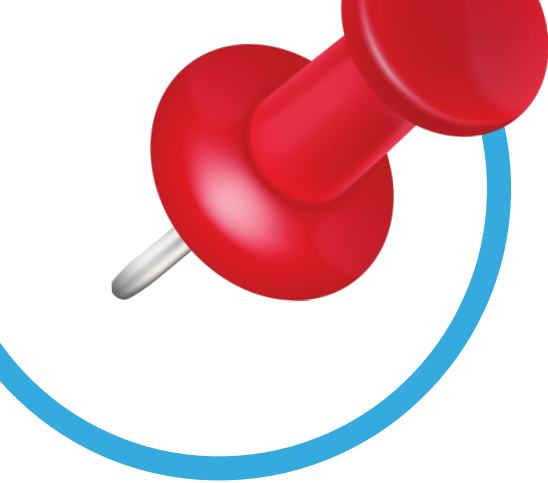
Instead, give them a last piece of valuable advice.



Mention that you are happy to talk more whenever they might like.

FROM CONVO TO CURATION

- ✓ If they do ask, be bold, human & helpful.
- ✓ Explain clearly what their “status” will be after working with you!
- ✓ Explain the structure of your service & offers.
- ✓ Share the potential end result.
- ✓ Mention your price & payment methods.
- ✓ Add more value at the same price as a way of negotiation, if needed.
- ✓ Don't make any discounts this early.



PRO (HUMAN TIP)

Always send a voice note at the end of that day to thank them for their time & discussion.



Show appreciation.



Be an authentic human advisor.



Keep the conversation going.



CONGRATULATIONS!



YOU NOW HAVE A NEW CLIENT ONBOARD!



NEXT STEPS.... TO ENSURE A SMOOTH TRANSITION



FOLLOW UP WITH THE CLIENT:

- FOR EXAMPLE: YOU CAN SEND THEM A BRIEF EMAIL SUMMARIZING THE KEY POINTS DISCUSSED DURING THE MEETING, OUTLINING THE NEXT STEPS.

SET EXPECTATIONS:

- SET CLEAR EXPECTATIONS FOR WHAT WILL HAPPEN IN A TIMELINE WITH A DETAILED PROJECT PLAN THAT OUTLINES MILESTONES & DEADLINES.

CONTINUED....



ASSIGN ROLES & AND RESPONSIBILITIES FOR EXECUTION:

- **MAKE SURE THAT EVERYONE INVOLVED IN THE PROJECT KNOWS THEIR ROLE & AND RESPONSIBILITIES.**

ESTABLISH COMMUNICATION CHANNELS:

- **ESTABLISH CLEAR COMMUNICATION CHANNELS WITH THE CLIENT, INCLUDING EMAIL, PHONE, A WORK UPDATES PLATFORM (EX: SLACK) & VIDEO CONFERENCE/ MEETING TIMINGS.**

GET STARTED ON THE WORK:

- **IT'S TIME TO GET STARTED ON THE WORK. ENSURE YOU KEEP THE CLIENT UPDATED ON PROGRESS & AND ANY ISSUES THAT MAY ARISE.**
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WAS THIS HELPFUL?

Be sure to *save* this guide &
come back for later.