



The
Conversation
Store

Josh's

SALES GUIDE

Content

MARKETING PHILOSOPHY	01
UNDERSTANDING YOUR TARGET MARKET	02
PRODUCTISATION	03
YOUR SALES CYCLE	02
HOW WE GENERATE LEADS	02
THE CHEMISTRY SESSION	06
THE PODCAST	05
ENTERING YOUR SALES CYCLE	08
MAKING OFFERS	10
LEARNING FROM REJECTION	11
CLOSING	11

Marketing

For the past decade, I've been searching for a complete marketing strategy—one that overcomes poor conversion rates, wasted spend, and the “it doesn't work” mindset for professional service providers.

Most firms that reach out to me rely on referrals and are realizing they can't predict or scale their growth.

Building a product line and sales funnel that converts cold prospects into clients through trust-building offers and calls is essential for long-term success at the level you truly want.

My mission has been to create this system. While we're not finished, we're getting close. A high-ticket, relationship-based product must be sold through relationships—not traditional solution-based advertising.

A marketing strategy is the following:

(Copy + Offer + Distribution = % Hands Raised)

The end point of the strategies job is someone in your target audience raising their hand, saying 'yes'. This is where the sales pipeline begins, for most. In your industry, where relationship is key, and the investments are high, this doesn't work. Trust me, I have sent 2+ million direct offers in my career testing everything you can imagine. We might get some, but its not predictable and you are paying me for predictable results and to build your sales funnel into an indestructible flow of opportunities.

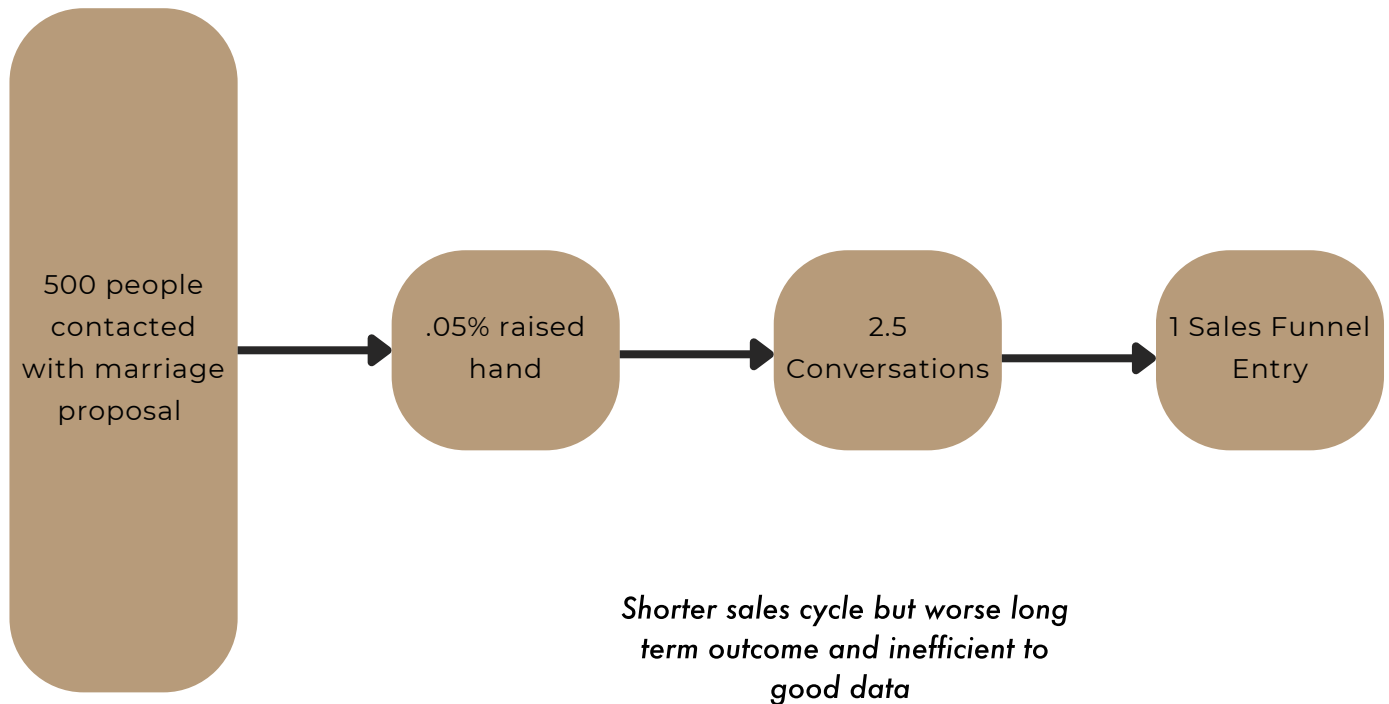
If we look at it in dating terms, if I wanted a new relationship and just decided to walk into a crowd of my 'target market' and just asking people to marry me, I would probably get slapped, kicked out of the crowd and maybe arrested. The problem with the marketing industry, is that some bright spark will get one and then everyone will copy it slowly not getting the same result and ending up at the beginning again.

The approach we want to take, is to simply ask for a first date. This way, we can ensure a much higher volume than a marriage proposal and begin building those relationships. This higher volume approach means you're going to have to spend some more

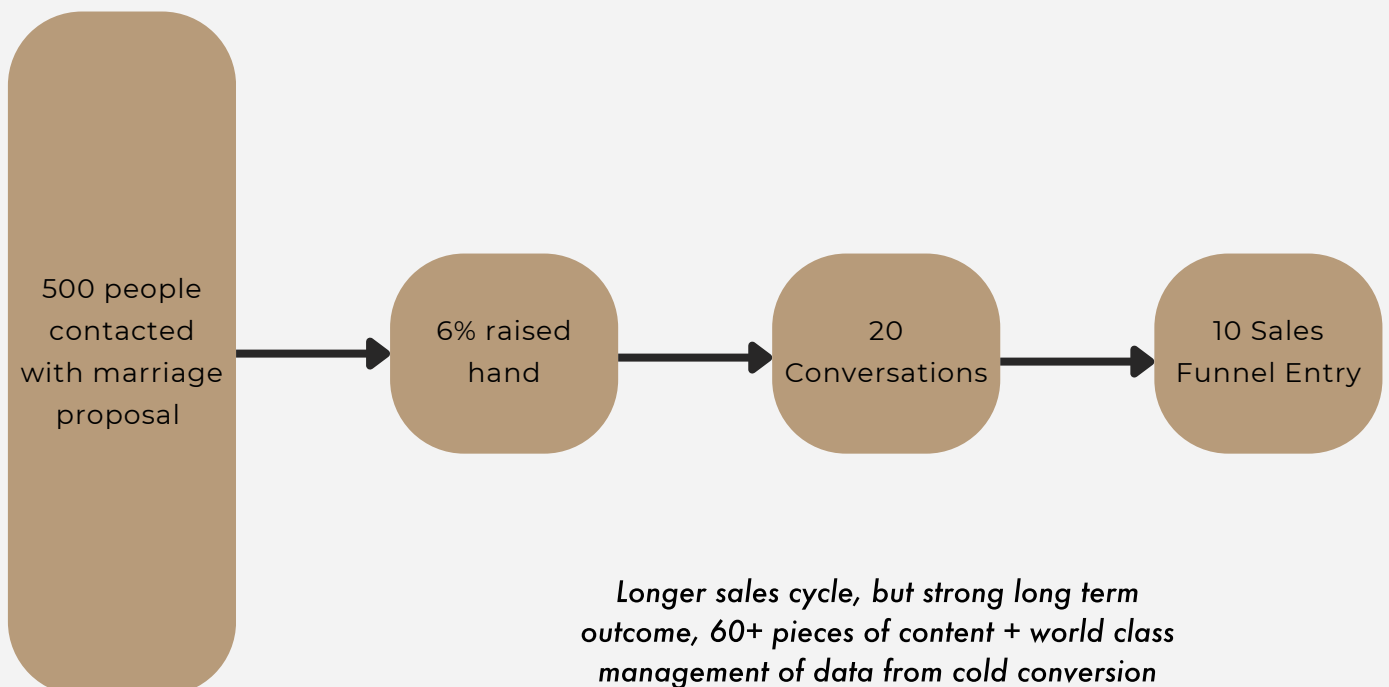
Good news is, business is polygamous (I am feeling in a funny mood)



Typical Marketing Approach



The Conversation Store



A farming approach

The diagram above suggests a far greater lead flow but does include two comments I would like to discuss here:

Higher volume

Traditional marketing strategies like solution based offers are primarily hunting strategies. They hunt with hope that someone will take the bait, creating a lack of predictable outcomes. The hunt may come home with nothing, it happens. When the hunter gets it right, especially early when the herd is big, he's the hero but when the herd inevitably thins out, these wins happen less often. Notice how this is how agency relationships work typically, good in the beginning as they blast you to way too much volume (with terrible conversion) and then it dies, this is the same concept.

As a village farmer, things take a little longer to plant, seeds take time to be nurtured and people see it as boring and expensive. Once the food arrives, they become a consistent form of sustenance to the village and one that delivers year after year. Hunting died a pretty rough death as time went on, and without farming, we would have too.

The same goes for marketing and sales, if you hunt constantly in a world with ravid competition and connectivity, you will not make it without massive resource and brute force. Having watched as the conversion rates went from 3 to 2 to 1 to sub 1 over the last 10 years as LinkedIn, email and phones became busier and restrictions came into place, its only a matter of time before this gets even worse.

So, we are going to ask you to become a farmer. One that nurtures relationship and is patient in their approach at high volume. The opportunities will come and the yield will arrive.

Longer sales cycles

Longer sales cycles than referrals or super hot leads? Yes, this is cold introductions of your brand and service to people who didn't know, like or trust you a few weeks ago. It's expected they are going to need to be fed with value, support and have trust built. We try to include as much of this as possible in the podcast process but these leads should provide you with a consistent source of relationships to build for many years to come, without cooking your market.

We will take care of the conversations, you take care of the sales funnel, deal?

Our value proposition for generating such a high conversion rate at the marketing strategy level is the podcast you are building with us. We can predict a higher majority have a need in both their ego and their want for exposure, so this gives us a stronger conversion rate from cold into conversation i.e our conversation rate.

Once they go through the podcast, your initial focus is to guide them into your sales funnel. We class the sales funnel entry point is someone accepting your podcast offer which is usually a gap based strategy session thats been uncovered during your conversations OR a free gift of session with you as a thank you for coming on the show.

The biggest mistakes we see from clients are the following:

- They don't have a clear entry point to their sales funnel - A standardized approach to your funnel entry is a must. Everyone should go to the same session or offer, this is the way you can build on it and protect. Often this could be a strategy session or free coaching session on one problem, this is when you then get to become the coach and run questions. This first session should be 90% Questions, more on that later in 'The Perfect Strategy Session'. You can also watch my strategy session builder video on this subject.
- They do not have a clear sales funnel - The sales cycle or funnel needs to be cemented (it can be changed) so you truly understand the drop off. This also allows us to break goals down into controllable tasks, instead of just saying I want more clients. Alongside this, it means we can improve certain elements. The marketing volume won't be a challenge, therefore the drop off will be at some point in the sales cycle.
- Their isn't clear productisation and therefore every offer is different, leading to an impossible task of finding ways to improve the offer.
- You rush the prospect - People can smell 'need' from a mile off, refrain from desperation and make the offer logical. The emotional part of selling yourself is done via the podcast and time spent offering

Before we get onto selling, let's first take a look at the product and offer.

Understanding your target market

The first step on the journey to productization and the key factor in your marketing and then sales funnels success is turning your skillset into a product is understanding your target audience. Why is this important?

Well firstly, it simplifies your offer and creates uniformity when making them. This allows us to analyse the success of certain things and make tweaks where necessary. Productizing allows you to also add elements to the service that can increase the value proposition and therefore increase the cost.

Avalanche's skill and the podcast offers strength allows us to market in very tight environments. If your target audience size is over 20-25,000 people, then this is probably too loose. Think about it this way, who is going to connect with you best based on your experience, passion or expertise. This is who we really want to go for.

ORIGINAL

TM: Our target audience is CEO's of companies in the US with \$10-100M in turnover. They will typically have gone through capital raises in the last 4-5 years.

Market Size: 120,000 +

Expertise: High growth, scale up, technology management and capital allocation. Has led teams inside businesses doing over \$5 Billion in Sales.

AVALANCHED VERSION

TM: High growth (20% employee growth Y/oY), capital raise in last 5 years and within the technology industry. Primary location targets (Texas, Colorado, New York & California). Turnover > \$10M.

Market Size: 17,000

Expertise: High growth, scale up, technology management and capital allocation. Has led teams inside businesses doing over \$5 Billion in Sales.

Productization

Before we talk about how to maximize pricing and value for your client, let's turn the newly Avalanched target audience into a product. There's a method to doing this and then we can add some niche to how we present the product.

Pre Productization coaching programme for our example product is for CEO's and costs \$500 per hour for 121 coaching. Currently there is no add on for executives.

Productizing follows the below checklist. Once you have gone through the checklist, we will formulate the basis for a programme and then look at the presentation for our desired Niche.

Here is a check list of things we recommend covering in your call:

- ☐ Note down the typical severe pain points of the client. In this case, its hiring effectively at speed, scaling operations smoothly and retaining revenue.

- ☐ Note down the typical ambitions of the client. In our example audience this is typically valuation maximization, growth target maximization and more.

- ☐ Note down the value propositions you can add to the offer and product that do not increase time investment dramatically - Think guides, checklists and more

- ☐ Note down the typical reasons companies in your audience fail. In this case, there is a failure point with running out of cash, employee turnover.

- ☐ Note down the failings of most other coaches in this space. Typically comes down to over promise and under deliver as well as lack of experience.

- ☐ Note down key areas where massive financial gains can be made, quickly. This could be sales performance, marketing performance, retention and more.

- ☐ Finally note down your key areas of prior experience.

Now let's take all of this and think about the niche before formulating our offer. Watch how we can turn the same programme into something highly niche and therefore, more rich.

'Niche Is Rich' - Brad Sugars



STAGE 1 - NOT-NICHE - \$1997 P/M

Our coaching programme helps companies that have scaled to \$10M figures with ambitions to grow beyond \$100M. We draw on experience from 20+ years in industry and provide weekly 121 sessions and planning support to drive towards this goal in the required time frame.

STAGE 2 - SEMI-NICHE - \$3497 P/M

Our coaching programme is for technology CEO's who have successfully raised and deployed capital to reach a minimum \$10M in turnover. This programme is for you if you have the desire to drive towards \$100M+ in the next 3-5 years. Your coach has 20+ years experience working with close to \$5 Billion in sales and will guide you weekly through a comprehensive plan to achieve your goals.



STAGE 3 - VERY NICHE - \$5997 P/M

This coaching programme is specifically for highly talented CEO's of technology firms in California with a minimum \$10M in raised capital and growth rate of 20% + Y/OY. Your coach has grown and managed companies upwards of \$5 Billion in revenue within the sector and brings 20+ years of on ground experience. The primary focus of the coaching will be a minimum \$100M turnover plan for the next 3-5 years. There will be a special focus on sales/marketing strategy, revenue retention and capital requirements, as well as hiring fast and effectively. Sessions will be weekly after a 1 day in person alignment and planning session. One emergency/crisis management session free per quarter.



Making an offer so good they feel stupid saying no.

Can you see what I did there? I took the same offer, but added some value that is low cost and will pay high dividends. Alongside this, I leveraged your expertise and the problems you solve. Not all of it will be super relevant to you but you get the jist!

The next part of the productization process is looking at the overall offer. I am going to do one offer stack here, instead of 2-3. My recommendation is you have at least 2 price points, one that is very high and one that is at the price you want. We will work today based on our Niche offer and turn this into a grand slam stack that is ready to be presented.

Once the offer is finalized, this makes the process of the perfect strategy session, your podcast question building and your overall sales funnel much much easier. PLEASE TAKE THE TIME.

Once you have this stack built, you need to make this visual. I am happy to offer my consulting services to build you an offer deck and write the plan for your proof/video explanations. This takes a heavy part of my brain and my time is limited, so for the 2 hour live build the cost is \$2500. The creative is included with this price as well as your product trailer editing.

OFFER STACK

BASE: 1 Coaching Session Per Week for 1 hour - Accountability, plan execution and required support from coach/network.

BONUS - Full Day Alignment & Planning session in person at your premises. Coach will travel to location inclusive of costs and provide - Typical value \$10,000.

BONUS - Personalised accountability documents provided by the coach based on primary planning / execution targets in plan.

BONUS - Capital Raise Planning & Support sessions when required as well as deck review, pitch review and meeting support. Planning included meeting attendance added cost.

BONUS - Emergency / Crisis Management session once per quarter (can be banked)

BONUS - Access to coach contact network for supply chain, capital and growth support services/contacts on request.

PRICE - \$5997 USD Per Month - Minimum 6 Month Engagement

VALUE - \$10,000 USD Per Month + (valuations of bonuses added in deck)

The Perfect Funnel Entry

You have your grand slam product and we have a marketing funnel that will be pouring the perfect person in front of you. So where do we go next?

Well the first step, as discussed in prior pages is to cement your entry point. When we mean cement, we mean the same thing and yes, we mean every single time. Systemize!

With your newly defined audience and product, the way you present yourself will be different so throughout the show, chemistry and your brand you should be presenting proof, experience and unwavering confidence that problems can be solved, whatever they are. This should have shone through and the questions you will have been asking should be extracting pain points so you can move them naturally to the next step.

Think about it like this, I want you to be in the position where it comes across that this is like Michael Jordan offering you 3 point training, for free. Baby steps, but you get what I mean.

Following this idea, our funnel entry offer should be in line with the problems your coaching programme will seek to solve and the ideal scenario is that it is a session to drive into problems uncovered in the podcast. See example below.

Strategy Session Offer:

Problem discussed on podcast: Hiring at speed to meet growth goals without running into quality and retention issues.

The positioning offer for your funnel entry on problem solving should be a strategy session, so in this format we would present this like this:

“You mentioned that you are growing quickly, well done. You also mentioned that there is a major focus on hiring fast but retaining quality and of course, preventing turnover. I have seen companies thorough this process many times, most note-ably at (PROOF + small story). Would it be a terrible idea to organize a short session early next week on this? That way we can keep focused on the challenge at hand. Do you have availability on date option 1 or date option 2?

Your conversion here should feel natural. If you aren't extracting pain, you need to revisit questions.

The Perfect Strategy Session

The perfect strategy session follows the standard closing lessons of QUESTIONS, QUESTIONS, QUESTIONS. Create the list of standardized questions, I have seen people run these with their own '28 question' framework or '1 problem' framework for a super accurate deep dive.

As with everything in your sales plan, this should be the same every time, otherwise we never know the actual drop off rates. This is vitally important to our compound offer

Your goal here will be to do volume, make offers at volume and learn at volume. Think of yourself as machine learning.

I love a bit of Alex Hormozi, so here is a condensed version of the CLOSER approach to sales calls.

C - Clarify why they are there:

Understand the prospect's reason for engaging and what they hope to achieve. Set the context for the conversation to ensure both parties are on the same page.

L - Label them with a problem:

Identify and label the specific problem the prospect is facing. This step helps in relating to the prospect's situation and establishing the salesperson as a knowledgeable and empathetic advisor.

O - Overview their past pain:

Discuss the past challenges and pains the prospect has experienced related to the problem. Highlighting these issues emphasizes the urgency and necessity for a solution.

S - Sell them the vacation:

Present the solution as a desirable and effective way to address the prospect's problem and relieve their pain points. Make the solution compelling and attractive.

E - Explain away their concerns:

Address any objections or concerns the prospect might have about the solution. Provide reassurance and clarify any doubts to build confidence in the proposed solution.

R - Reinforce their decision:

Ensure the prospect feels confident and committed to their choice. Reiterate the benefits and confirm the prospect's decision to move forward.

Understanding your sales funnel

By having a fixed sales funnel or cycle, we can see where things fall off. You can then set a goal that back tracks into an actual daily task. I.e if you know you close one in three strategy sessions, and you know you need to do 2 interviews to get a strategy session then you can make a bet that 6 interviews will give you

If you know then that it takes 100 emails to get an interview, we know that in theory our marketing plan should be 600 emails = one client. Then if our % drops somewhere, its easier to pin point what it is.

Heres a basic point of scale for a compounding conversion rate with a better offer at just 10%.

The Compounding Offer

Now you have a grand slam offer, a marketing strategy that allows you to present the offer and a fixed sales funnel for accurate tweaks, you are ready to compound.

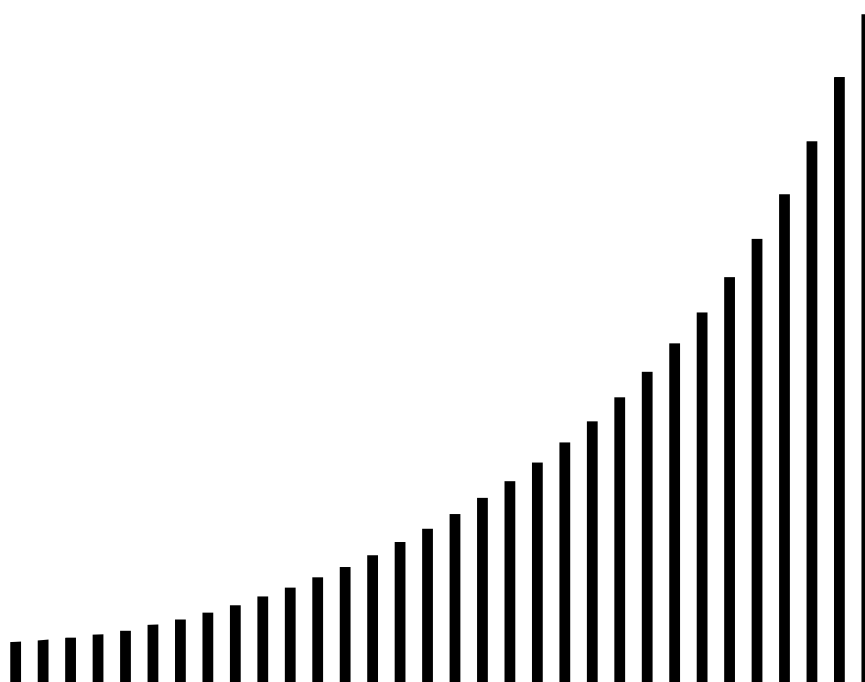
The compound offer process is one to continually make your product better. By making offers, we get rejections. If you then take said rejection and come up with a bonus or way to make it go away, then this goes in the deck for the next session. Then you repeat, until your product is totally bullet proof. Your conversion will increase, your product will get better and you will be in time able to charge more and more money for the added value.

Think about it like this, if price is a problem and we keep getting rejected, but the prospect thinks its high value, either the problem is actually that they do not have the money, so its target audience OR it is they don't feel safe. We can remove this by adding a phenomenal guarantee, which completely protects their investment for example. Then next time price comes up, we show the guarantee. If it still is price, then we know the problem is target audience or perhaps value not being presented.

As you get stronger and have a more cemented sales funnel, then this becomes easy to predict. You can back track this into what we call FBED or focused behaviour every day, to drive your plan and results through the stratosphere.

Rejections can be turned into guarantees, warranties or added bonuses.

Good luck.



THANK YOU

I hope you enjoy, this deck will compound and grow
over time :)