

Dental Consultant Master Academy
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Transcript - Week 46
Craft Your Speech Part III

Hello and welcome to this weeks Master Academy Training Video! This is Debbie and today I will continue talking about crafting your speech. This week I will be walking you through how to create your irresistible offer and closing your course with the offer plus some added bonuses to entice your audience. I really want you to right now get focused on what you can do with your prospects, your clients, and convert more sales either in a direct selling situation or from the podium? Today and next week I will cover both, the techniques and the strategies—the ideas you get from this training will be transferrable to both direct selling and when selling to groups for workshops or seminars, or when you are selling from the stage. I want you to have some skills here after today that you can immediately apply to your business and in any sales situation. If you can't see an opportunity to use any of these tips in a sales situation for yourself not to be concerned because this is a perfect opportunity to ask a question at our monthly access call. If you are not able to attend the access calls then please email me a question so we can address this on the recorded call. So let's get started on this weeks training!

If you are not in a place in your business where you are not using group selling, then you may want to use these trainings as an opportunity to consider then I want you to really think about creating a way to create these group situations. This may be hosting your own teleclasses, speaking at other events and even think about having a living room of just five dentists that you are speaking to. Imagine hosting a dinner for a group of dental professionals at a restaurant and you are talking to them.

You want to offer something that is really irresistible to your clients. Ask yourself what do I have to offer that is really irresistible?

Next is what I call little soldiers. These are videos, brochures, anything that promotes your products or services. These are pieces of collateral that encourage people to come to your classes. Consider what are things that you can give away but add value and at the same time sell for you even when you are sleeping? Ask "What do I have or can create that is low cost to me and provides value while selling for me at the same time?" I want you to answer this question. You can develop a CD on Adobe Acrobat. It doesn't have to be a CD but an audio MP3. This is maybe a \$97 value or a special report or handbook but people come to your course or website and get this. These little soldiers are information products that provide value and are so compelling that people want to share them. These are your little marching soldiers who march around promoting you.

Let's say you have some university dental students you can do a call and record an audio for them to listen and learn about important information. Then the dental students find it valuable and pass this out to all their colleagues. This could be called "The Amazing Development of a Dental Student" This CD gets passed out to so many other dentists.

People come to your website, they register for this and then they get on your list. This will get your started with your little soldiers.

Number 3 is called no fluff. This is not just an irresistible offer just to get something out there. We have all seen these free downloads so don't just put something out there to put something out there.

I want to recommend that you don't have a bunch of free things to give away. You need to create value for each item. You need to be able to have a \$400 offer and then if you give away 2 other bonuses you want the people buying to think that they would want to buy these bonuses and they are so happy to receive them for no cost. Unless you are truly creating value for everything and it is related to everything you are selling, the offer people are paying for doesn't seem of real value. If you bundle a few free things related to your reduced offer people will appreciate this!

Let's imagine that you have six dentists around a table enjoying cocktails and a little something to eat. This cost you a couple hundred dollars at the most. Now after you share your message for the next hour three of these dentists decide to do a three month coaching or consulting program with you. Let's just say each of those dentists pays you just \$3,000 total. I mean you gave them a huge discount of only \$1,000 each month with a three month commitment. So that means that you have \$3,000 each month for three months coming in to your bank account because of this nice little event you set up. Do you think you are a hero to these three dentists in three months from now? If you have valuable services then you bet they are now your raving fans! And those other dentists who didn't buy that night? Well, keep in contact with them. Tomorrow an article I wrote will be published and I am going to get that article printed out. I am going to write a little note and then send it in a nice self addressed not printed but handwritten envelope and send it to the doctors who I know are on the fence about working with me! That is what I want you to do. Rinse and repeat. Have a few little events like this –intimate—just a few dentists. Plan to close half of them during that evening and keep in contact with all of them even if they don't immediately become a client.

So you don't have to be speaking to large groups for this information to be critical to use. But if you are speaking at larger events then this information is invaluable!

Right now I want to explain what I mean by the phantom close and you will also hear me say the phrase sales conversion a lot.

The phantom close, it can be a lot of things but it is one way to close the room whether it be a teleseminar, a product on your website, a dinner meeting or a big conference with hundreds of people. This is a specific way to influence sales using your irresistible offers, and it is any way that you make it without being salesy, pushy, or obnoxious. It is a way to close without all the grease and big energy which most of us find just kind of creepy.

One of the best parts is are the techniques that you are going to learn here and use –well you will be very happy to know that none of these techniques require no marketing budget. So much of it is what you say and how you package your products and special ideas. Now this may require that you add some paper to your printer so you can print off things that you design but it won't require you to go out there and place any big ads or spend a lot of money to accomplish massive results. This is great news for those of us who are entrepreneurs but don't have a big marketing budget.

Now all of this information about your phantom close is to support your sales conversion. Sales conversion is also known as your closing ratio.

Maybe some of you are familiar with these terms but just to get us on the same page let me define these terms. So what is sales conversion and how can it increase your wealth and success? That is really the bottom line here. Sales conversion is the percentage of prospects that you convert into paying clients.

One of the things I need to tell you about myself is that I LOVE to see results from other people. I mean I had one day where at least two people told me –yes all in one day this occurred – that they were in a failing marriage and I was so excited that I was able to talk them out of filing for divorce but able to help them see the best thing they could do was to work on their marriage. Now I am not a marriage counselor but this is just an example of how excited I get over a shift in someone’s mindset of a change in how they are doing something and now they are improving their life! That really excites me! Seeing someone commit to something they desire and get going really makes me happy!

This is the same with a prospective client. If they say “No, I don’t want that, well I love it because a No means they made a decision and you have the freedom to now move to the next prospective client who wants to create a change.

Have you ever heard or thought of this analogy? Let’s say you are single and at a dance. Now someone comes over and asks you to dance. Will you respond by saying “Yes?” And then what happens when you do say “Yes?” BOOM! Now you are on the dance floor having fun dancing. If you say “No,” then that person is now free to ask someone else to dance and you are freed up to dance with somebody else. Even with that “No” action happens. The worst answer is “Maybe.”

Make sure what you bundle for free is something people would already want to pay for.

You want your prospect to think “WOW! I could have bought this but I got it free!” Your bonus needs to be that valuable!

Now at the beginning of the academy, you were provided steps to develop your free offer and then in the second half of the academy, you should have developed your systems and services. I want you to this week, think about your little soldiers and ask yourself “What can I create that will give a lot of perceived value and also be passed on to my group of soldiers.

Here is one suggestion you can begin to think about: If you have been writing newsletters or articles for other dental journals or newsletters, you can use this information as one of your initial free offers. This is probably not something that you can offer at \$47 or even \$97’s but what you can do it put all of your published articles and these can even be podcasts. Find a theme that is consistent with this information you have provided out to the world, for example, the seven easiest ways to hear patients say “Yes” to accept, schedule and pay for treatment.

If this is a topic that you speak and write about, look through your articles and then bundle them as a seven part series and offer this as your initial free offer.

Now you need to have great content but also just as important is to have a really catchy name. No one will really look at this if it doesn't have a real catchy name. For example, I know that many dentist and hygienists are afraid they will lose a patient if they talk about a large treatment plan. I have spoken to many hygienists recently who were afraid to call out bleeding as they are doing the perio exam. So the first thing that comes to my mind is this title which probably needs some finessing but let's say I have a free offer and by the way as I am writing this for you I am thinking "I" need to redo MY initial free offer but what about The 7 Deadly Sins That Will Kill Your Patients and Your Practice!" Does that grab your attention? I wonder. Ha-Ha! I just thought of that because I am so passionate about the fact of oral health contributing to our overall health! I mean if our patients don't schedule their treatment, for example, periodontal disease left untreated can contribute to other systemic diseases which in return can kill you.

People like numbers and so does Google analytics so I always use numbers in my titles and you will find if you are putting this on your website; it helps with SEO to have numbers. I want to suggest that you use numbers in your titles.

Now some of you will or can have an audio for people to download so you can use various programs to develop this. There is adobe acrobat which does cost some money. There is instant teleseminar, go to meeting is another one I have used as well as currently, I am being very frugal so I just have freeconferencecall.com which is free and works well for just recording an audio. So most of these have a thirty day trial and you can see which one you prefer. You can take the articles you have written, give it a catchy title and then right from your home, while you are in a quiet area I must add, you can just push play and record an hour long tutorial on how to do something. Now once you have recorded your audio all of these programs immediately give you a link which you can use to send people by email so one of the things you can offer is if someone buys consulting with you at a conference now you can give this bonus audio called "The 7 Deadly Sins..." Something like this audio can be a free product with a value of \$197.00. Also these people will be added to your monthly newsletter as well. I put a value on my monthly newsletter of \$350 annually. Just wanted to let you know about the newsletter they are automatically opted into.

Whether you are at a conference speaking, a webinar call or maybe even a product you have listed on your website, you want to make sure that you give people what they need so they can purchase on the spot. Make sure that you provide people with the "What they need to do today" to make their purchasing decision versus leaving to think about it. From my point of view, we are so overloaded with information that we really will not take time to think about it and then come back later to make the purchase. Consider it a dis-service for people to leave the call, conference or whatever it is you are trying to deliver, and then have them come back another time and day to make the purchase. If you can make an offer and then share your wealth of information.

Now let's talk about steps to get people shopping at your events, your sales pages or webinars, etc. What do I mean "Get people shopping?"

What I mean is that when you have prospects and while you are on the stage or on a call with them, if you can give people 2 maybe 3 options, then it gives *you* options and *you* become in a position to have them say “Yes” or “no.” It gets people into an uncomfortable situation when the prospect doesn’t make a decision but if you give them a couple of options now you can offer this 3 month consulting option or the 12 month more comprehensive option. So now you are not talking to them as the saying goes from across the desk but sitting beside the desk and you can ask them “Which one do you prefer?” Now the focus is in which option is the best for them not IF this is the best for them.

You will get some help from people who want something that you offer. You can wonder are they shopping around for the best price or can you structure packages that provide the same service come to you looking for answers but what happens after they buy that one product? So this is offer #1 just that one thing that people need but what if after they get their website designed now they want information about designing their facebook page. So let’s say that you have the product that offers what the client comes looking for but they also get the Facebook Page information for just a little bit more. They know that they will want this later so why not buy it together and get it for less money than buying it solo? And what do you think that client wants to buy after they have their website and facebook page developed? Well, let’s say they now will want some tips on what to post. Do they post information about specials they may be having?

What’s in a name? Let’s talk about naming your offers. The best names for packages are names that define the benefit of using your product. Think about benefit to the client is what I want you to be thinking about.

So you will have package #1 “Self Starter” And package #2 “Some of it” And the Mac Daddy package may be called The Works or “I Want it All!” Package. Sound funny? Well, that’s what some of them want - they want it all. Have some fun with this.

90% of your sales success will come from the name of your event or name of your topic and not to get too off topic here but the name of your product should be a good name that provides the benefit to the client.

The description really does make a big difference. Make sure the benefit is in the title. Show people how they will save money, time, gain understanding of what you do for them. You can also have a name that deals with their pain and show them that you understand their pain and how to get out of it.

The next critical element is where I believe most people cause themselves a lot more pain. I call this using limits to motivate action.

Whether there are only 3 seats left in your program or there are only 3 days left to buy the product or service then why should anyone give their money and a commitment any sooner than they should? The general average viewer will put most of the things in life on their back burner and you need to help them take advantage of what you offer.

One limit- my favorite is time. This is purchase tonight or I can only hold this price until Friday at 11:59pm.

There is another thing I like and this is the small window of opportunity and part of your success if you are saying “This offer is only good today...” But let them know you’re authentic WHY this is only good until tomorrow at 3. Tell them that you have a team that has a specific time frame or a small window of opportunity to get them started. If they sign up for package B until Friday you can upgrade to Package A which is valued at \$2,000 set this window of opportunity. If someone wants to work on coaching right away it serves them best if you can start working with them right away. That is a correct statement right?

Now you also want to have a quantity limit. It is possible that you only want to commit to 20 people registering for your coaching program so you can serve them well. Let the attendees know that you can only take a certain amount of people.

Some people will tell the audience that they only have X amount of packages offered at this price. And let them know it is only up until X date. I recommend no more than a three day window. Maybe you have a pre-publication offer.

The other one is limitation is resource. I had a dozen dentists honestly; they all said they wanted to begin my services in January this year. Well, on December 15th or some time around this time, I had no other choice but to tell them I needed to know as soon as possible and receive a deposit if they all really were going to do the consultation starting in January. Well, push came to shove and not all of them really were serious about starting my services. And guess what? I quickly found out who was serious about using my services.

You can also create a two step approach and this means that you will say “Ok, so all of these three offers are good for the next three days or maybe you want to let them decide in a week but let them know that additionally, for those who are ready to get started today you will get this additional bonus.” What this does is it put this angst of “Do I really want to let this bonus stay on the table or do I want to get the bonus?” This is the two-step limit. This means that if you have 12 people and 7 purchase how much financial difference will there be for you? And how many people will feel more motivated to get started on something they were just thinking may help them in their dental business?

The other thing is that you want to ask for others to tell others about your special offers.

Let’s look at pricing your offers. Regarding pricing, first of all, you will want to have different price points to serve different people. You will have the works package which is the highest priced. Then you can have the breakthrough package for those who don’t want to spend a lot of money. I have another form you can use as a template for using in your handout.

So price wise you want to have different options. If you are speaking on stage you want to take your audience into consideration. Many of the people you may speak to won't be able to afford a \$1200 package but they will buy something for \$97.

There is this general rule that if someone is concerned about price it is not always true that they are concerned with price but they are using this as an excuse to not buy.

It is possible that you have \$800 value in your offer and if they buy by the specific time, then you always tell them the true value the lower cost for buying by the specific time you have given to this product. You want to really give the results they can expect. When you make them hungry for all the bullet points in your offer and then you provide a price that is a lot less than they thought it does provide a lot of desire for people to purchase.

As far as being on stage and the element of getting people to rush to the back of the room to buy people must be hungry for all of the things you are offering. SO you are offering the product but when they buy during the specific time frame the people are really going to want to buy if you offer bonuses that people REALLY want even if they could afford to buy it all. And you will get additional business to those who can't afford the regular price.

The next piece of your offer is to have payment plans. I don't want you to be nervous about how and when you are going to collect money if you have payment plans. Payment plans can help increase your bottom line. Some people use Oneshoppingcart but I found this can be pricy. I have a merchant account that I use and can also use through by website. You will see a dramatic increase in sales when you offer a payment plan. If you have a product that is delivered than you need to think about if you can afford to lose the money on the product you will send if you are not collecting the money up front. What happens if the person doesn't make all the payments

If the person is not making payment in full then I charge a little more for that. There are some administrative costs and it is possible if you are sending a product that they won't make all the payments and you now lost your product. It is not likely they will gladly send that product back to you! Let's say every 10th day of the month their credit card is billed. I have mine set up so that the day the person signs up is the day of the month that you receive the month. So this means that you may get money deposited into your account daily depending upon when people are paying for their monthly payment.

Let's say you have a \$3,000 workshop and you have six months of \$550 payments. You want to make sure that if your hard copy costs you \$500 then if they sign up for a six month program you want to make sure that if the product cost you \$500 then you send it after they make the first payment. If the first payment is \$1,000 then you know you are completely covered financially for all of your hard work when you collect the big payment in the first month. Give them a big bonus on the first month if you are taking a big payment that first month.

I want you to look at all of these elements. Develop and look at the template I provided you previously for selling at your conferences as well as any situation if it is on the phone or you can even email a client the bonuses they will receive when they place their order.

Next week I will talk about presenting your offers, getting testimonies and seeding your offers.

Everyone have a great week and I will talk to you next week. Bye for now!

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