

Starting a sales conversation

First Step In Booking An Appointment

The first step in booking an appointment is fairly obvious.

It's starting a conversation with the prospect

- Either starting a conversation through outbound or starting your end of the conversation if you're handling inbound leads.

There's a few key factors that apply when it comes to starting the conversation and how you go about doing it:

- **Here's the one that applies no matter what the factor - you always need to start your side of the conversation with a question no matter what & the question has to be effortless to answer. It needs to be open ended but as close as possible to a yes or no question.**

The more effortless it is to answer the question the better -especially in hyper aware markets-

Sales is all about asking the right questions, because you can't "tell" someone to do something.

They are human and they will resist it - but what you can do is ask the right questions to either get them to respond with the right things or get them to ask you questions back that you want them to ask.

Now onto the other factors,

- are you setting in B2C or B2B
- How aware is the market.

(Are the leads you're messaging getting pitched/sold to by competitors on the daily? Or do they never see many pitches).

- Does your first question need to function as a qualifying question?
- Is the target audience casual or business (how formal do you need to be throughout the chat with them)

Before we cover how each of these factors affects the dynamic when starting a convo through outbound we need to brief on starting convo during inbound.

Launching An Inbound Conversation

When setting inbound you don't have to open with an ice breaker but just like for outbound you must come in with context and familiarity before anything, because the person could get spooked (this only applies if the inbound came through likes/comments and not directly in DMs).

If they DM'd you there's no need to break the ice because the person already knows you/your business. They are coming to you.

You always start -your end- of the conversation with a knowledge GAP.

(what do you know that they don't about achieving a specific solution)

This is to create intrigue and to get them talking right away.

In some cases you might need to qualify, for example if you're working on an offer that attracts people from all around the world who might not have enough finances for the program you're behind you would qualify based on country so that you don't waste time on the conversation that will lead to them being disqualified down the line.

For example: where are you from? - if they answer any third world country you stop the conversation.

You can also open if they engage with likes or comments (you basically express gratitude for their engagement).

- “Hey saw you comment “SKILL” on my post a few days ago, are you still interested in the e-guide covering starting as an appointment setter?”
- If they’re a comment inbound you would also reply to them and tell them that you shot them a dm: “Hey {{firstName}} appreciate your interest, I just messaged you and hope to hear back from you soon.”
- “Yo bro, saw you like my post a few days back, you seem interested in business, have you had a chance to start your own yet?”

Both of the above openers start with context by mentioning where you found them this way they instantly see you as someone familiar.

They lack Knowledge Gaps which apply to both inbound and outbound setting

What Are Knowledge Gaps?

There are 3 levels of the brain

- The Croc Brain: Stranger danger, someone coming to hurt/steal from you - “Oh sh*t what was that!”
- The MidBrain: Who could that be? Is it a friend, someone you know or even a parking inspector - You turn around to check the situation.
- The Neocortex: Let’s examine the situation and use logic - Oh, it’s just someone signaling that you dropped your wallet.

As you can tell the logical brain is the NeoCortex yet the problem is that everyone who is scrolling social media is using their Croc brain so when they see a stranger (aka you) in their dms they don’t rely on logic. This is why you need to engage their Croc brain to get past it and make them use their Neo Cortex.

So how do you do this?

Lowensteins GAP Theory

In a recent study, a group of subjects were tested of what would create the most curiosity. The subjects were tested in a game of trivia to see how they would engage.

The study found that the participants were the least interested in **the trivia when they either already knew the answer or already extremely confident...**

But what when they came across a question that they had 'some idea' about the answer yet lacked confidence or 'gaps', their curiosity sky rocked. **Their compulsion to know the answer was so great that they were even willing to pay for the information even though it was revealed for free after the session...**

To create engagement we need to shift our thinking from **'what information do I need to convey'** to **'what questions do I want my audience to ask'?**

We do this by creating 'Knowledge Gaps'.

Taking problems people already know, **then creating an unexpected solution that creates curiosity and an actual NEED to close the gap.**

For example if you are setting for a fitness coach that has a program to lose 8 kgs in 2 weeks without going to the gym. You can open the convo by asking:

“You look like you’ve been hitting the gym, but have you tried to do any exercise outside of the gym to assist with the weight loss?”

In 2023 95% of the niches have hyper aware markets so this is your prospects when you’re trying to book meetings.

Always in defense mode.

Been burnt by other agencies, services or consultants.

Constantly being spammed with pitches.

And you need to disarm them by asking the right questions to finally book them on a call and make your commissions.

Jumping ahead to outbound:

So to add a knowledge gap question to inbound/outbound setting after the initial opener you would ask a knowledge gap question that you can close (you can close it only if you have value to close it with.

For example if you're setting for an Amazon FBA coach.

Do you feel like the time you're putting into finding these leads is actually worth it for your biz?

I've noticed so many of these hustlers that have systems in place yet they still struggle with their margins rn. Did you manage to find a blue ocean or a "hot" ocean of sorts yet? Lol

are you managing to get consistent orders with your systems on the daily rn or does mr Bezos turn his back you sometimes? ☐

^^ As you can see these are fairly open ended questions that amazon sellers can understand but these questions are also effortless to answer because its possible to say "yes" or "no".

Outbound Setting

When outbound setting you are 100% responsible for launching the convo.

Bad opener bad reply rate will lead to no or minimal conversations.

Outbound setting style heavily depends on your market.

The more aware the market the harder it will be to get a reply from the opener .

During outbound in there's 3 main phases of the market you're targeting in B2B and B2C (as of right now the last 2 phases mainly apply to B2B)

Phase 1: Unaware/Slightly Aware (little B2B mostly B2C)

With leads in this phase you can open with knowledge gap questions and slight personalization. They won't be able to tell you what to sell them and will happily respond (this is the only phase that it makes sense to personalize in if you'd like to).

For example personalize around a post.

When you do conversational outreach (without a script to copy and past) your personalization must be about yourself, your relatives, or your friends. This means you won't be complimenting the coach on how they help others, you will be thanking them and complimenting them for helping you.

So for example, if you are outreaching out to a career coach instead of saying

A few months ago I stumbled across your reel and I love how many people you're helping. So many of us deal with imposter syndrome especially when it comes to following the career that we deserve and you've done a great job at helping those who do!

The first message is centered around how the coach helps others now here is the second/an example of what you should say when doing conversational outreach:

A few months ago I stumbled across your reel and shared it with my girlfriend. She's been bingeing your content ever since, and it's been really helping her, especially in understanding point 1 which is that imposter syndrome is very real

(the example above is about a girlfriend but the point is that personalization in conversational DMs has to be centered around you and how the coach has helped you).

Phase 2: Aware (little B2C mostly B2B)

With aware markets there's no point in doing heavy personalization or conversational questions because the person on the other end can tell where it's leading.

And many times when we know we are getting sold we try to resist it.

So theres 2 approaches to this market. Let's say you're targeting coaches.

1st approach - pitch question: "What would 40 qualified calls per month do to your business?"

Or

"How would it make you feel if you could attract 5 high ticket clients by the end of this month without lifting a finger"

2nd approach - direct pitch:

Hi {{First Name}},

{{personalization on how you found them}}. Saw that you have been dishing out some dope organic content. So, I thought I should reach out.

As for myself I partner up with {niche} coaches similar to yourself to take 95% of their client attraction process off their shoulders while adding 40k in cash collected in under 50 days.

Ensuring that your customer LTV increases on the back end while your qualification, show-up rate, and closing rate increase on the front end.

After taking a look at what you're doing, I'd love to shoot over a short video that's filled with actionable steps that you can implement this week to generate 15-20 qualified appointments for your coaching business right off the bat.

Mind if I send it over? What's the best email to send it to?

I didn't want to sound like every other message so here's a pug rocker picture instead.

Phase 3: Hyper aware (little B2C mostly B2B)

People in this market are tired of scams, pitches, and all the bs.

They get 10 dm pitches per day.

So the only way you get a reply is by baiting them into one by making them assume you are a buyer. Once the convo is started the chance of them converting becomes much higher.

For example

“Hey are you taking on new clients next month or are you full?”

Or

“Are your services completely DWY or DFY as well?”

(if you're concerned you won't be able to move forward after they reply with the wrong assumption we will cover this in another unit)

Additional Outbound Pointers:

Should you personalize your openers?

What is personalization (as referred to by many)?

- Writing out a hyper specific compliment to the lead you are messaging

Like (fitness coach example): “Hey Jenny just went through the testimonials of your ATC 8 week program and I gotta say the transformations you have are incredible. It’s amazing to see someone genuine who helps overweight women love themselves again.”

This depends on the market awareness. Which basically makes personalization obsolete (we will still cover personalization in a short unit as 10% of the times it could still be needed).

-Also I'm not eliminating small personalization like mentioning their {firstName} or the name of their {coachingprogram}. Some smaller dynamic variables are required-

Anyways

For example a new B2C market that rarely gets sold to has unaware consumers. If you personalize with them when doing outbound you would just be wasting time.

Why?

Cause they're not sophisticated enough to where they would be able to tell even if you don't personalize the opening.

Same principle applies to hyper aware B2B markets that get spammed.

Personalizing is pointless because they can tell it's fake. They get spammed with similar messages.

You can avoid personalization by just using a bait question like:

This is an example where you have to book a coach onto a call with an agency:

"Hey Mark, love the tips you're putting out there about business, you seem genuine. I was just wondering if you offer payment plans for your program."

This has minimal personalization - the {firstName} variable

And baits the prospect to reply in the hyperaware market.

Commenting under posts:

Engaging with content (liking/commenting) when sending a DM does directly lead to a higher reply rate but it's not something that you should always do.

In the B2C B2B markets liking posts is alright

- If you like 3 posts they will see you in notifications and get positive reinforcement then they will see you in their dms and are more likely to reply.

Commenting massively improves engagement only applies to B2B leads.

Why?

Because it's normal for B2B leads, they are all selling something so when you comment something like:

“Hey {{firstname}} I left you a quick question about the program in your DMs”
thats fine with them.

Important Note: Never use the word “DM” in an instagram comment it will get flagged, use “d m” or “mess@ge” or “p m” instead. inb0x

However when you comment about dms while outreaching to B2C leads it's a problem because it sounds scammy.

Imagine someone commenting on your personal account that they left you a DM it sounds scammy right off the bet.

Should you use casual or formal language (both inbound and outbound)?

The answer to this one is simple.

Look at the market you're setting in.

If you're setting in the crypto market you will most likely be speaking with people between 20-30 they're like your bros.

You can and should use casual language to resonate more with the leads.

If you're messaging lawyers you might want to use more formal language to sound like an intellectual & a potential partner.