

Motivate Your Prospects To Take Action With Persuasive Language

The best way to create influential language is to understand our prospects deeply and design language to help them recognize we bring high value and reduce risk.

Michael D Goodman,
President
Revenue Kinetics, LLC



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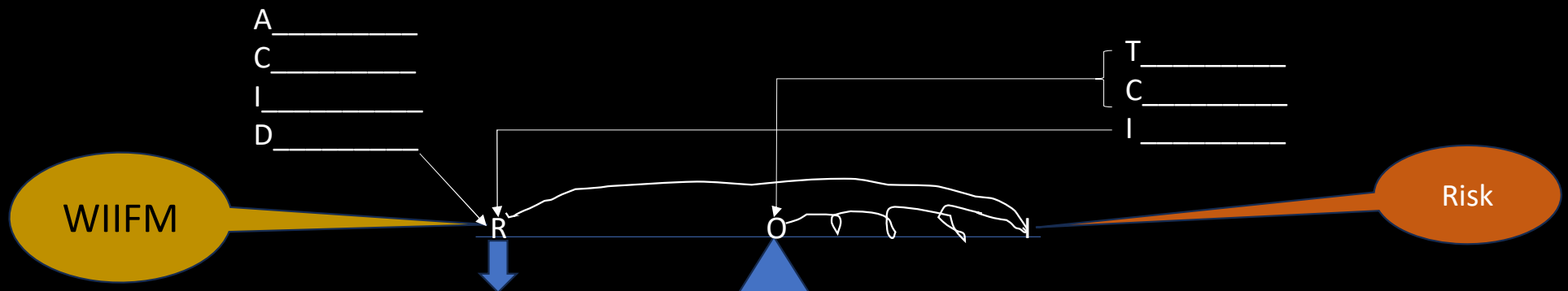
The Science of Producing Repeatable, Scalable Revenue

Today's Agenda

- We are going to look at the bone structure of influence or sales
- We will do a couple of exercises that help us recognize the value we bring to our prospects
- We will drill down into who our prospects are, and what matters to them
- We will create language that not only gives them what matters to them but dominates our marketplace



- All of sales is a Return on Investment Equation. The sale happens when the buyer's perception of value exceeds the investment.
- Every relationship in the world is dependent on three things. Trust, Credibility, and Interest (or Value).
- Motivation to action lives in the gap between what I have, and what I want or want to avoid.



10 Questions Exercise (Ok, really 20)

List 10 questions your clients ask you regularly

List 10 questions your clients should ask you and don't think to

Values Inventory Exercise

Sell Vs Buy

What is the number 1 thing we sell that causes our buyer to reach into the bank, pull out money and give it to us?
When they buy that, what do they get for themselves?
What else do they get? (Keep Repeating)
What does that do for them? (Keep Repeating)

- Put a little circle next to every value that is emotion based.
- Put a check mark next to every value that is functional/physical

Special widget



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Market Dominating Position

What are the physical characteristics of our target prospects?

BUSINESS-TO-BUSINESS (B2B) Physical Profile

SUMMARY

Instructions:

1. Enter the results gathered from your Physical Profile Research
2. Where applicable, list information as an overall range such as Number of Employees (5-15).
3. Check similar items in each row to identify trends that can allow you to better target your prospects.

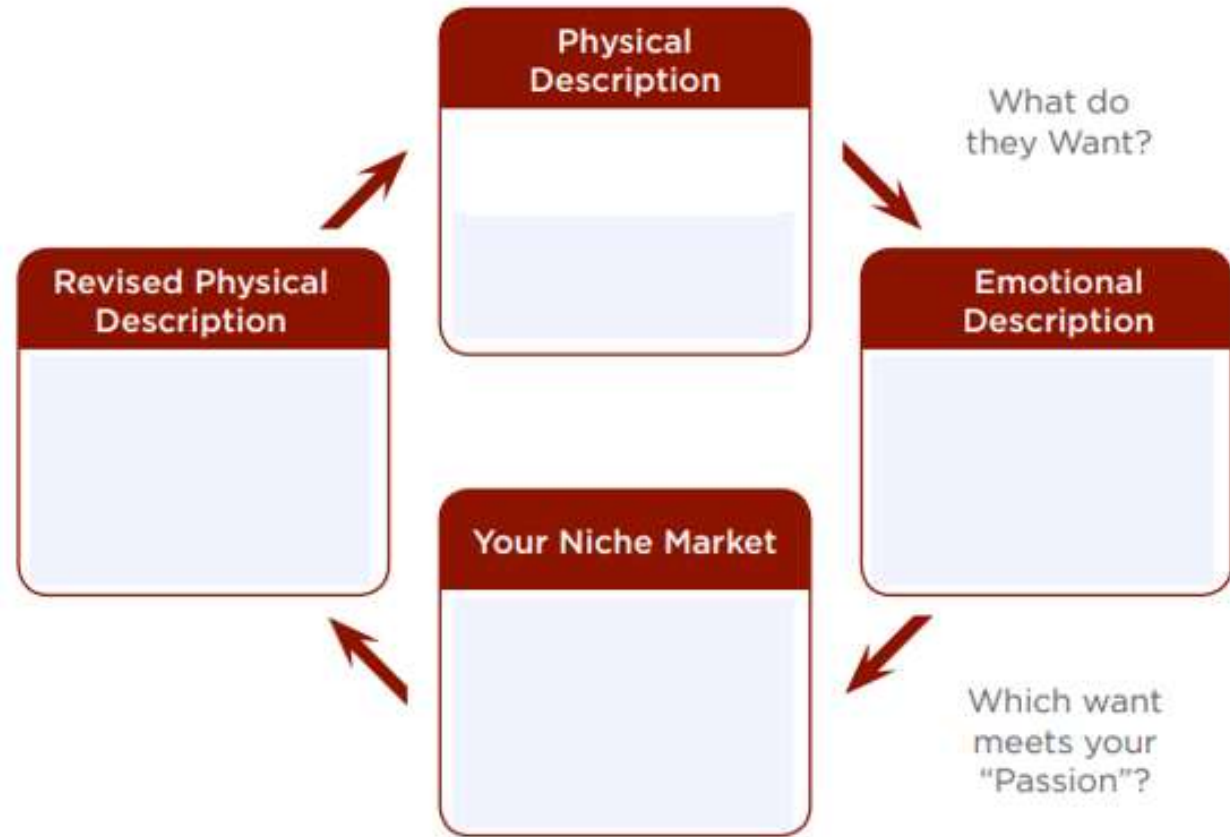
		SUBJECT 1	SUBJECT 2	SUBJECT 3
1.	Number of employees (range)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Headquarters location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Product or Service Type	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Annual revenue (range)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Number of branches (range)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Location of branches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Year founded (range)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Organizational structure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Title of decision-maker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Decision-maker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Influencer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	User	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Market Dominating Position



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Example: Physical & Emotional Profile

		JIM My Ideal Client	
			Michael D Goodman
		Physical Description	
		Business Owner	
		Leading Team Less than 5 years	
		30 to 55 yrs old	
		500K to 5 Million Dollars Annual Revenue	
		Personal Revenue 100 to 150K annually	
		3 to 10 Team Members	
		Trades / Services / Non-Retail Products / Manufacturing	
		Phoenix Metro, then Arizona, then Metro areas	
		Single Location based, perhaps distributed workforce	
			
			Emotional Description
			Consistent Low Grade Worry
			Not enough business
			Not knowledgeable enough
			Not driven enough
			Not related to employees enough
			Wants Leads for new opportunities
			Wants financial sovereignty
			Wants next level
			Wants an organized/structured team
			Wants a degree of freedom to not be slaved
Revised Physical Description			
Owner			
28 to 45 yrs old			
500K to 2 million dollars annual revenue			
Generally Concerned about			
* Self Performance			
* Revenue Stream			
* Consistency			
* Employee Relations			
* Lead Generation			
3-10 team members			
B2B Orientation			
Tech / Trades / Services			
Phoenix Metro			
		Niche Prospect	
		Wants Leads, Profits, Revenue	
		Consistent Low Grade Worry	
		Wants to trust his team	
		Uses education to mask confidence need.	
		Has Drive/willing to do the hard work	



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Thought Process Matrix [CHOOSE MARKET]

What they want

What you do now

What you could do

How will they benefit



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Market Dominating Position

30 Second Elevator Pitch

- Do you know how ... State Target Pain.
- What we do is... Summarize your value in 30 seconds

10 Second Pitch

- For (Targets) we Value Prop 1, Value Prop 2, Value Prop 3

Summarize

- Value Prop 1, Value Prop 2, Value Prop 3

Notice how;

1. Relates specifically to target need (pain)
2. Doesn't ask for anything
3. Invites qualified prospects
4. Excludes non-qualified prospect
5. Narrowed specifically to Niche



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Thank you for participating today
I hope it has been as valuable for you as it
has been fulfilling for me to deliver it

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Bagels, Breakfast, and Coffee
And I'll be giving away copies of my NEW Book
Advanced Strategy Guide

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