

Close Six and Seven Figure Deals with These Powerful Distinctions

10 Point Checklist

Ephraim Olschewski

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"No matter what you are selling, it is about relationships."

EPHRAIM OLSCHESKI

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Take genuine interest and get to know other people's worlds so I can relate to them in order to be of better service.
- Understand the difference between an agreement and a contract. With an agreement my word is my bond. A contract is a written document.
- Honor my word and be impeccable by doing what I say I am going to do and being there on time.
- Keep in mind that sales calls don't have to be overly scripted. I am talking to a real person therefore having a real conversation is better than saying words that don't relate to the listener.
- Be more thoughtful by finding out what my client likes before sending them a thank you gift. The gesture would be more memorable than generic presents.
- Make sure that I believe and I'm confident in what I am selling and in myself so that people can find me more convincing.
- Have certainty for effective selling because there is nothing as powerful as knowing that I can count on myself.
- Ask what my client's intention is for being on a call and what does success look like to them to give myself the advantage of knowing what they want.
- Know that who I am really matters, and I can make a difference to the person I am with.
- To achieve high effectiveness in what I do, I should ask myself 'what gets in the way of performance?'. When I know the answers, I should be able to deal with it.