

Mastering High Ticket Selling

10 Point Checklist

Jennifer Diepstraten

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**



"The sale is about making sure your product is a fit for the client."

JENNIFER DIEPSTRATEN

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.

- Aim for high ticket sales. High end buyers tend to be the most gracious, attentive and respectful set of customers.
- Identify my quantum benefits so that I understand what I can offer that's truly valuable to my prospective clients.
- Be meticulous with my leads through systematic targeting. Find out how to successfully approach them and get their attention.
- Find clients who need me. If they don't need me, it's never going to be an effective sale.
- Formulate a unique selling proposition that can give me an edge. Differentiate myself from my competition and get people to see my true value.
- Take small steps to increase my price if I'm hesitant to raise my value. I can gradually increase my prices.
- Be prepared to answer the questions "why you?" and "what's so great about you?" to my prospects.
- Clearly communicate my value by practicing my signature talk. I should know what to say and when to say it.
- Be 100% aligned with my new price point and be confident that I am selling an outcome that will give my client total satisfaction.
- Download Jennifer's [eBook](#) to increase my fees, convert more sales, and magnetically attract top dollar clients.