

Get The Skills to Close Big Deals


10 Point Checklist

Kelly Fidel

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**



"Million dollar deals come from learning sales, learning mindset, and learning what applies to you best."

KELLY FIDEL

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.

- Begin with the right mindset and be authentic no matter what. That should be my focal point.
- Make sure that the value I offer doesn't need a lot of explanation. My prospects should be able to understand what they're getting in return right away.
- Focus on the level of commitment rather than committing to everyone. It's okay to be selective with clients as long as it leads to better fruition.
- Don't be afraid to talk about money. Be clear with the terms and make my clients feel that they are getting the best value on their investment.
- Adapt my pitch to my audience. I should know how to deal with a huge crowd on stage, a team of board members in a conference room or a face to face meeting with an individual client.
- Join trainings and masterminds to meet the right peer group who can help me improve my skills and network.
- Educate myself on the business process. Know the ins and outs of business legalities and the best way to meet my needs.
- Keep sales simple. Focus on one or two things and don't get sidetracked. The less complicated my strategy is, the more success I will have.
- Practice time blocking to optimize my productivity. Be strict on avoiding distractions such as going on social media, watching Netflix, and checking my phone.
- Create a stellar team of salespeople where each has their own area of expertise to help me achieve my goals.