

# 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.