



# Sell Your Solution

## Program Overview

- We will teach you how to sell your online coaching program in 4 weekly modules. even if you have not built your online program yet.
- Our program is focused on teaching you how to sell your online coaching program. Whether are just getting started or you have sold before, we will teach you how to successfully sell your program when you complete it. We understand the best coaching program is worth nothing if you can't enroll clients in it.
- Get access to our weekly foundational modules through our online video course.
- Enjoy weekly real-time, private, one-on-one sales coaching with Lena Frenzel via Zoom to validate your sales scripts and pitch.
- Get access to your weekly lecture notes and worksheet. This program is a proactive get-your-hands-dirty program. You will be developing the essential components of your sales process, outreach strategy and messaging. Get ready to talk to prospects, gain feedback and insights from prospects and hone your conversion rates.
- Get exclusive access to our highly effective coaching lead generation direct-messaging approach on LinkedIn without having to pay for ads
- Includes access to the tool, training, messaging, outreach templates and scripts for this lead generation machine.
- With Email and Social Media ads being increasingly ineffective and expensive, this simple to use, yet powerful marketing and sales package will rocket launch you from 0 to a calendar with prospect bookings.

## Part of The Technical Training Includes

- Development of Ideal Customer Person
- Creation of Complete Hyper-Laser Targeted Niche Audience
- Personal Profile Branding Optimization
- Professional Business Page Branding Optimization
- Development and Implementation of Connection Request & 5-Step Messaging Sequence
- Development and Implementation of Continuous A/B Testing
- Running LinkedIn Direct Messaging Program Reaching 25 People Within Hyper-Laser-Targeted Audience / Profile / Day
- Setting up Full Inside Sales Support Automation
- Automatically synch all leads who book a Calendly appointment to Outlook contacts to phone contacts to Google Sheets to Hubspot CRM to Mailchimp List enrollment
- Sales Navigator Set Up
- LinkedIn Automation Set Up
- Calendly Set Up
  - Development & Implementation of Email Reminders and Auto Follow-Up Emails Before and After Booked Call
- Zapier Set Up
  - Links all Software with each other and automates the passing of data
- Hubspot Set Up and Configuration