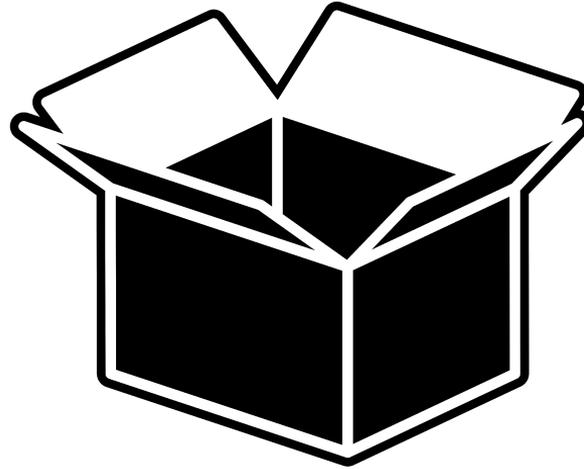




Sell Your Solution

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Sell Your Solution

Week 2 - Mastering Your Messaging, Branding & Outreach



Sell Your Solution

The Fundamentals Of Selling



Sell Your Solution

Loss Aversion

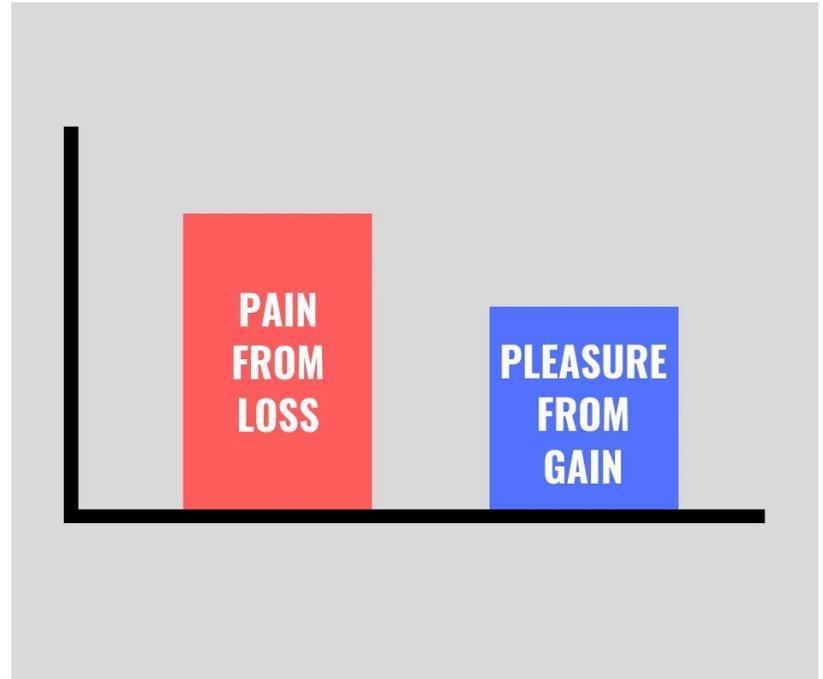


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Loss Aversion

People care more about losing a dollar than gaining a dollar.

Some studies have suggested that losses are **twice** as powerful, psychologically, as gains.





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Loss Aversion

Ways You Can Leverage the Consequence of Loss Aversion

- Trial periods (Uncertainty Reduction & The Endowment Effect)
- Money-back guarantee (Uncertainty Reduction & The Endowment Effect)
- Threats of what they lose if they don't get your solution



Loss Aversion - Summary

1. Make them **REALIZE** and **FEEL** what they **LOSE** when **NOT** choosing your Solution.
2. Paint a picture of the losses and bad consequences.
3. Have them **SEE** the picture in their head.



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The Endowment Effect



The Endowment Effect

You overvalue the house because you own it.

1. When a marketer makes you *feel* like an owner, you're more likely to overvalue it and pay more for what they're selling.
 - a. Free Trials: Uncertainty Reduction(explained later) + Endowment Effect

2. Because the endowment effect causes you to overvalue things you own, you are more likely to accumulate stuff you don't need and have a hard time parting with it.
 - a. Once you bought something with a money back guarantee, and you start to feel like an owner, you are less likely to give it away.



The Endowment Effect - Examples

- Test driving a car makes you willing to pay more for it
- Free trials trick you into liking a product more than you really do.
- You're less likely to spend money when you get it from a family member instead of a stranger
- You build or make something yourself just to save money but it actually costs more in the end

The Endowment Effect - Summary



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Make them feel like they own it already.



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Uncertainty Reduction



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Uncertainty Reduction

What are the customer's hesitations?

What are their biggest fears?

What are the wrong assumptions that could be holding them back?

How can you reduce their uncertainty about it?



Sell Your Solution

Target Pain
Agitate Solve



Pain Agitate Solve



TARGET

Who is your target audience? More so, how can we segment that audience in the smallest most hyper-laser targeted audience as possible?

1. You can directly personally address the <position> in a certain <company size> with the **PAIN POINTS** that are relevant for them, giving you the **highest possible conversion rate**
 - a. E.g., A medical device CEO of a 1 to 5 employee company will have different pain points and responsibilities than the medical device CEO of a 1000 to 5000 employee company.

Pain Agitate Solve



TARGET

2. You can segment different audiences by addressing their role / company / geography specific pain points to **maximize your ROI**
 - a. To the CEO from a bottom-line / overarching business strategy perspective
To the CFO from a Financial Perspective
To the CSO from a Sales Perspective
To the COO from an operational Perspective



Sell Your Solution

Pain Agitate Solve

Pain

What is the main problem / pain point that your target audience has? What keeps them up at night? What are problems that they have but seem to be unable to solve (or unable to solve with their current vendors or in-house team or your competition?) What is the biggest problem that they are trying to solve? What is the one symptom aka. the pain they experience over and over?





Sell Your Solution

Pain Agitate Solve



Agitate - “So what”

We agitate the prospect about their pain. If they have had this problem / pain for a while and they have not done anything about them, clearly there was either a lack of urgency or a lack of a convenient solution. We make it clear that postponing the solution to their problem will make things only worse. We list all the painstaking consequences that will continue to grow if they do not take action now. This will cause them to really pay attention and not only read the message but progress to the next stage in the sales process and initiate contact and book a meeting with you.

Don't just say what the problem is - what are they losing or missing out on when not solving it? Escalate the consequences. Frame consequences in a way to urge them to act NOW.



Pain Agitate Solve

Solve

You are the solution to the problems of your target audience. Allow your prospects to discover how you can alleviate your pain. If you talk to the right prospect, at the right time, and you can solve their problem and your price is fair, there is nothing to sell. There are only two parties coming together helping each other. By doing the homework upfront and identifying the right target audience and their problems and pain points and effectively calling them out in the sales script, you will be able to convert your prospects into customers.

Position yourself to be **THE SAVIOR** of this problem. Describe **what results** you can get the client, **what it will feel like**, **what the positive consequences** are. What makes you unique in providing this solution? What can you offer to reduce uncertainty [e.g., free trial, money-back guarantee]?



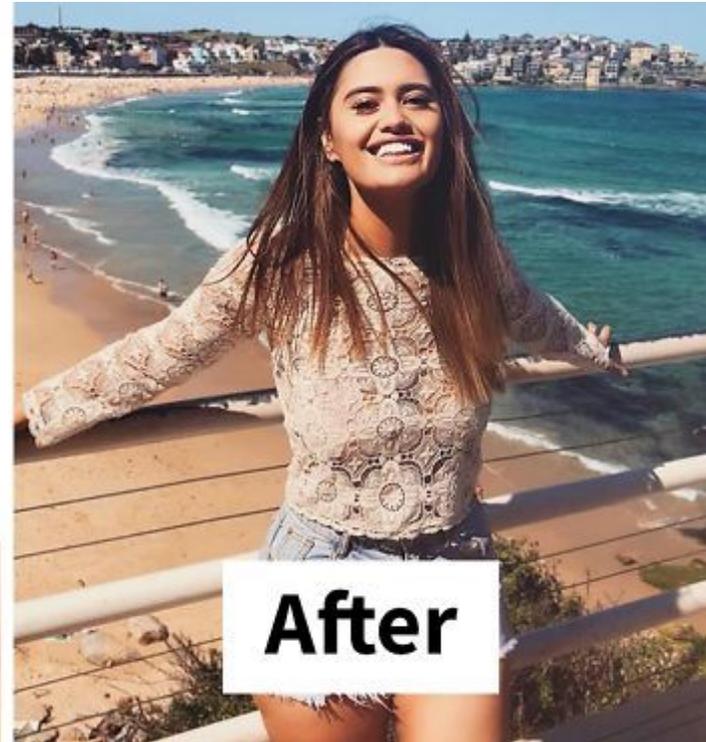
Pain Agitate Solve - Formula - Examples



Pain

Agitate

Solve



Pain Agitate Solve - Formula - Examples

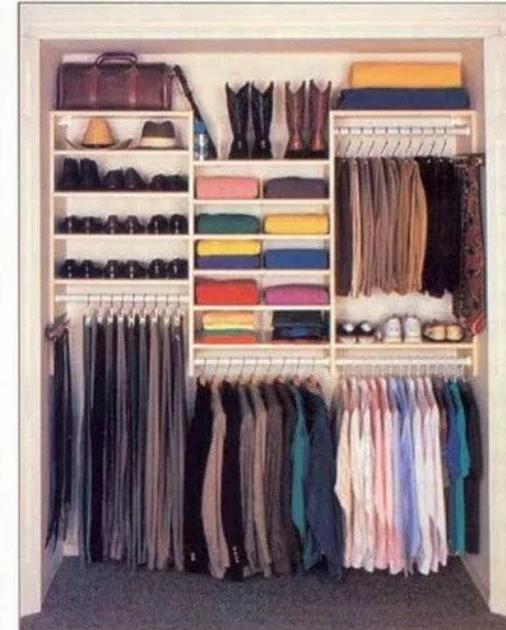


Pain

BEFORE

AFTER

Agitate



Solve



Sell Your Solution

Pain Agitate Solve - Formula - Examples

Pain

Agitate

Solve



Pain Agitate Solve - Formula - Examples



Pain



Agitate



Solve



Sell Your Solution

Outreach



Sell Your Solution

LinkedIn



Sell Your Solution

Profile Optimization

Optimize Your Profile



- Treat your profile as a living asset - Update with new projects and skills
- Optimize profile photo with a professional headshot that shows smiling friendly demeanor
- Customize your LinkedIn URL
- Include your LinkedIn profile in your email signature
- Include keywords that your clients might search for and include them in your profile
- Optimize Headline: Include keywords your prospects search for, ensure headline fully represents you and your work
- Optimize your summary: Why you do what you do
[Answer the questions: Can this company help me solve my business problems?]
- Update your contact information and provide instructions on how to contact you in profile:
e.g., go our website or email us (LinkedIn rewards that with higher visibility)
- Install and use the LinkedIn mobile app to never miss responses to messages

Optimize Your Profile

A clear, concise headline showing how you can help your specific niche get their desired result/solve their problems.



Optimize Your Profile



HOW TO OPTIMIZE YOUR PROFILE INTO A SELLING MACHINE

HIGHT-QUALITY HEADSHOT

You **MUST** have a high-quality headshot photo which screams “Professional”. First impressions count, and this is one of the most crucial aspects of your brand on LinkedIn. Get a clean headshot, ideally of you smiling and friendly looking.

Optimize Your Profile



HIGH-QUALITY HEADER

You need to have a high-quality “header” or “background” for your LinkedIn profile. This is an additional image which you can use to make your profile stand out and look clean and professional. If you’re going to be connecting and prospecting to CEOs, Business Owners, Executives, etc. you must present yourself “buttoned up”. Your service or product is exceptional and so is your LinkedIn profile and the way you position yourself. It’s in human nature for people to judge people based on appearance. Turn this into your advantage and stand out from your competitors. First impressions are everything. Here is a great free tool to build beautiful banners online with no graphic design experience: <https://www.canva.com/>

Optimize Your Profile



HIGH-IMPACT HEADLINE

Your headline has to call out your niche market, clearly communicate your value on how you can **HELP THEM** and how you can **SOLVE THEIR PROBLEM**.

A clear, concise headline showing how you can help your specific niche get their desired result/solve their problems. Your job is to hit them on **BOTH**- The Pain and the Pleasure.

YOUR PROSPECTS ONLY CARE ABOUT 2 THINGS:

- 1. SOLVING A PROBLEM THEY HAVE BUT NO LONGER WANT**
- 2. GETTING A DESIRED RESULT THEY WANT BUT DO NOT HAVE**

Optimize Your Profile



PRECISE SUMMARY

This is a **KEY** component as this is where you can add in a **TON** of keywords which will populate in the LinkedIn & Google Search Engine. In your sales copy: Call out your niche, agitate their problems, and demonstrate how you can get them their desired result. Your headline has to call out your niche market, clearly communicate your value on how you can **HELP THEM** and how you can **SOLVE THEIR PROBLEM**.

Whenever someone searches for companies, experts, professionals pertaining to the specific problem, skill, solution they're looking for help on, it will pull these keywords from **YOUR** profile. You want to **CALL OUT** your niche, identify the problem, agitate the problem (pour salt on the wound), then present your "Proprietary Method" on how you can **SOLVE** the problem. At Lucid Strategies, we call this the PAIN – AGITATE – SOLVE formula. It works – Every. Single. Time.



Sell Your Solution

Lead Generation

Goal: Book Strategy Session



When you engage on LinkedIn, be aware that booking a call with your prospect is always your number one goal.

LinkedIn Sales Cycle

1. Target
2. Reach Out
3. Engage
4. Qualify
5. Book Strategy Session
6. Keep Track of Leads

LinkedIn Lead Process



Acquire

- Filter and segment your target audience

Engage

- Invite and message them with the script
- In responses, add the human touch to ensure max conversions

Follow-Up

- Follow-up on leads who expressed interest to ensure that they book and confirm the meeting

Book

- Final booking either done through you or the client but **definitely** through calendly to allow follow-up sequence to be automated for nurturing

Track & Log

- Log your warm and hot leads in a CRM or Google Sheet. See example template [here](#).

LinkedIn Lead Process



Acquire

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Get Sales Navigator - 1 Month free trial



SALES NAVIGATOR HOME LISTS DISCOVER ADMIN

Search by keywords or boolean Advanced search Saved Searches 25

Lead results Account results Save search

Keywords: Enter keywords ...

Filters: Clear (4)

- Custom Lists +
- Past Lead and Account Activity +
- Geography Region: United States x
- Relationship +
- Company +
- Industry +
- Company headcount: Self-employed x +
- Seniority level +

4,115 Total results	174 Changed jobs in past 90 days	4 Mentioned in the news in past 30 days	1,109 Posted on LinkedIn in past 30 days
------------------------	-------------------------------------	--	---

Select all Save to list Tag

 **Chris Sotomayor** 2nd LinkedIn
Executive Coach and Career Strategy Consultant at Chris Sotomayor Consulting

2 years in role and company
New York City Metropolitan Area

Past role
Associate Director, Career Coaching - Financial Services at UNC Kenan-Flagler Business School (2017 - 2018)
Show more

Save Add tag

 **Melinda George-Bristol** 3rd LinkedIn
Author|Mindset & Confidence Coach|Career Coach|Motivational Speaker at HR Inspired Business Solutions Inc

1 year 6 months in role | 6 years 11 months in company
Brooklyn, New York, United States

Past role
Human Resources Manager|Employee Relations Specialist|Soft Skills Trainer at True Care Home Care (2017 - 2018)
Show more

Save Add tag

Function: Excluded: Sales x

Title: Current

Included: Career Coach x, Fitness Coach x, Health And Wellness Coach x, Job Coach x, Life Coach x, mindfulness coach x

Excluded: sales x, Trainer x

 **John Davidsson, J.D.** 2nd LinkedIn
Career Development Professional | Strategist | Counselor | Coach | Advisor | Founder & Owner at Olympic Resume

20 years 4 months in role and company
Greater Seattle Area

Past role
LinkedIn ProFinder MVP | Professional Career Advisor & Coach | Consultant at LinkedIn (2017 - 2017)
Show more

1 shared connection

Save Add tag

 **Jerome Imhoff** 2nd LinkedIn
Resume Writer/Career Coach at The Resume Shop, "INK"

10 years 10 months in role and company
San Francisco, California, United States

Save Add tag

Get Calendly



Sell Your Solution



Lucid Strategies LLC

Sell Your Solution - Strategy Session

🕒 45 min

📍 <https://zoom.us/j/7454045909>

Link to meeting: <https://zoom.us/j/7454045909>

To Join On The Phone:

Dial In Information:

+1 720 707 2699

+1 646 558 8656

Meeting ID: 745 404 5909

Call 714 391 3771 if you are experiencing problems getting connected. All meetings will be recorded by default. If you do not consent please notify us before the meeting starts.

Select a Date & Time

December 2019

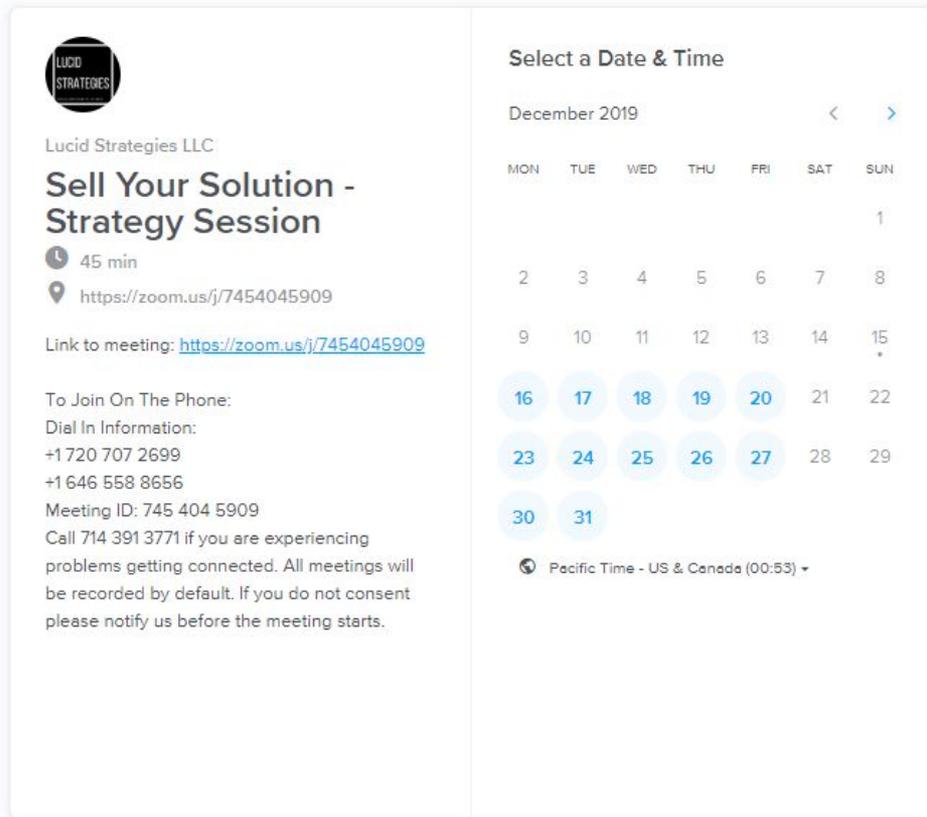


MON TUE WED THU FRI SAT SUN

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

🕒 Pacific Time - US & Canada (00:53) ▾

Write to your prospects and when trying to book a meeting include a link to your calendly to see open slots.



The screenshot shows a meeting booking interface. On the left, the meeting details for 'Lucid Strategies LLC' are displayed, including a 45-minute duration and a Zoom link. On the right, a calendar for December 2019 shows available slots for the meeting, with dates 16 through 31 highlighted in blue circles. The time zone is set to Pacific Time - US & Canada (00:53).

Lucid STRATEGIES

Lucid Strategies LLC

Sell Your Solution - Strategy Session

🕒 45 min

📍 <https://zoom.us/j/7454045909>

Link to meeting: <https://zoom.us/j/7454045909>

To Join On The Phone:
Dial In Information:
+1 720 707 2699
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Meeting ID: 745 404 5909
Call 714 391 3771 if you are experiencing problems getting connected. All meetings will be recorded by default. If you do not consent please notify us before the meeting starts.

Select a Date & Time

December 2019

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

🕒 Pacific Time - US & Canada (00:53) ▾



Sell Your Solution



Sell Your Solution

Lead Gen Automation

Lead Gen Automation



Disclaimer

- The following slides are **educational only** and do not represent advice or legal advice
- Stated suggestions are suggestions only and cannot guarantee the safety of your account

Lead Gen Automation



Sell Your Solution



Grow your Sales Pipeline with Social Selling and Prospecting Automation

Growth Lead is a B2B social selling tool for LinkedIn that helps you scale your outreach.

Get Started

Lead Gen Automation



Identify and find prospects from over
500m contacts



Create multiple-segment campaigns



Create unlimited personalised
messages



Improve conversions with analytics
and reporting

Lead Gen Automation



Sell Your Solution



Schedule unlimited messages

Scale your prospect nurturing process by scheduling unlimited messages. Auto follow-ups allow you to maximise your response rates and increase appointments.

- ✓ Smart reply detection
- ✓ Unlimited nurturing

[Start Scheduling your Messages](#)



Lead Gen Automation

Disclaimers & Risks

- Use at your own risk, even though a lot of people on LinkedIn are using automation, is still technically against their Terms of Service and there is a risk LinkedIn might restrict your profile if your activity spikes too much or users report you as spammy.
- If you have a LinkedIn profile you have build up over the years that is extremely valuable to you, consider using another profile (of employees or friends and family) where it would be ok should the account get restricted (temporarily or indefinitely)



Lead Gen Automation

Rules to Keep Your Account As Safe As Possible

- As such, you need to make sure your behavior on LinkedIn is respectful & not spammy
- Keep daily invitations
 - < 100/day for accounts with more than 200 connections or older than 6 months
 - < 70/day for accounts with more than 200 connections or 6 months age at minimum, work yourself up to 70 (Week 1: 40, Week 2: 60, Week 3: 80)
- Never exceed 100 invitations per day



Lead Gen Automation

Rules to Keep Your Account As Safe As Possible

- Keep messages on LinkedIn < 50 per day
- Keep pending (outstanding invitations < 1,000) - cancel them regularly
- Always have a Sales Navigator Subscription with the LinkedIn profile you are using
- Never share your login with anybody else to log into the profile
- Don't be logged into the profile from more than 2 computers.



Sell Your Solution

[Worksheets]





Optimize Your LinkedIn Profile

- based on the teachings in this course.

Also, include the following in your headline:

I help:_(Who)___Do:_(What)_, So that:_(result)_

Unlike:___(alternatives)_, Because of:_(your distinction)_



Define Your Targeting

- based on the feedback you have received in Week 1 AND
- the targeting capabilities in LinkedIn





Write An Invitation Script For LinkedIn

- For Connecting On LinkedIn



Write A Follow-Up Script For LinkedIn

1. Follow-Up After Connected
2. Follow-Up #1
3. Follow-Up #2
4. Follow-Up #3





Manually Connect With 50 people/day on

LinkedIn

Using Your Messaging Scripts



Sell Your Solution



Optional:

**If you'd like, try Lead Gen Automation
considering precautions mentioned**

- **Using Your Messaging Scripts**

