

There's a whole world out there of people

that needs you to serve, that you are now investing your time and your energy and you are stepping up to be that person. And that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused, fierce and financially free. Here's your host, Jenn Scalia. Hello, hello, hello, and welcome to the show. This show is all about getting the mindset and the strategy to build your online empire, to increase your bank account, to create the business that you desire. And I am your host Jen Scalia. I am a mindset and visibility strategist and I want to thank you for joining me here today. I want to also remind you that a new episode is released every Tuesday. So make sure that you tune in every week so that you don't miss a thing. So in today's episode, I'm going to be sharing with you how to close high ticket

sales without a sales call. So this is something that I have mastered. People ask me all the time, how are you doing this, Jen? How are you able to sell multiple thousand dollar programs with just an email or with just the social media posts? And we're going to be diving right into that today so that you can take this, apply it to your business and start closing those clients without getting on a single phone call. So let's do it. The first thing I want to say is that some people really love fails. Some people really love the sales call process. Some people adore what they get to experience in the transformation of having someone enroll through a sales call. And this episode is not for those people. This episode is for those people who no, that they have something great, no, that they can transform lives and maybe just don't like the sales call process or maybe just want to leverage their time, their energy.

So I'm going to be sharing with you today five things that need to happen in order for you to be able to close high ticket sales without a sales call. So this is something that I decided in my business a couple years ago. I just decided that I didn't want to do them. I thought I had to, I was conditioned to believe that I had to. I remember hearing over and over again from different gurus and coaches and mentors that in order to sell something over \$2,000 I would need to get on the phone with someone. I believe that. I really believe that. I just decided one day to not do them anymore. I just didn't want to do them anymore. I remember in my first year I did about 300 discovery calls, sales calls, whatever you want to call them, and I hated them and I was really bad at them.

I think toward the end, yes, I definitely got better, but I just didn't enjoy the process. By the time I got really good and was able convert people over the phone, I was just sick of it. I didn't want to do it anymore. It took too much time. So let's say for example, I want to enroll 20 people into a high ticket group program, somewhere between three and \$5,000 let's just say my conversion rate is 50% it's not bad, not great, but let's just say it's 50% that would mean that I would need to be on the phone with 40 people to enroll 20 I didn't want to do that. I didn't want to spend 40 hours a week on a call or 40 hours even in a month to do a call to enroll people into this process. So the first thing that I want to share with you and the first thing that you're going to have to do if you're in the same shoes, if you're where I was, where it was, dislike, great.

I see the value in doing that. I see the value in doing a sales call. I see the value in enrolling someone that way, but I just don't want to do it. And around here, in this community, we don't do things that we don't want to do. So the first thing is belief. You actually have to believe that you can do this. You actually have to believe that you're able to enroll people without a sales call. Now, like I said earlier, when I first started my coaching practice, I didn't have that belief because I was told by other people that it wasn't possible. I was told by other people that I had to get on a sales call. That was the only way

that people were going to say yes. And so that was my belief. I inherited that belief and I had to shift and believe otherwise in order to be able to implement this successfully in my business.

And I've been able to do it with my \$20,000 mastermind, I've been able to do it with my level up lab, which is \$5,000 for 10 weeks, and I've been able to do it easily and consistently. So number one thing is belief. You have to shift your belief on this. If this is what you want to implement in your business, you have to believe that you can actually do this, that it is possible that people will enroll through just a simple email or a simple text conversation and that you don't have to get on the phone with them. The second part of this is to decide really deciding that this is what I want my business model to look like. This is how I want to do business. Yes, I see the value in doing sales calls, but that's not for me and I'm deciding that if somebody wants to work with me, if somebody wants to enroll in my coaching program, this is how it's going to go down.

Right? So deciding is the next one. Now there is a caveat to this, right? Because again, like I said, I do believe that there is value in the sales call and I also do believe that yes, you can enroll more if you do a call. However, if you don't want to do it and you decide you don't want to do it, you also have to be okay with maybe having less people enroll. But having an easier process for yourself, having to get on less or zero sales calls. So are you happy to enroll 15 people without a sales or are you going to decide to do 40 sales calls and enroll 20 so that would be the only thing. Only caveat there is there. There may be some, you know, numbers ramifications by not doing the sales call. So you have to decide, I'm okay with that because this is how I want to do business.

I know for me, I am much happier. I'm doing business my way. Even if it goes against what most of the gurus say, even if it means maybe I'll make a little bit less income than the next person because I'm enjoying my work, I'm enjoying the process, I'm enjoying the journey, I'm enjoying how I'm working with my clients and I don't have to do anything that I don't want to do. Right? So belief is number one, deciding is number two, regardless of having maybe ramifications of less people. Okay. Now number three is nurture. There has to be a major, major nurture process in order for this to work. So, I'm sorry if you haven't enrolled people, if you haven't gotten visible yet, if you haven't started providing value yet, this probably isn't going to work for you yet. But I want you to keep this in mind as you, you know, start to create the business and be more visible and get more out there.

So this will work for someone who is consistent, who is visible, who is constantly giving value to their audience, who is constantly communicating with their audience, who shows up regularly, who has nurtured their audience, who has made their audience like them, trust them, want to do business with them. And basically these people already know you. They already like you, they already trust you. They don't need to get on a call with you because they already know that you're the mentor for them. They already know that your program is the one they want to enroll with because they feel connected to you. So again, you know, this is not gonna work if you haven't done any of those things, if you have not emailed your list in two months, if you're inconsistent with their social media postings, if you've not given value to your audience in six months, this will not work.

But if you've been consistent, you've been visible, you've given high value, this can work so much easier than you probably could ever think. Especially when you have that belief and especially when you make that decision, continue to nurture people, continue to put amazing content out there so that people are basically indoctrinated into your business and into you and into how you do business that they don't need to get on a call with you. Imagine that. Imagine how amazing that is. But as part of this, number four, don't even make it an option. So when I sell my level up lab, which is my high ticket group program,

I don't even give people an option to get on a call with me. I sell through email or messenger. I give tons of value. I let people know exactly what they're getting. And I asked them if they want the investment, you know, if they want the pay link, that's how I do business.

I don't even give people the option. I've had a couple of people that will, Oh, I'd love to get on a call with you. I just tell them I'm not, I don't do calls for this. So that kind of goes piggybacking off of a decision, right? So don't even give it as an option because if you give it as an option, people are gonna take it. And most of the time people are taking, you know that option to get on a call with you because they want free coaching anyway. Now there is another thing that you can do. So let's say you get somebody pretty close that you've been having a text conversation or a messenger conversation and they're so ready to go, but you just need to tap them in. You can definitely, instead of doing a full on sales call that may last 45 minutes, 50 minutes, 60 minutes even have what I call a decision making call a short 15 minute call to put them over the fence.

So that's okay because you already know this person's 80 to 90% sold. They just may need to hear your voice. They just may need to connect with you, but this is not a call where you're going to be convincing them. This is not a call where you're going to have to explain all the details of the program and hope that they understand. They pretty much are already there. You just want to, you just want to tap them in. That's another thing that I do sometimes if I feel like the person just needs a little bit of a nudge and actually call it that, let them know this is a decision making call. You know, let's hop on a call for 15 minutes and make a decision whether it's yes or no. It's going to be so much smoother. You're going to have your time so much more leveraged.

It's going to be so much easier. Your conversion rate is going to go through the roof because the person has nearly already sold, but if you don't want to get on the call and you believe that you don't have to and you've made that decision and you know you've nurtured your audience, don't even give it as an option. Alright, now the next thing is you've got to be results and benefits driven. This is where I see a lot of people fall flat. This is where I see a lot of people mess up is that they don't know how to share the value of what they have in a way that makes people want to buy, so we're not going to get into that in this particular episode because that would be whole nother episode, whole nother lesson, but you've got to really be results and benefits driven.

When you're selling through email or messenger or Facebook post or a live stream, you've got to know what people are actually going to get and be able to explain it in a way that makes it a no brainer for them. You have to talk about the benefits. You know a lot of people get tripped up in talking about the features. You're going to get eight calls, you're going to get one on one email access to me. You're going to get 10 modules, you're gonna get workbooks. You're going to get a Facebook group. No one cares about that. No one really cares about that. What they care about is if I give you my money and I trust you to invest in you, what am I walking away with? What is the result? What is the benefit of me saying yes to your course, your program, your mastermind, whatever it is.

And this applies to everything, not just high ticket sales. This applies to everything you're going to be selling, high ticket, low ticket, mid ticket, whatever DIY stuff, automated stuff, you must be results and benefits driven. You need talk about how that person is going to feel, what that person is going to have, how they're going to be changed and transformed by the time they're done in your program. So being results and benefit driven is really going to give you that leverage. And that leg up to be able to sell someone over an email or over a messenger versus getting on a call with them. Now I want to give you a couple more tips in how to sell through email. Number one is that the more back and forth you have,

that more back and forth conversation that you have, the better. So the more you guys are going back and forth on messenger or email, the closer and closer you're getting them to say yes.

Another tip is for you to sell them on the program. First, you must sell them on the idea, make sure that they're a hell yes. Make sure that this is exactly what they want and exactly what they need and that they're a fit for this before you tell them the investment. Because a lot of times what's going to happen is if you put out a call for somebody to join your program and you know, start an email conversation or a messenger conversation, the first thing a lot of people do is just say, how much is it right? We don't want to let people know how much it is before they understand the value of what they're getting. So the more conversation back and forth you have, the better. Make sure that you're selling them on the program first. Make sure that they're a yes and that they're a fit before you tell them that investment.

With that, make the investment and the payment option a no brainer. Make it so easy for them to say yes. Offer a fast acting discount or a bonus for them to say yes immediately to take that action now. Now remember, they're already sold. They already know that you're the mentor for them because you've done the nurturing. You've told them what the results are, they're ready, they're loving it. They're ready to say yes. You want to make it as easy as possible for them to do that, and I love giving fastback, bean bonuses or discounts. I don't mind that. I think if somebody is ready and they're willing to jump in, why not fast acting bonuses or discounts and make the investment or payment option a no brainer. Also let people know up front when you're emailing them, that you're looking for action takers, that you're looking for people who are ready to move forward.

Now, because if you speak in this language, if you put these kinds of things in your copy, you're not gonna get the tire kickers. You're not going to get the people who are not ready, right? Like they just won't respond to you. So be up front with that. Let people know that you're looking for action takers. You're looking for people who are ready to move forward. Now you're looking for people who are tired of doing it one way and are ready to get the result that you can give them. And then you're going to get more qualified Africans, more qualified people reaching out to you. I just want to wrap it up by saying, or by repeating, it's okay to take less people. If this is how you want to do business. It's okay. You know, not getting 30 people and maybe getting 20 but selling them all through email.

I don't know about you, but for me that'd be pretty damn awesome. And then if you do feel like, wow, I really had this with someone through email or through messenger and you know this is awesome, but there's a couple of people that are hanging out on the fence, offer them that decision making. Call that 15 minute decision making call where you're going to be able to just stop them in. One of my mentors, somebody that I've worked with for awhile now always kind of described selling and marketing as a game of golf. So if you think about a game of golf, that very first move that you're making is a long drive to the hole, right? You're very far what? You're hundreds of yards away from the hole, so you're driving that thing, right? You're giving it a good whack. That's essentially what you're doing with your first email is you're driving that ball so you're going to get some people in, right?

All may not be qualified. All my navy candidates all might not be ready to invest, but you're getting a group of people who are fairly interested. Now when you get closer to the hole, what do you do? You don't drive it towards the whole again, right? You kind of just put them in, so that conversation that you're going to have with people, that back and forth conversation, those additional emails, maybe even that decision making call is the putter. If you're going to put them into the hole saying yes to your offer, I would love to hear how you may use this in your business. If this is something that you're going to try, if

this is something that you're going to implement, if this is something that you're going to decide like this is just how I want to do business and if you actually believe that this can happen.

So that wraps it up for today's show. Thank you so much again for tuning in. Make sure that you go on over to [JennScalia.com](http://JennScalia.com) forward slash e three that is the letter e and the number three. That's where I have the show notes and some of the things that we talked about on today's call so that can stay fresh in your mind so you know exactly what to do if this is something that you want to implement in your business and that is my mission. My mission is for you to take what I'm sharing with you in these episodes and implement it in your business. Take action. Actually do something with it, right? So make sure that you do that. It is [JennScalia.com](http://JennScalia.com) forward slash e three and also be sure to come back next time we're, we're going to be talking about how to fuck your

goals. Yes, you heard it here first. All of the Gurus, all of the leaders, I think they're a little bit wrong and a little bit backwards when it comes to setting goals, creating goals, making goals, going after goals, setting smart goals, you know, whatever fancy schmancy names they want to put around this, I have a better way. I have something that is actually going to allow you to create the business that you want. Create it faster and actually call in the desires and the money and the clients and everything you want, so make sure that you don't miss that episode. That is going to be episode number four about how to clock goals.

Let's keep this conversation going. Join us in the private discussion group, the ambitious baby. We're ambitious, driven online entrepreneurs. Go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [JennScalia.com/tribe](http://JennScalia.com/tribe).