

**WORK THE PHONE,  
OWN THE SALE!**  
**9 TIPS FOR HUGE SALES SUCCESS!**  
RYAN DOHRN, FOUNDER BRAIN SWELL MEDIA

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**YOU ARE 10X MORE LIKELY  
TO HAVE A SERIOUS SALES  
CONVERSATION VIA  
PHONE. - GRASSHOPPER RESEARCH**

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# **ACTION ITEM #1: NEVER ASK TO SPEAK TO THE PERSON IN CHARGE OF ADVERTISING!**

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**MAY I SPEAK TO BOB?  
MAY I ASK WHO IS CALLING?  
THIS IS RYAN DOHRN  
WHO ARE YOU WITH RYAN?  
I HAVE A QUICK IDEA I WOULD LIKE TO DISCUSS WITH BOB  
WHO ARE YOU WITH RYAN?  
I AM WORKING WITH -INSERT ANOTHER BUSINESS- AND WHAT WE ARE  
DOING IS PRODUCING SOME AMAZING RESULTS I FEEL BOB WILL WANT TO  
KNOW ABOUT. I PROMISE TO BE VERY BRIEF.  
HE IS BUSY.  
MAY I VERIFY HIS EMAIL PLEASE?  
WOULD YOU LIKE HIS VOICE MAIL?  
DOES HE CHECK HIS VOICE MAIL?**

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# **ACTION ITEM #2: SAY THE OPPOSITE OF WHAT IS EXPECTED.**

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**WE ARE NOT INTERESTED  
WHAT IF I HAD A MILLION DOLLAR IDEA?**

**NO ONE READS PRINT ANY MORE  
WHAT ABOUT BOBBY JONES FORD, NATIONS BANK AND LUX DIAMONDS?**

**WE ONLY DO FACEBOOK  
SINCE EVERY BUSINESS IS ON FACEBOOK WHAT ARE DOING TO STAND OUT?**

**MY BUDGET IS ALL SPENT.  
IF I COULD BRING YOU JUST ONE NEW CUSTOMER WOULD YOU GIVE ME 5  
MINUTES?**

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**ACTION ITEM #3: CALL AT  
THE PERFECT TIME FOR  
THE CLIENT, NOT YOU.**

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**11:15AM AND 4:15PM**

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**ACTION ITEM #4: ASSIGN  
THE PROSPECT A LABEL.**

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**BUSINESS LEADERS  
TOP BUSINESS OWNER  
BEST IN CLASS BUSINESS  
TOP RETAIL STORE  
#1 RESTAURANT**

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**ACTION ITEM #5. PLAY  
THE “I HAVE A PROBLEM”  
GAME. OR, I HAVE AN  
IDEA...**

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**BEFORE WE LAUNCH THIS  
NEW MARKETING IDEA I  
WANTED TO GET YOUR INPUT.**

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**ACTION ITEM #6. DO NOT  
SEND FOLLOW-UP INFO.  
SEND IT WHILE ON THE  
PHONE.**

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**ACTION ITEM #7. SET A  
QUICK AGENDA.**

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**ACTION ITEM #8.**  
**UNDERSTAND YOUR SALES**  
**MATH.**

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**GOAL: \$10,000**  
**AVERAGE DEAL: \$2000**  
**YOU NEED 5 DEALS**  
**CLOSE RATE: 50%**  
**YOU NEED 10 MEETINGS**  
**YOU NEED 20 PROSPECTS**

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**ACTION ITEM #9. FALL ON  
THE SIDE OF THE FACTS....  
MOST BUYERS SAY NO 4X.**

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