

# The Freelance Podclass

## “Closing the Sale”

### Step 1: Be Prepared

- Research website and social media channels
- Review client bio and LinkedIn profile
- Assess how you might be able to help them
- Practice your elevator speech

### Step 2: Get on a video call (if possible)

- “Closing the sale” starts with building rapport and a relationship
- Face-to-face meetings powerful and engaging

### Step 3: Ask great “open-ended” questions in the call

- What issues are you trying to resolve in your business right now?
- What are some skill or time gaps you need to fill right now?
- How has your business changed in the last 6 months that may be impacting your current needs?
- Preference Scoring: On a scale of 1-5, with 5 being most important, how would you rank the following priorities discussed?

### Step 4: Offer advice and resources

- Position yourself as a credible advisor that builds confidence

### Step 5: Leverage urgency and scarcity

- Be honest and clear (for example; you may only have one client spot left, so let them know that!)
- Create urgency... “It sounds like you need someone quickly to start this project.”

### Step 6: Customize your packages

- Tailor your packages and services to meet their specific needs
- Clients love personalized packages... makes them feel special!

## **Step 7: Highlight client success stories or your success in a relevant area**

- Social Proof is very powerful

## **Step 8: Add value with additional bonuses**

- Offer a special training library, additional checklists and resources

## **Step 9: Get clients to agree with you through the sales process**

- Does this make sense?
- You know what I mean?
- Are we on the same page here?
- Is this clear for you?
- Is this right?

## **Step 10: Don't be afraid to tactfully ask for the sale**

- Use non-aggressive questions or statements like:
  - Why don't we give this a try? Let's start with a small project or trial period and go from there?
  - I have time to start work on your project. How do you want to proceed?
  - Are you ready to move forward? I can send along proposal later today.
  - What happens next?

## **Step 11: Offer value in every follow-up**

- Send an email thanking them for their time and recapping what was spoke about
- Provide insights and resources
- Address any objections
- Layout next steps or schedule another follow-up call
- Provide a professionally-branded proposal

## Step 12: Consider Pricing Plans

- Example: Client only pay 50% upfront initially