



CREATE AN AUTOMATED SALES PROCESS

How to Create an Automated Sales Process

Day 4: Launch Day! Adding Contacts into Your Automated Sales Process

With me today...



Tim Ewing

Thank you!!!



Over \$2000 Dollars Raised!

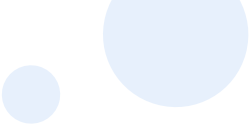
Missed Any Previous Sessions?

Replays at:

<https://connect365.io/casp-bootcamp-sessions>

Today's Workbook:

<https://connect365.io/casp-4>



The surefire way to
grow your business is to get in front of **more prospects**
and **book more appointments.**

That is the key to getting more clients, making a much greater impact, having more freedom, and making more money.

With a reliable system for generating a steady flow of appointments or opportunities, this doesn't have to happen.

You can get off the cash flow rollercoaster.

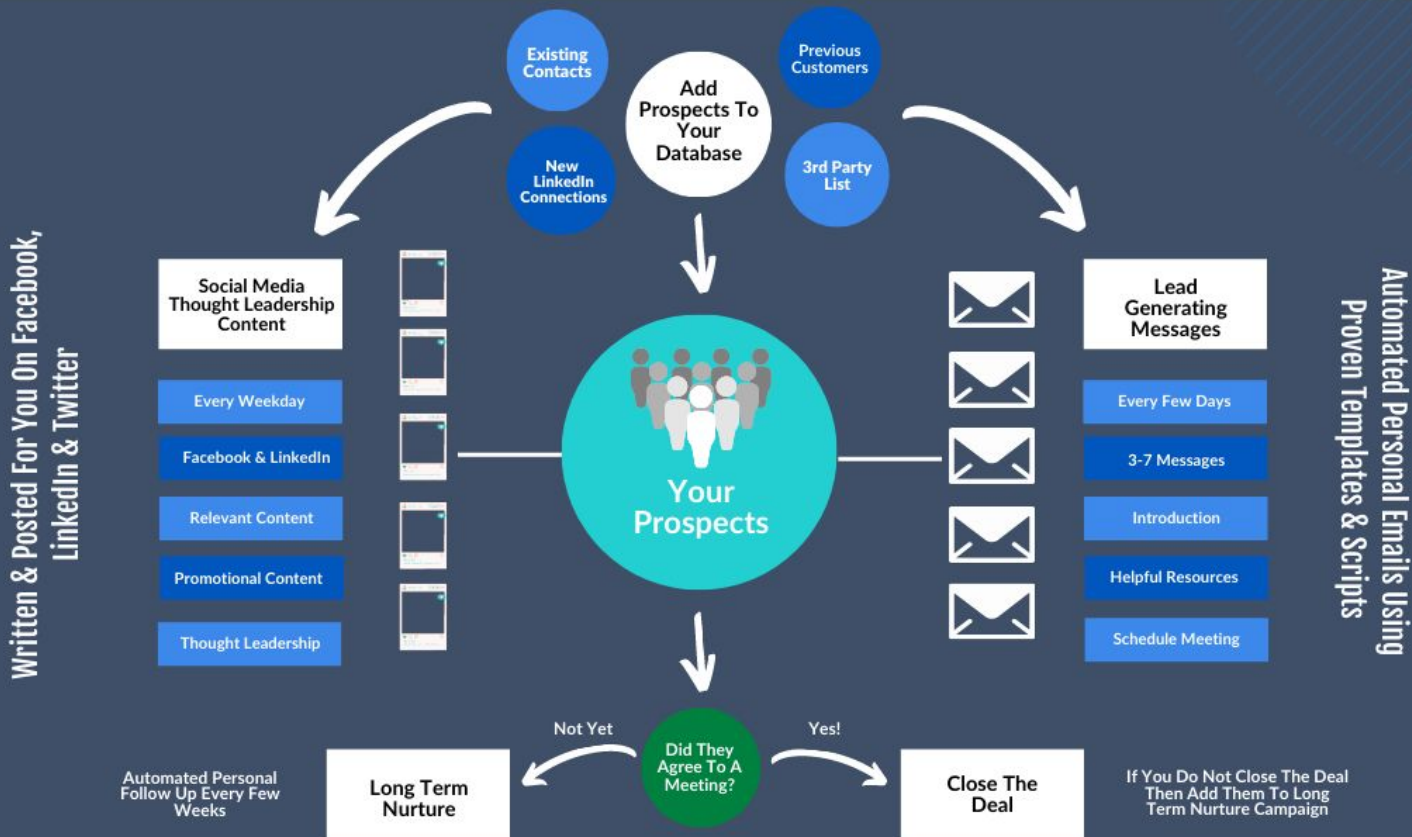
Key Takeaway #1

The most successful businesses are proactive with lead generation.

You can't rely on passive marketing, word of mouth, and referrals.

Key Takeaway #2

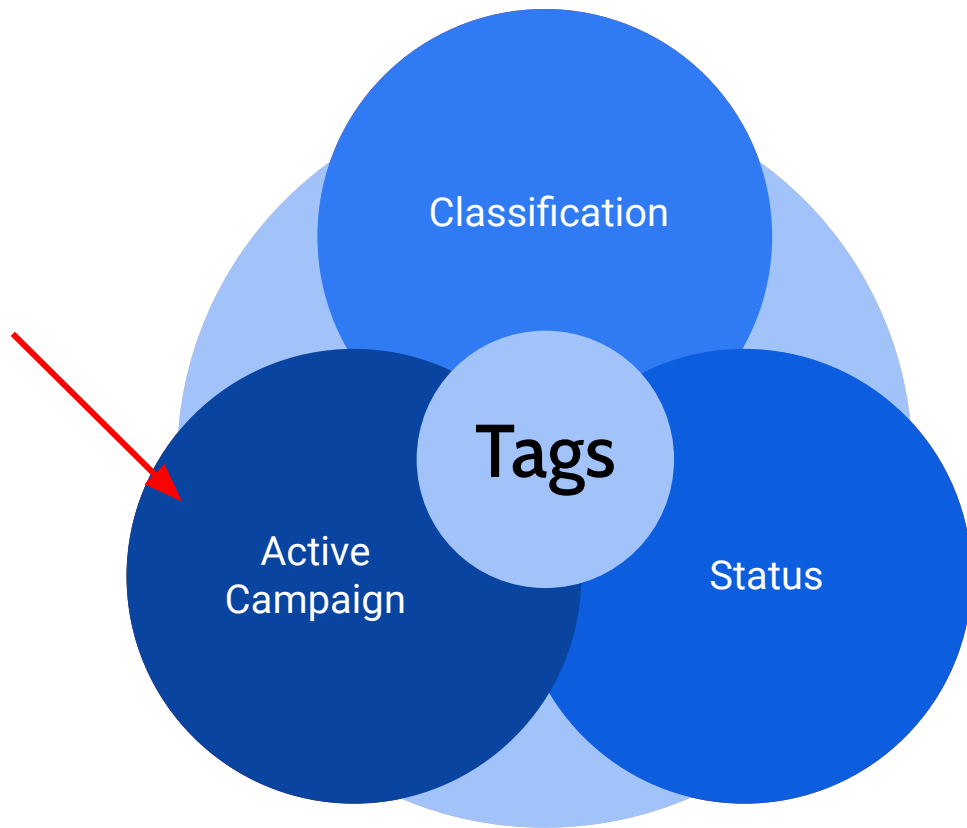
Trust should be at the center of everything you do.



Key Takeaway #3

Quit trying to write a 'Magic Bullet' email.





Active Campaign

- Controls Who Is Currently in Campaigns (or Been Through)
- These are the tags you apply when creating these campaigns.
 - Will add all contacts with this tag into the sequence.
 - If a contact has this tag removed, it will remove them from the follow-up.

What are the key metrics to know?

Start Here:

*What outcomes are you trying to create
within your email campaign?*

Key Concept:

To begin with – the goal is to engage.

Invite to Commercial Construction Professionals

Hi! Message

Hey John,

I'm part of a new networking group on LinkedIn I thought you might be interested in called Commercial Construction Professionals

The group is full of some of the best content I've found online to date and is full of other professionals in the industry sharing their experience, insight, and extensive networks.

I thought with your experience

Here's the link to join

Tab view

Josh

3:18 PM (2 minutes ago)

Your thoughts?

Hi! Message

Hey John,

There's a great thread in the Commercial Construction Professionals Group about construction lending programs during the Covid-19 pandemic that I thought you might be interested in.

Check it out here: www.linkedin.com/feed/update/urn:li:activity:6652717111111111111

I'd love if you could share in here and add your

Thoughts.

Josh

2:17 PM (2 minutes ago)

Would this make sense for you, John?

Hi! Message

to me

John,

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences managing commercial construction firms, I think we'd have a very productive conversation.

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Thanks and I'm looking forward to talking.

Josh

2:17 PM (2 minutes ago)

Re:Would this make sense for you, John?  Inbox x



Hi! Message

to me

John,

Just following up on the message I sent a few days back.

Do you have any openings this week or next for a 15-minute call? I'm interested in exploring ways we can work together. Let me know and we'll get something on the calendar.

Best,

Josh



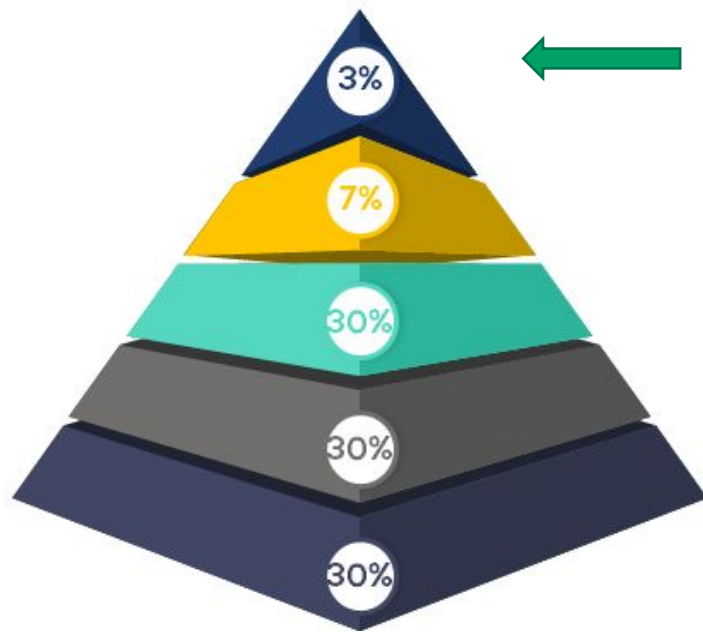
Key Takeaway #4

Action!

Test. Optimize. Repeat

Analyzing the buying phases of your target market

- Ready to purchase
- Open to buying, but not looking
- Not thinking about it (indifferent)
- Think they aren't interested
- Know they aren't interested



Click/Action Rates:

- Benchmark(s): 7% of unique opens
- What to review?
 - What am I requesting of the recipient? (limit)
 - How big of a commitment is that?
 - What do they want most?

Reply Rates:

- Benchmark(s): 10-20% of Opens, 2-10% of total recipients sent
- What to review?
 - What is your Call-to-Action?
 - Can this be stated more directly?
 - Can the response be simplified?
 - How visible is the CTA?

Key Concept:

Know how a Reply Rate is calculated and look to improve based on your historical results...

**Email open rates with Connect 365
average over 40%!**

That's 2-3x industry norms for opens...

Open Rates Low:

- Benchmark(s): Conventionally - 12-18%...35%+
- What to review?
 - How does your result compare historically?
 - Is subject line compelling?
 - What might hurt you?
 - Or help you?

Key Concept:

Open Rate tells you the most about your audiences relationship to you, the delivery of your message, and then your subject line copy...

What to Avoid

- *Manipulative* - limited order, act now, buy today
- *Over-the-top* - 'while you sleep', free money, lose weight fast, no hidden costs
- *Odd greeting* - Dear friend, Dear [email], Hello (no name)
- *Not junk* - spam free, this isn't junk

HW:

1. *Upload your contacts into Connect 365*
2. *Tag them into your campaign!*
 - a. *Daily Workbook ->*
<https://connect365.io/casp-4>

Tuesday's Session:

What's Next?...And some Weekly Action Items...

How to keep your system fueled up with new prospects...

Our blueprint to how to handle outbound sales calls!



TURNKEY LEAD GENERATOR

BY CONNECT 365

A Fully Done-with-You System to Build an Automated Lead Generation Campaign...Start-to-Finish!

What's included:

The Lead Generator System: (4 modules of Online Lead Generation and Sales training - videos, workbooks, scripts, templates) -

\$3000 value

Hand-Delivered Prospect List Every Month – 100-200 per month (\$1497 value)

Automated Posting to your Social Media Accounts (\$500 annual)

Done-for-You Custom Written Posts per month –30/month (\$3000)

Personal Email Campaigns Automated with Connect 365 (\$2,400 annually)

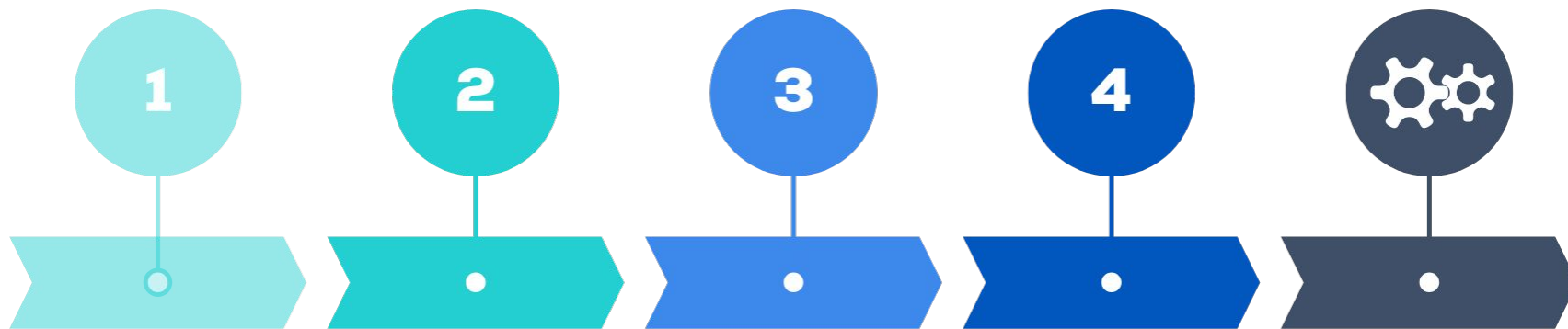
1-on-1 Campaign Coach – who will help you set up, manage and gameplan your entire system (\$5000 value)

Powered
by **CONNECT** 



BUILDING THE SYSTEM

Our 4-Step Coaching Process



Strategy
**Campaign
Blueprint**

Strategy
**Social Media
Content Planning**

Done-With-You
**Campaign Build
& Launch**

Analysis & Optimization
**Ongoing Check-In
& Review Calls**

Celebrate!
**Your System Is
on Autopilot!**



If all that sounds good to you, then I'm excited to personally invite you to join us in

The Lead Generator Turnkey!

...Space is limited!

[Connect365.io/Turnkey](https://connect365.io/Turnkey)



TURNKEY LEAD GENERATOR

BY CONNECT 365

Finally, a proactive system to generate leads
AND clients on autopilot!

What's included:

The Lead Generator System: (4 modules of Online Lead Generation and Sales training - videos, workbooks, scripts, templates) - \$3000 value

Hand-Delivered Prospect List Every Month – 100-200 per month (\$1497 value)

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Done-for-You Custom Written Posts per month –30/month (\$3000 value)

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1-on-1 Campaign Coach - who will help you set up, manage and gameplan your entire system (\$5000 value)

Fast-Movers: Outbound **Sales Mastery Mastermind** (Value: \$5,000)

TOTAL VALUE:

\$20,397+

Powered
by **CONNECT** 

\$997

**for 3-Months
Access!**

Get Started Today At:

Connect365.io/Turnkey

Get Started at...

Connect365.io/Turnkey

Then just:

**Just \$166 a month after
that!!!**

To keep your email campaigns and social media content going.

Questions???