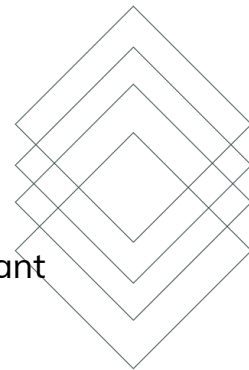




# SALES TOOLKIT

# HOW DO YOU KNOW IT'S TIME TO IMPROVE YOUR SALES SKILLS?



Are you taking action and doing the work yet your results aren't where you want them to be?

Are you grinding it out right now and already working 24/7 so it's not physically possible to do more?

You want to make more money and grow your business, yet you aren't sure how to do more than you already are.

Does this resonate with you?

Doing more isn't necessarily the answer, especially if you are taking action, setting appointments, and getting some business.

So if doing more isn't the answer, what is?

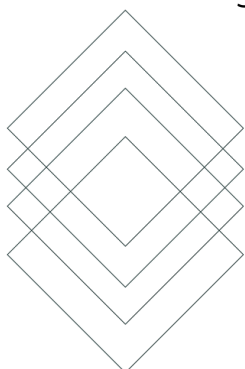
**If I had to guess, there is room for improvement for the number of appointments you go on vs how many turn into sales.**

If you are always on the hunt for the next deal, and you understand it's a numbers game, the more you increase your lead gen the more you think you'll do, right?

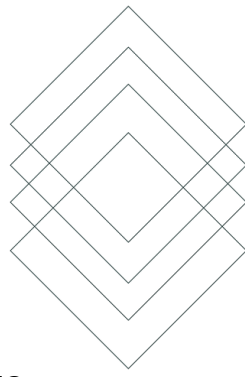
What if I told you there's an easier way than doing more?

What if increasing your sales skills and improving your systems could actually get you MORE with the same or LESS effort?

Sound too good to be true? It's not and I am proof that increasing your sales skills, learning how to build rapport, and using NLP (Neuro-Linguistic Programming) techniques can actually increase your sales and conversion ratios WITHOUT working harder and increasing lead gen.



# LET'S START BY LOOKING AT YOUR NUMBERS AND CONVERSION RATES.



What are your numbers and do you track them?

If you have no idea what I'm talking about, you'll want to figure out how many people you talk to before you get an appointment, and how many appointments you go on before closing a sale.

If you offer discovery calls or sales calls, how many do you do, and how many turn into a sale?

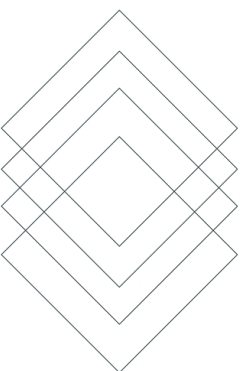
Example: You talk to 10 people on a sales call or go on 10 appointments, and it turns into 5 deals or 5 people say yes to your services, that would be a 50% ratio.

Or you talk to 20 people to set 1 appointment, and out of 5 appointments, you close 2. That's a 40% appointment to close ratio.

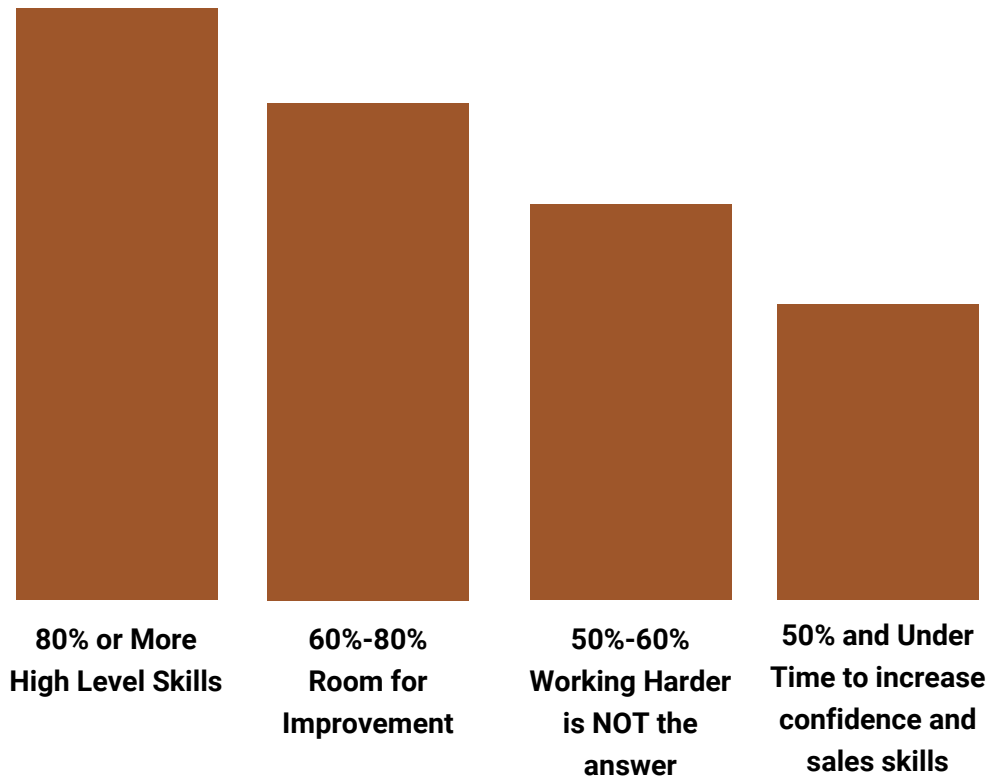
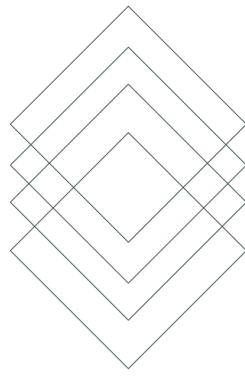
Take a moment to look at the important numbers in your business and if you haven't been tracking them, it's never too late to start and decide what you want to track now!

Examples:

- Contacts or number of conversations you have
- How many appointments scheduled or set
- How many appointments you go on (and track the type! Buyer vs Seller, etc)
- How many contracts or 'yes' you receive on the appointment (client signs, listing taken, buyer brokerage signed, etc)



# WHAT ARE YOUR CLOSING RATIOS?



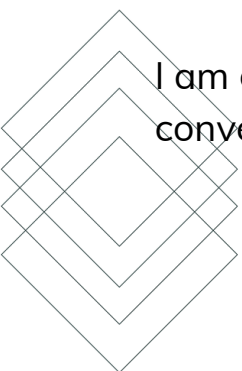
If you are at 80% and above, great job, and I'm impressed with your high-level skills!

If you are between 60%-80%, then you are definitely doing something right and there could be some room for improvement.

If you are between 50%-60% then working harder is NOT the answer! Focusing on improving your sales skills will increase your income while doing the SAME amount of work.

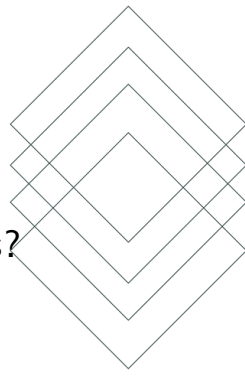
If you are at 50% or below then no shame for being here and now it's time to put a game plan in place to increase your confidence and your sales skills.

I am going to share with you a few steps you can take to start improving your conversation rates NOW!



**MELISSA  
MACHAT**

# STEP ONE: IMPROVING YOUR COMMUNICATION SKILLS



How much time do you dedicate to improving your communication skills?

Do you practice your scripts or sales conversations?

What does your sales process look like?

From the time you get a lead, what happens next?

If you set an appointment, what happens next?

If the answer is “I set an appointment and then I go on the appointment so what else is there?” then I have something to share with you that will change your life.

## PRE-QUALIFYING!

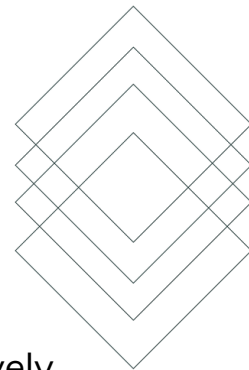
Would you like the answers to the test before taking the test? That’s what pre-qualifying will do.

Where can you add screening questions into your process before you ever go on an appointment?

Whether it’s when someone books an appointment with you and they have to answer questions online, or you set an appointment with someone over the phone and ask them questions before you go out in person, just taking this extra step will help you increase your conversion rate.

What would be helpful to know BEFORE the appointment?

Take a moment to write out a list of questions that you can use as your pre-qualifying script. (If you are a real estate agent there are a lot of pre-qualifying scripts out there for both buyers and sellers so I recommend googling and see what comes up!



## STEP TWO: AUDIT

Numbers tell a story, and they are not meant to make you feel negatively towards yourself.

Tracking your numbers tells you where you need to focus your energy in the process and where to improve.

It's time to check in and do a quick audit:

- Do you know your numbers and closing ratio?
- What is the amount of time you spend or want to spend improving your communication skills?
- Create an outline of what your sales process looks like or what you want it to look like
- Create a list of questions you would want to know before the appointment

Once you have an idea of where you are at, it's much easier to put a plan in place to help you get to where you want to go.

My closing ratio was over 80% and it definitely did not start out that way.

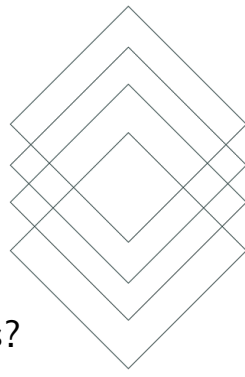
I practiced scripts and communication skills 3-4 days a week for YEARS and I have also mastered something I like to call my secret skill which is how I beat out my competitors. (By the way that over 80% closing ratio...I was competing against other real estate agents pretty much on every appointment!).

Step Three is something I want to share with you that doesn't seem to be taught in sales very often.

Are you ready to learn my secret?

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# STEP THREE: BUILDING RAPPORT!



Did you know there are different communication and personality styles?

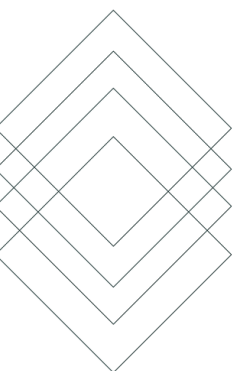
Have you noticed there are some people you just click with and it seems natural that you get along, and there are others where it feels like you're pulling your hair out and you just do not click at all?

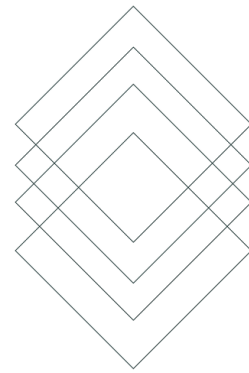
That's because you are naturally getting along with people who are LIKE you, and not getting along with the 75% of the population who are different.

So what would happen to your business if you learn how to communicate the way YOUR CLIENT COMMUNICATES?

Add that to implementing a sales process and say hello to 80%+ conversation ratios and increasing your income WHILE DOING THE SAME AMOUNT OF WORK!

Here is a breakdown of the different communication styles so you can figure out yours and the people closest to you!





# DIFFERENT PERSONALITY STYLES

D

**Dominance:** People with D personalities tend to be confident and place an emphasis on accomplishing bottom-line results.

V

**Visual:** Prefers charts and graphs, usually fast talkers, impatient, needs to see and visualize. I see what you're saying, looks good, etc.

I

**Influence:** People with I personalities tend to be more open and place an emphasis on relationships and influencing or persuading others.

A

**Auditory:** Listeners and hearing, usually slower speakers, listen and verbalize. Sounds good, I hear what you're saying, etc.

S

**Steadiness:** People with S personalities tend to be dependable and place the emphasis on cooperation and sincerity.

K

**Kinesthetic:** Feelings and learn through physical movement, touch and hands on. Feels good, I feel you, they make decisions based on feelings.

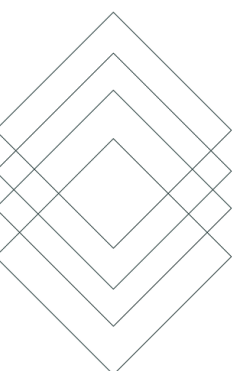
C

**Conscientiousness** People with C personalities tend to place the emphasis on quality, accuracy, expertise, and competency.

D

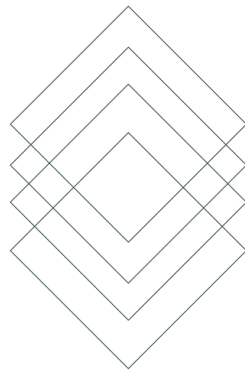
**Digital or Auditory Digital:** Logic, common sense, facts and figures. Consider the idea, take it under consideration, like details before deciding.

*DISC tests can be found online and VAKD comes from NLP Representational Systems. These are an overview to give you an idea and we recommend doing further research to learn more.*





# IT'S TIME TO WORK SMARTER... NOT HARDER!



Doing more is not always the answer and I hear people say it all of the time... “Well if I want to grow my business or make more money I have to increase my numbers and increase lead generation”.

I don't know about you, but I prefer working SMARTER, not harder.

So what is the next step?

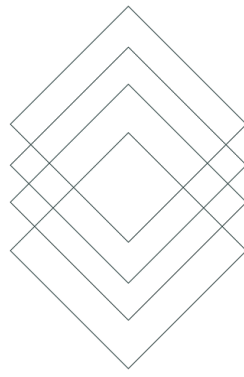
Create an implementation plan!

- Do you need to add communication practice to your schedule?
- Have you added a pre-qualifying process to your business?
- What answers would you want to know from your client before meeting them?
- What is your personality style and have you started to learn about the people who are different from you?

My favorite questions to get clear on what happens next are,

- What do you want to implement first?
- What's the first step to make that happen

It's not about implementing everything at once, it's making daily adjustments and putting a plan in place so you can grow and improve in a sustainable way.



If you are looking for more support to improve your sales skills there are a few options I'd love to share with you.

I've spent the past 12 years learning the secrets to mastering sales, and a huge piece that's missing is the mindset behind sales, and having a system in place to help make sales EASY!

This is why I'm so obsessed with getting the message out there that improving your sales skills is great, but you also need a strategy so you can do something about it.

Here are some next steps if you are interested in learning more about HOW to work smarter not harder, and increase your sales skills so you can make more money without 'doing more'.

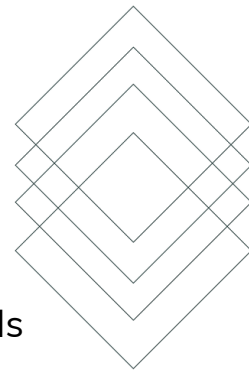
[The Game: Secrets to Mastering Sales FREE Masterclass](https://melissamachat.kartra.com/page/thegame)  
<https://melissamachat.kartra.com/page/thegame>

There's a reason some people make sales look easy, and others make it look repelling. If you run a business, you're in sales whether you realize it or not and when did you ever learn HOW to sell?

This masterclass will cover:

- Mindset of Sales
- How Attachment and Expectations are setting you up for disappointment
- How to feel confident in sales
- Secrets so you can sell with ease

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# ADDITIONAL RESOURCES

Here are additional resources if you're ready to improve your sales skills

**Digital Course: Empowered Selling: Secrets to Mastering Sales**

Learn HOW I mastered sales through mindset, NLP techniques, rapport, and creating systems to make sales EASY and hear YES more often

**Purely Aligned Podcast**- New episodes weekly and please make sure to subscribe and leave a review

You can also find me on Instagram @melissamachat and I'd love to know your next step to improve your sales skills.

