

## Focus on Sales: Sell Baby Sell!

*From Appointment Setting to Sales Techniques, Keys for Making the Close*

### WHAT CAN THIS WORKSHOP DO FOR ME?

**MOST OF US GET INTO THIS INDUSTRY BECAUSE OF ONE OR TWO motivators:** we want to help people fall in love or we want to make money. But usually none of us want to have to “sell” in order to make it happen. Worst of all...we don’t want to FEEL like a salesperson! Selling has become a dirty word. I want to assert that selling IS helping. And when we can tap into that beautiful balance, the money will come naturally. It will feel good. It will be easy. And most importantly, it will be FUN! You will learn the magic combination of tapping into need through the use of effective questioning and active listening. Then, you will be able to guide your client through a journey which will motivate him or her to make the decision that will change the course and outcome of their life! Welcome friends! Let’s get helping and let’s make a lot of money in the meantime!

### WHY IS IT CRITICAL FOR MY BUSINESS?

**LET’S FACE IT, WE NEED TO MAKE MONEY. THERE IS NOT ONE** person, even with the very best intentions, that can empower people to have a better life without the capital to make it happen. Even non profit organizations need to make money. And I don’t think any of us got into this to be a “Helping Helen or Henry”. I believe YOU deserve the right to help people AND to earn as much as possible. You have a gift, a knack, and a niche. Most of us are undercharging for the beautiful expertise we have to offer. Don’t be one of them! You deserve to be paid what you are worth! Do you believe in you? I do!

### WHO SHOULD SIGN UP FOR THIS WORKSHOP?

**THIS IS FOR ANYONE WHO WANTS TO MAKE MORE MONEY.** It doesn’t matter if you are starting out or trying to take it to the next level. I have started companies from scratch and I have turned around companies that have been in business for 22 years. This is awesome for the President who wants to work one on one with me, or the sales rep who wants to sharpen their skills. Who is making your revenue? Are they the very best that THEY can be? Did



you hire personality and you need to train skill? Did you hire skill and you need to soften the approach? I have ABSOLUTELY seen it all and I am confident everyone can grow, learn, and profit from my experience.

### WHAT EXACTLY WILL I LEARN?

**YOU WILL GET OUT OF IT WHAT YOU DESIRE BECAUSE I WORK FOR** you. So, we will strategize. I will find out what your goals are and I will design a plan according to your needs. With 10 years of emotional selling, training, and coaching, I can offer anything you need. So, let’s talk...let’s see where you are and how I can help you. I look forward to your challenges. John Assaraf said, “Hire people who play at what you have to work at.” I play at this because I love it! So, you will learn (if you need) how to overcome objections before you get them. What to say when the client says:

“I have to think about it.”

“That’s a lot of money.”

“You have been great, but I never make snap decisions.”

“I don’t think I am ready for this!”

“I think I can do it on my own.”

And all of the other “excuses” potential clients give. You will learn the ART of emotional sales.

## HOW DO I PREPARE FOR THE CALL?

**ASK YOURSELF: “WHAT DO I WANT THE OUTCOME TO BE OF THIS experience?”** Be very clear about the vision you have for your business. Where do you want to go? What do you have to offer? What makes you better than the rest? And what are your challenges in helping the client to understand how fabulous you really are? You may not know where the “disconnect” is and that’s ok. That’s my job too. I want to help you figure it out. That’s part of the fun.

## WILL THERE BE HOMEWORK?

**BETWEEN CALLS, I NEED YOU TO PREPARE YOUR FEEDBACK. I** need you to track your progress. Essentially, if we constantly work together to keep getting stronger and more effective, you will reach your full potential. I expect and require you to be honest and tell me what’s working and what’s not. For every challenge, I have a hundred solutions. So, let’s work until we find what works for you.

## HOOR ONE

**STRATEGY:** Learning about your business’ strengths and weaknesses. Defining your sales strategy.

## HOOR TWO

**SALES PLAN:** Creating your sales plan for success.

## HOOR THREE

**IMPLEMENTATION:** Implementing your strategy for success.

## HOOR FOUR

**RESULTS:** Reviewing techniques. Feedback

## HEIDI BILONICK ON HER SPECIAL EXPERTISE



**HEIDI IS AN ENERGETIC, EFFECTIVE, PERSUASIVE AND DYNAMIC** certified professional life coach, as well as a motivational speaker, business consultant, and sales expert. She is a turn-a-round specialist with proven success in developing and opening business markets and increasing revenue both nationally and internationally. Her expertise includes business and operations consulting as well as market/franchise development.

## HEIDI’S COMPANY

**HEIDI IS THE OWNER OF “YOU AND IMPROVED”, TEACHING THE art and science of “getting out of your own way”.**

## WHY HEIDI LOVES WHAT SHE DOES

**“I GET IMMENSE SATISFACTION OUT OF SEEING PEOPLE REACH their full potential. I get so excited when I see people stretch beyond their comfort zone and really go for it! My success is directly dependant on yours and I never forget that.”**

## WHAT OTHERS SAY ABOUT HEIDI

**“HEIDI’S STRAIGHTFORWARD APPROACH TO SALES WAS EXACTLY what I needed at an integral point on my matchmaking career. I wish that I had met Heidi at the start of my business— I learned in one hour appropriate and genuine responses to the objections that people often place in their way of hiring a matchmaker and finding love. I now have clients that are successfully dating as a result of her expertise, and my confidence level in sales has increased dramatically.**

*Laurie F. Berzack, MSW—President, Chai Expectations*

**“Heidi coaching skills are amazing. She clearly demonstrates how to deliver what the prospect is asking for through both the art and science of sales. Her hands-on teaching skills benefited my Company on the very first day.... clearly the highest ROI I have experienced in any investment in the industry.**

*Matthew Goldberg—owner Table For Two*

## HELP LINE PACKAGE AVAILABLE EXCLUSIVELY FROM MATCHMAKING PRO

All packages are personalized to your individual business needs and are one-on-one phone consultations with a professional who is a proven expert in his or her specialty area.

Contact us by email at [helpline@matchmakingpro.com](mailto:helpline@matchmakingpro.com) or by phone at 1.877.Be.Cupid (877.232.8743 Toll Free) or 917-338-6348 Mon-Fri 10am-5pm EST to schedule your first call.

**Pricing:** US\$1,200 for one-on-one sessions, or \$600 per person for group sessions of 2 to 6 participants.

Individual hours can be purchased at a rate of \$250 per hour if you wish to extend the length of your workshop.