REECE PYE

‘Cracking The Influence Code’ & ‘Converting Conversations Into Clients’

One-to-One Private Mentoring & Coaching Program

This special 4-week program is for smart-minded solopreneurs, small business owners or those about to start their own business and who sell their products and services to other businesses.

What you actually DO in your business is not important, but what IS important is that you absolutely thrive on giving your clients the best possible value, and you have an insatiable appetite for building strong long-term relationships with your customers that result in regular and growing income streams.

You could be a good fit for this program if you’re experiencing ‘feast or famine’ and want a steady stream of customers or you’re finding it difficult to generate enough good quality business from your communications and conversations with potential customers (prospects).

Whatever your ‘Ideal Customer’ looks like, the principles I teach in this program can be applied to add the clarity and powerful influencing skills you need to convert more conversations into more clients, with one aim in mind, i.e. generating more sales, more income and more profits.

You know you’re great at what you do and how you do it but influencing other businesses to buy what you sell is the missing link in your business, and it’s the main thing holding you back from generating the income you want to be bringing in each month.

If you’re 100% ready to learn the fundamental skills that 9 out of 10 of the top performing business leaders and sales professionals use to influence with authority so they win in business and you’re prepared to put in the effort to apply what you learn, then this program might just be the perfect fit for you.

I don’t do tacky sales tactics or salesy scripts because frankly, they repel prospects rather than convert them into paying clients. What I teach and coach you on, are the exact same processes I’ve used to build a £2.5m pa client portfolio from scratch, and teach a team of 10 account directors to do the same, which resulted in us generating £17.6m pa in just 3 years. I teach you the ‘How’ as well as the ‘What’ to do.

And the truth is, whether your ideal customers are large or small, my process works for all!

It’s important for you to be assured that it’s not necessary for you to change who you are in order to get the results this program is designed to achieve because the added-knowledge will add power to what skills you already possess!

Past clients have seen **BIG** results and got their money back in just **WEEKS** of implementing what I taught them in this program, and if you implement everything I teach you and give it your all, I have every confidence that you will too.

Some of my client results include:

- **Client A:** £52k per month increase in sales within 13 weeks of beginning the program
- **Client B:** 1300% ROI from 1 months results after taking my program
- **Client C:** £80K new contract win with a brand name client
- **Client D:** Won the largest single deal of his entire career worth 6-figures
- **Client E:** Halted a salesforce decline in performance to achieve 7-figure turnaround
- **Client F:** A sales force went from not understanding how to use ‘evidence based’ influencing skills to generating £1.7m incremental income from my program

Here’s how the program works…

During the program (which, frankly most people who are paid to sell don’t even know about), we’ll work together via several Zoom calls and actionable assignments.

WEEK/SESSION 1: Diagnostics & Setting The Foundation To Win More New Business/Customers

We will have our first 60-90 minute Zoom session to take a deep dive into you and your business so we can work together to clarify exactly what your IDEAL SITUATION is and diagnose precisely what needs to happen for you to REACH IT.

I will do the work in this session by asking and probing with questions that will get you thinking about your current and ideal situation, what you offer and to whom, i.e. your ideal target clients and how we take a better approach to go to market with.

You will then go off to refine, confirm and write up your ideal situation, along with any ‘barriers to success’ that you believe could get in the way and send this back to me prior to the next session for review. From that, I will tailor the content in next 3 sessions specifically around your needs and wants.

NB. None of the assignments require ‘war & peace’ responses but simple ‘plan on a page’ summaries that we can refine if and where necessary to make the output even more powerful. Based on the direction I give you, you’ll find that the responses will come intuitively and easily.

WEEK /SESSION 2: Customer Conversion Process – Part One (It’s all about them)

To build credibility and a favourable influence from the outset, it is always about them, namely: the Prospect, Buyer, Customer.

We’ll cover:

What kind of homework, research and sources are most effective for your prospect(s) in order to steer the very best approach to initial communications.

How to open communications and conversations that make 'them' relaxed, comfortable and interested in what you have to say. You'll immediately grab and hold their attention.

A simple framework for conversational questioning that enables you to very quickly establish their core issues, opportunities and needs and arouse their interest in how you can help them with solutions.

A 4-point framework for probing deeper, which encourages the client to highlight and share the positive consequences of solving their issues and the negative consequences of doing nothing. This high-influencing framework gets the prospect selling themselves on you as a solution before you even start telling them how you can help. It's a fantastic primer for creating desire in the mind of your prospect to move the sale smoothly to next step in the conversions process.

You'll learn how to summarise their needs precisely and qualify these as a way to move the conversation (sale) forward, including having a firm grip on the decision-making process and timing (DMPT) so you know where and when to push forward or pull back.

And, you'll learn the powerful influence that leveraging 'Customer Worth' and lifetime value can give you with prospects, which helps prime them to take action later on in the process.

For bigger, more complex sales I also have a brilliant 4-Step Process for qualifying the likelihood of winning the deal and the stumbling blocks that could derail it. This is not relevant to all my clients but can be included if and where necessary.

Your follow up assignment is where the real magic happens because you'll be able to slot your specific business benefits, opening comms and relevant questions into the framework with ease. You'll send these to me before the next session for review.

Even armed with just this new knowledge, I wouldn't be surprised if you end up having so much more confidence that you can sign up new clients without knowing what more there is to come.

WEEK/SESSION 3: Customer Conversion Process – Part Two (It's all about you)

Now we've got the hardest work out of the way and you're crystal clear about how the prospect will happily give you all the insights you need to know in order to show exactly what you can do and how you will do it to help them, you can share this with them.

In this session, we'll cover:

Adding to Knowledge (A-K) - How to be totally and utterly comfortable with sharing 'specific' knowledge 'relevant' to their specific needs, and nothing else. This saves masses of wasted time telling people everything about you, i.e. lots of useless (to them) information that could turn them off. Less is definitely more in professional influence and this what you're becoming by now, a true professional!

Proof of Value (POV) – A-K puts the prospect at ease because it's factual and totally 'non-salesy' which sets the stage for you to really add value to the conversation by providing evidence of your value. This can be via past customer examples, case studies, experience & expertise, research etc but we'll cover what you have and can build on during this session.

Recommendations, Cost Justification, Commitment & Consolidation (RCCC) – Having covered A-K & POV, you can smoothly talk through your recommended solution, how much it will cost, justfy the investment they need to make, understand their level of commitment and consolidate the deal, without ever having to resort to pushy, tacky closing techniques.

Questions, Concerns, Reservations, Situations (QCRS) – Prospects never object to buying and 'Objection Handling' frankly is what amateurs still do. Because you've covered the 'Customer Conversion Process' up to this point, the prospect may well have some QCRS but all you have to do is address and answer them in the same conversational manner you've already been using. I will show you how to deal with any QCRS with ease and in collaboration with the prospect so it never becomes a battle between you and them.

Your follow up assignment for this session is 'short & sweet" because you already have the required information to hand but what I'll ask you to do is remove all the unnecessary noise and have a really tight summary of how you A-K and POV with your ideal client and a list of the kind of QCRS you think are most likely to come up.

WEEK/SESSION 4: The Psychology Behind Converting Conversations To Customers

Now that you're fully conversant with the influence process and will already be starting to use and benefit from it, this session is the icing on the cake because you will learn the 'Law of Four'.

We will cover;

The four key 'Buying Styles' that enable you to adapt the 'Customer Conversion Process' exactly to the style of the prospect you're communicating with so you slot with them more easily, rapidly gain their trust and win more deals, more often.

The four key 'Buying Motives' that align to the 'Buying Styles' and offer you the ammunition you need to fire the right bullets at the right time in the right way (ethically of course) to again to win better business, more often and more easily.

The four key building blocks of 'Social Intelligence' that leverage 'Social Influence' and help you build deeper, stronger bonds with customers so they stay longer and spend more with you.

These three very simple to understand and use frameworks also happen to be three of the most useful aids in making more, better, bigger sales more often… they are literally like Gold Dust!

With these in your locker, you'll be far more likely to be engaging, influencing and selling like a pro!

Note: Throughout the program, I will be holding you accountable, and making sure you're implementing everything we've spoken about. You will need to send me your completed assignments on time so I can review them in preparation for subsequent sessions and give quality feedback, guidance and advice.

Aside from the Zoom Session each week, you will also have unlimited access to me via LI Messenger, email or other agreed forms of communication to be agreed up front but only (Mon-Fri as weekends are for 100% family time and my recovery, lol).

What's The Price Of This Program?

The price for this offer right now is £960 (I work with UK & USA clients only).

This is for full payment up front but I also have a payment plan available which involves an initial deposit of £360, then three payments of £240 over three weeks/sessions if timings in between are different, e.g. fortnightly (taking the final cost to £1,080).

I am confident that if you're the right person for this program and you put in the work, you will gain more new clients more easily and make your money back, plus some, in no time at all.

If you're interested in this program, simply message me and we'll have a quick chat via LI Messenger/DM, email, phone call or Zoom to see if it's really the right fit for you. If it is, I can enrol you straight away and get a date in the calendar to get you all fired up and ready to start.

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Alternative Comms: https://reecepye.com/contact-1