Twitter Thread by Alex



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lots of agency owners aren’t even doing the bare MINIMUM for success

let me explain what you should have set up in your business that many don’t

read this if you want to add $$ to your MRR

Do not read if you hate money

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Here’s the flow I see most agency owners using when a call is booked

Call booked -> maybe one confirmation email -> take the meeting

This leads to LOW show up rate and LOW trust/authority prior to the call

Here’s what your flow SHOULD look like

Prospect books a call -> custom redirect to a “homework page”

This should showcase your testimonials/case studies and tell them what to expect on the call

If you have a sales rep taking the call

Email them with a 30 sec introductory vid of the sales rep

Who they are, why they’re credible, etc etc

people get annoyed if they expect the “founder” to take the call and then get a sales rep, this avoids that.

Lastly you should have multiple email/text reminders

Email them more value, you'll have to test how many emails work best etc etc and I'm not going too in depth on this thread

But don't be the guy rhat has a low show up rate bc you don't have email/sms reminders

If you'd like to go more in depth on how to properly set up sales systems

And work w the best in the biz

Book a call at https://t.co/JppQfPNuq0