Twitter Thread by Wiz of Marketing



Wiz of Marketing
@wizofecom

Here's how I close deals from Twitter for high ticket offers by leveraging pre-qualification to increase your close rate

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It's all about pre=qualification

I've learned this through @ROGUEWEALTH

Nothing worse than a freeloader that jumps in a call with you just to get free information

The best way to counter this is to have a Google forms that you take your prospect to.

Now here's the high IQ play, that Google forms goal isn't just to help you out with jumping in calls with warmer leads

It is also your leverage for your sales call.

Let me explain

We are asking the prospect something we like to call "loaded questions"

Questions that give you leverage for a call by poking into your prospects pain points and goals

We then get them to repeat their answers on a call and we use their words as leverage to provide our offer as the solution to their challenges.

No one likes being told what their challenges and problems are for their brand

But if they say it themselves, that's your leverage

Below are the questions you will ask on the pre-qualification form

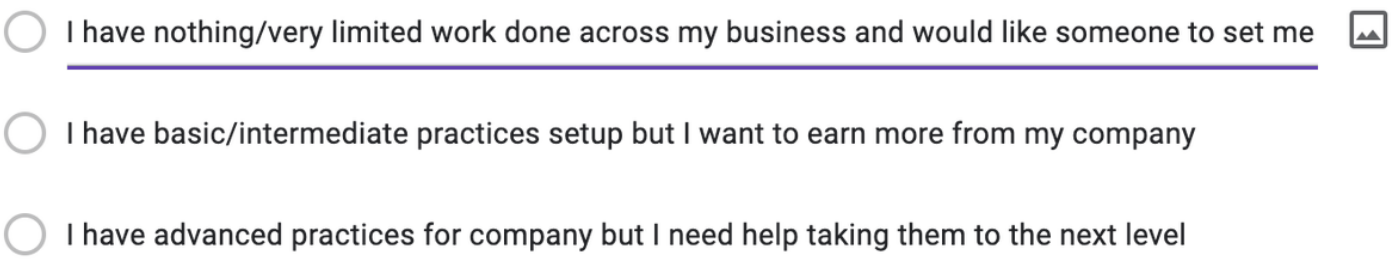
The pre-qualification google form has the following questions

1. What is your full name? - Obviously
2. What is your best email? - Main point of follow up
3. What is your Twitter or IG handle? - Secondary point of follow up

4. What best describes your current situation seeking help?

This question is about gauging your audience's level of experience in the niche your offer is solving

Here are the multiple-choice answers



How is this important for your sales call?

If they say they are advanced, they are probably not a good fit to work with

If they say they are intermediate or below, they acknowledge that there can be massive improvements (which will be provided by you)

5. Briefly explain your brand's goals. This could be just getting it started, taking it to the next level, etc.

You now want to align with your audiences core values and beliefs - you want to show them you care about their vision

6. What is holding you back from reaching your company goals?

This is super important - this is going to be one of the main leverage points on your call when you show the offer

You say this line

“ Here’s what I see right now

Your brand _____ that sells _____ to _____

Is making $_____/mo . Right now only about _____% is attributed to emails which means you did a great job with _____ but this bleed is hurting overall revenue from your business keeping you away from your goal of _____-

So you want to reach this goal but you are faced with

_____

_____

_____

From this line, you now show you understand their goals and challenges

Then you present them with your offer after you handle a few more of their objections

Some other questions you can have on your qualification form:

"When we speak, I will advise you on what services we can offer and what it will cost. Our program is $3000-7000 a month. That said, are you prepared to make such a financial investment right away if we decide to work together?"

If they say no, don't jump in the call

"If we decided to jump on a call, are you ready to move forward right away?"

If they say no, don't jump in the call

I've broken down this entire funnel + script in the Utopia already

Want access to it and 3000+ other strategies

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It's literally free for your first 3 days

https://t.co/TYlMqWytec