Twitter Thread by Jesus Corona



Jesus Corona
@RealJesusCorona

****THREAD****

The EXACT sales framework I used to close $90,000 in 52 minutes

Want to become a SALES GOD?

Here we fucking go

1/ This is the framework my sales mentor has used for 2+ years closing $30,000 deals in 7-15 minutes over the phone

I've personally witnessed this man close 12 deals in a single day

And he 's used this to close $1,250,000 in 48 hours



2/ 30 second small talk to start off the call

Don't overthink it

Just be a decent human being for this step

"Hey {{first name}}, thank you for taking the time to hop on this call. Hopefully you're having a productive {{day}} so far?"



3/ Take control of the conversation + set the expectation

Relate small talk to the topic of the conversation

Make it clear that the decision to reach a deal is YOURS

You are now a DECISION MAKING expert

It's not up to the prospect to make the final decision



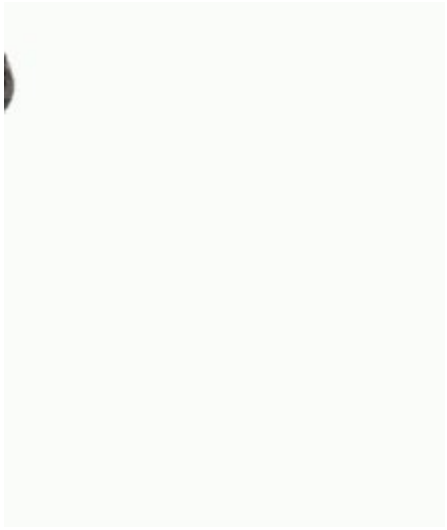
3.5/ "I'm happy to hear that your business is keeping you busy! So we're going to have a 15 minute conversation, I'm going to ask you some questions, and by the end, I'll help you make the decision as to whether or not the program makes sense for you, does that sound fair?

4/ Ask impactful questions

Have 5-7 questions (your script) that creates your "rabbit hole"

Your goal is to have the prospect go down your rabbit hole without them realizing that they're giving you all the ammo you need to close

Keep money questions for the end



4.25/ Examples of things you want to learn

- Figure out where they’re at now
- Figure out where they want to be
- Figure out what they expect from you
- Figure out why they aren’t where they want to be

4.5/ Some examples of questions you can ask

- Past investments
- Past decisions
- How many years have gone by since they started
- Do they know anyone in their field that's winning more than them
- Why do “newer” people make more money than them

TAKE NOTES OF EVERYTHING

4.75/ By the time you're done asking the questions, you should know that

1. They can afford what you're selling
2. They need what you're selling

Do not attempt to close EVERYONE

Remember, you're in charge

If they're not a fit, let them know here



5/ Recap the call

Read back to them every note you took that follows your "rabbit hole"

Get them to say "yes" to each individual point (micro-commitments)

Then hit them with this line

"Okay {{first name}}, do I have a complete understanding of what you want?"



5.5/ They'll have no choice but to say yes

Then you're going to hit them with this line

"Your situation reminds me {{insert powerful testimonial}}"

Easy way to plug yourself mid-call and drive your promised result even deeper into their mind

6/ Provide your diagnosis doc

Remember how you're the decision expert?

You know they can afford it

You know they need it

Why wouldn't they buy from you?

“Cool {{name}}, well based on the answers you’ve given me, I recommend we proceed with {{offer}}"



7/ QUICK recap of offer

Now it's finally your turn to do the talking

Break your offer down into 3-7 actionable steps

Just a brief description of how your offer works

Then hit em with

“Does this make sense or is there anything else that you’d like me to go over?”



8/ If they still have questions, answer them until your offer is bulletproof in their head

If they're even remotely confused about your offer, they'll hit you with the infamous "let me think about it" ■

Then hit em with

"Do you understand why this makes sense for you?"



9/ This is where you might encounter some objections as it's a soft close

Stay calm and rebuttal their objections

Answer it logically at first and ALWAYS tie it to solving a direct problem they're having (that rabbit hole is looking real nice right now huh? AMMO AMMO AMMO)



10/ Assume the sale

“Awesome {{name}}, so my last question is, when you make these types of investments, what account do you usually use?”

You're in control of the conversation always

You've built a bulletproof case that this decision is in their best interest



11/ Practice makes perfect

You'll suck at the first 10 calls you're on

Record every sales call

Find a mentor or hire a sales coach and review the tape

Once you get that first payment wired to you over the phone

It becomes addicting ■



12/ Unless you're REALLY vibing with someone

This process should take you about 15 minutes to get through

I know not everyone here sells a $30,000 package

But what would $2,000 for 15 minutes of work to for your life?

