



Derick Mildred

A Strategy to  
Convert Your  
Zoom Calls into  
Sales.



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Linked



More Business

# In this chapter you will learn.

1. The psychology behind this strategy.
2. A 2 X Zoom Call strategy.
3. How to create the right impression.
4. Call strategy breakdown – Step X Step.
5. How to set up your 2<sup>nd</sup> Zoom Call.
6. How to structure your 2<sup>nd</sup> Zoom Call to generate a sale.

# The Psychology Behind this Strategy.

People do things in life for 2 reasons

To Avoid Pain  
and  
to Gain Pleasure.

Tony Robbins





# A 2 X Zoom Call Strategy.

Your (1<sup>st</sup>) Zoom Call with your prospect is

A casual 'Get to Know You Call'.

Your (2<sup>nd</sup>) Zoom Call with your prospect is

To offer 'Further Suggestions and How You Can Help Call'.



# Create the Right Impression.

Before Your Zoom Call.

Check Your Background

&

Dress Appropriately.



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# Your Zoom call Conversation.

Remember:

Keep the Conversation Casual

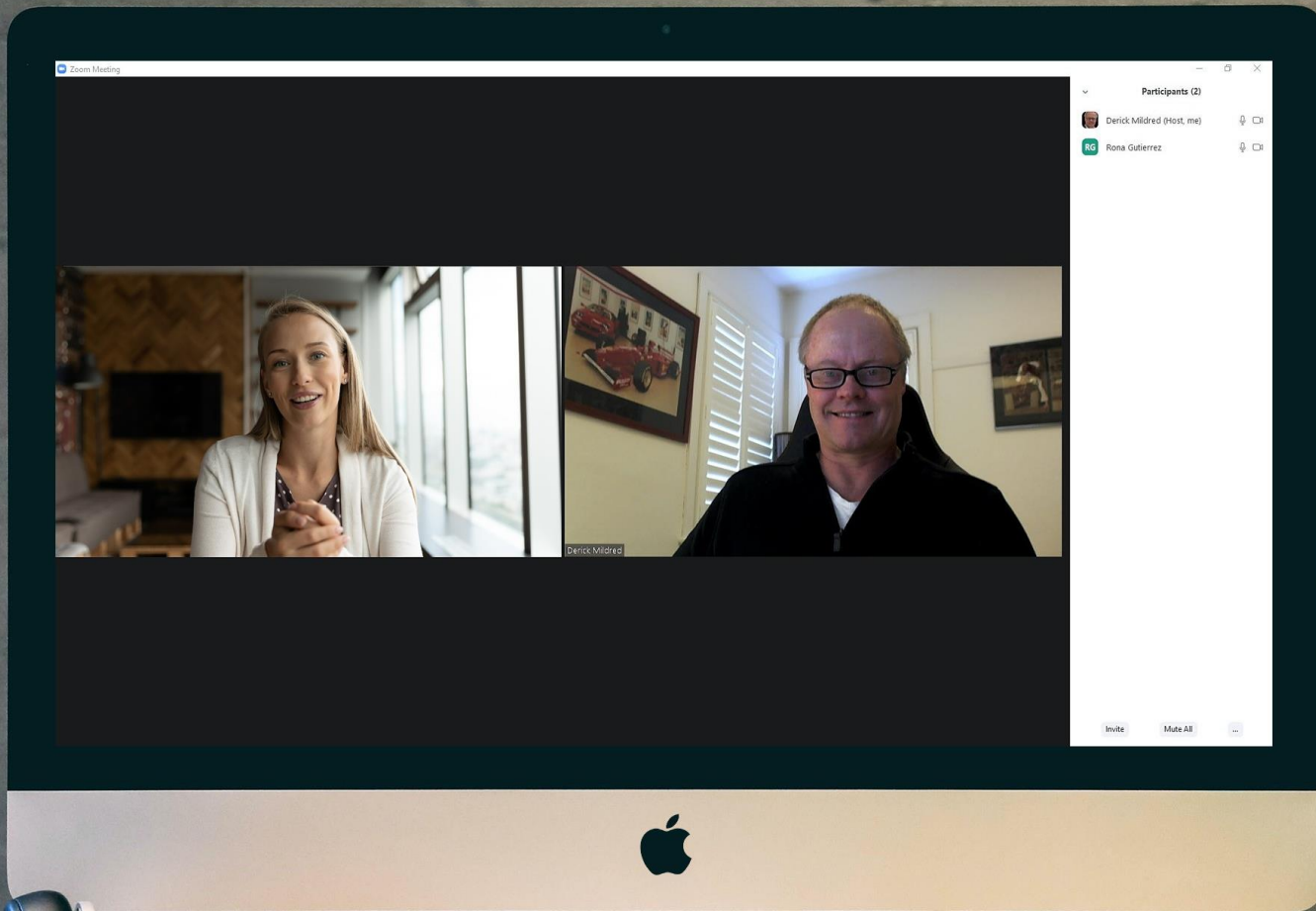
&

Do Not Sell.



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# Call Strategy Breakdown - Step X Step.

- 1) Fine tune your targeting to reach more of the right people who genuinely need your services.
- 2) Research your prospects and identify problem areas that are costing them \$\$\$.
- 3) Invite your prospects to join you on a Zoom Call.
- 4) During your Zoom Call,
  - Highlight to them 1 problem only.
  - Point out the effect that 1 problem can have on their business.
  - Show them how they can rectify that 1 problem themselves.
  - Point out a few other areas that they could be doing better.
- 5) Offer the opportunity to set up a 2<sup>nd</sup> Zoom Call to discuss further.
- 6) Set up your 2<sup>nd</sup> Zoom Call, just send them your Calendar link.
- 7) Structure your 2<sup>nd</sup> Zoom Call to generate the sale.



# 1. Fine Tune Your Targeting.

Target the right people who match your customer avatar, your target audience, your niche etc.

Make sure your prospect is suitable for your services and will genuinely benefit from them.

Do your homework and research, make sure you only target people you know you can work with, people who clearly have a need for your services, find out as much about their business as you can so you're certain that you can help them.

A little bit of research will save you from wasting time talking to people who are not a suitable prospect for you and your business, increase the numbers of appointments you get and the numbers of prospects who convert to clients as a result.

Also look for and make note of any mutual areas of interest.

PLEASE make sure you check their LinkedIn profile, check their website and other social media etc.



# 2.

## Research Your Prospects.

Research your prospects and identify a problem of theirs that you can mention, that is easily fixed by them.

- Do a Google search about them and about the challenges, problems and issues facing their industry,
- Check their website,
- Check their social media,
- Look for industry specific articles,
- Do some market research with others in the same industry. Ask about the biggest challenges or problems they may be facing.
- Develop your own solutions to those problems that you can offer.



# 3. Invite Prospects to Join You on a Zoom Call.

To Invite your prospects to join you on a Zoom call.

Apply the Chapter titled.

## Use Video to Generate Leads within 24 Hours.

These 2 strategies (Chapters) work well together.



# 4. During Your Zoom Call – part 1.

Identify a problem and provide a solution they can apply themselves.

Mention to them that you noticed (*Identify the problem to them in a nice way without any sales pitch, so just as part of your casual conversation with them*) then provide them with a quick and easy way to fix that very problem, show them how they can actually fix the problem themselves, No strings attached.

If you cannot find a problem, ask them

“What are the biggest challenges related to (Add their industry type) facing you or your business right now?”

Then provide them with a solution.

If possible, tell them a story about how a client of yours who experienced the same problem, applied your solution and the outcome your client achieved as a result!

This helps to build their know, like and trust factor in you!





# 4. During Your Zoom Call – part 2.

Point out other problems and show them what they could do better.

Usually where there is one problem, you will find even more!

This is where you can offer to set up another call, if they would like, to discuss more in depth how you can help them with the solutions you provide. (Do not pressure them). You're only looking for people you can work with who genuinely require your services.



# 5. Offer a 2<sup>nd</sup> Zoom Call.

Offer to Set Up Another Call.

“Why don’t we set up another call to talk further?”

I have several suggestions and more feedback that will help you.”

Point out to them the effects on their business of the problems you have already mentioned to them.

CTA: “Why don’t I send you my Calendar link so you can choose a time that works for you. Is that OK?”

Send them your Calendar link as part of a very short message.



# 6.

## Set Up Your 2<sup>nd</sup> Zoom Call.

To set up your 2<sup>nd</sup> Zoom Call send your prospect your calendar link.

Message example.

Hi *(Add their first name)*

A pleasure to talk to you today.

Here is my calendar link to set up another time and continue.

*(Add your Calendar link here.)*

If you cannot find a time that works for you, please let me know and I will see what other times I can make available.

Regards from

*(Add your name here)*



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# 7.

## During Your 2<sup>nd</sup> Zoom Call

During your 2<sup>nd</sup> Zoom Call you can casually discuss

- 1) The services you provide.
- 2) The results your services achieve for your clients.
- 3) Include some social proof and tell stories about what other clients have experienced.
- 4) The fees you would charge.
- 5) How your client can get started with you.
- 6) Remember your CTA (Call to Action, Close)
- 7) (Ask your prospect a 'Closing Question' and then IMPORTANTLY – DON'T SAY A WORD, WAIT until your prospect responds, what they say next will indicate your reply!).
- 8) Ask for a deposit to get started. (Make sure it's reasonable to them).
- 9) Charge the balance on completion.
- 10) Send your prospect details of how to pay their deposit and also your Contract etc and procedure or steps to move forward.





# The Level of Interest by Your Prospects.

Anybody in business who is open to discussing a collaboration, would not be on a call with you if they could not see a benefit to themselves and their business from talking to you.

The very fact they have selected a suitable time and booked a call with you demonstrates that an interest by them exists.

Starting the conversation with your prospect the right way is the key!

Don't over complicate it, keep it simple!!



# A Few Tips to Help You!

- 1) You don't have to work with every person who is a prospect. Don't put yourself in the position of working with everybody, including those 'challenging' clients, they are more stress and anxiety to you than what they are worth.

You know you're better than that, so treat yourself better than that.

Remember other prospects and clients will come along!

Be selective and only work with the people you're comfortable working with....

The more activity you do, the more people you speak to, the more of the right clients you will get to work with...

- 2) Whenever you message people, consider the objective of your message and stay on point. Don't elaborate...
- 3) Try to have a story or 2 of people similar to your prospects who benefited from your services that you can tell during your conversation.
- 4) Try to have social proof that clearly demonstrates that you are good at what you do and that you deliver on what you promise.





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# Tools to Use.

1) A Calendar appointment setting App or similar.

a. Calendly at <https://calendly.com/>

b. Sprintful at <https://sprintful.com/>

c. Vocus at <https://vocus.io/product/calendar>

d. Hubspot at <https://www.hubspot.com/products/sales/schedule-meeting>

2) Zoom at <https://zoom.us/>



# A Quick Re-Cap.

After this chapter you should understand more about

- 1) Check and prepare the background of your Zoom call to create a good impression.
- 2) A 2 X Zoom call strategy achieves higher conversion and more sales.
- 3) How to apply this strategy to your 2 X Zoom Calls.



# Your Objective.

Be patient, building the relationship with your prospects will help you to establish trust and rapport, to build on their Know, Like & Trust Factor in you!

You achieve this by having a casual conversation about their 2 most favourite topics, themselves and their business.

Help them with solutions to the problems they're facing!



Remember:

The Fastest Way to Achieving  
Results is to Apply.  
Just Get Started and Implement.



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Start by doing what's  
necessary; then do  
what's possible; and  
suddenly you are doing  
the impossible.

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Published by Results Formula.

6/18 Westbury St

East St Kilda

Victoria. 3183

Australia

Email: [contact@results-formula.com](mailto:contact@results-formula.com)

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