

# You're a Salesperson First.

Selling Fundamentals For A Flooded Marketplace

**JMVO**

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# You're a Salesperson First.

## Selling Fundamentals For A Flooded Marketplace

- Your Why
- Offensive vs. Defensive Prospecting
- Client Equity
- Basic Sales Process
- Hamburger vs. Steak

# The problem as I see it - Why I'm doing this

## Current State

Wasted Energy and Time in  
Rate Integrity Arguments

Complaining about  
opportunities, prospects and  
clients

“Know Your Worth”

Dependence on P2P/Agents

Emotion vs. Logic

## Context

It used to be different

The market doesn't care  
what you \*think\* you're  
worth

Peacetime Economy

Prod Skills

## It's up to you to

Amp up selling, marketing and  
diversification development.

Immerse yourself in constant  
learning. Marinate your mind in  
good stuff.

#BETHEMCENTRIC

Acknowledge it's \*always\*  
more about them (Your  
client/prospect) than it is about  
you.

# Challenges - Ask yourself...

**WHY**

**WHY DO I DO THIS?**

Simon Sinek

Gary Vee

Grant Cardone

Brad Lea

**HOW**

**HOW DO I WORK?**

Why my rate is what it is.

Also, why is this important to my prospect?

**WHEN**

**WHAT ARE MY GOALS?**

When do I want to reach them?

What are my prospect's/client's goals and when do they want to reach them?

DOMINANT

FOCUS

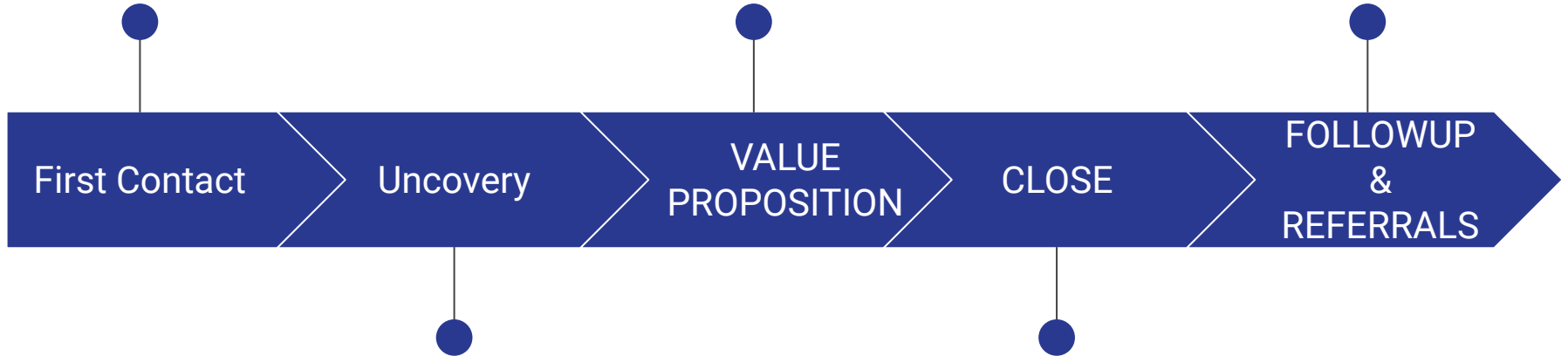
# EOS - Explanation of Services

1. **What I believe**
2. **Why I believe it**
3. **What I do because of it (so anyone can understand)**
4. **How I do it different (how you are unique and better)**
5. **Who I've helped**
6. **Call to action (invite to the next step)**

Client has a project, how much? FACETIME.

How you work and how it benefits them. JUSTIFY.

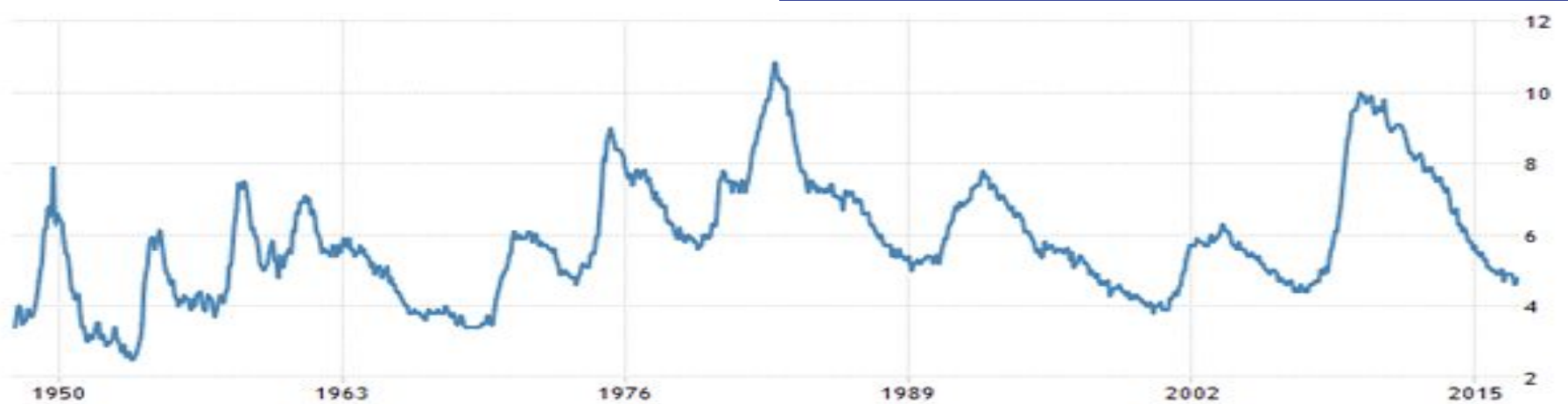
Who else do I need to help? EMBRACE.



What is the client looking to do? What's their project/budget? LISTEN.

I think it would make sense for me to be a part of your project. COMMIT.

# Client Equity



Treat Every One Like Your  
Income Depends On Them.



# HAMBURGER & STEAK



# CLIENTS