

Webinar #4 - Create a 180 Message, Part 1:

About 55% of what we communicate is through body language – 35% is tone and 10% is our words. Depending on your outreach mechanism, your effectiveness could be limited by as much as 90%.

Every time you send an email, LinkedIn invite, voicemail, or video – your prospect is instinctively assessing if interacting with you will harm or help them. Their past experiences and current biases shape their impression of you. This webinar will help you craft a message that disrupts your prospect's natural tendency to disqualify and resist. Learn how to construct outreach messages that avoid the common sales triggers your prospects have grown to reject.

1. Stats (what's happening right now)
2. Why prospects don't respond (harm or help)
3. Establish your intention
1. Outreach structure (beginning – middle – end)
2. How to meet your prospect where they are – Hemingway Editor
3. Embracing deflections
4. Key tactics