

**SOAR**

**SOAR**

The word "SOAR" is written in a large, bold, white sans-serif font. A white arrow starts from the bottom left, curves upwards and to the right, passing behind the letters "O", "A", and "R", and ending with its arrowhead pointing towards the top right corner of the frame.

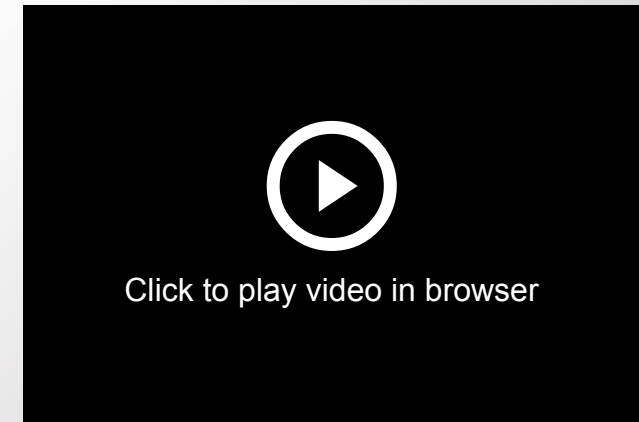
**SOAR SELLING™**

**HOW TO MAKE STRATEGIC CONTACT  
WITH A DECISION MAKER**

**[www.soarondemand.com](http://www.soarondemand.com)**

## SOAR SELLING™

- **Value Proposition** 3
- **Results:**
  - **Telephone** 4
  - **Email** 5
  - **LinkedIn** 6
- **SOAR On-Demand** 7
- **Training Agendas** 8 - 13
- **Clients** 14
- **Contact** 15



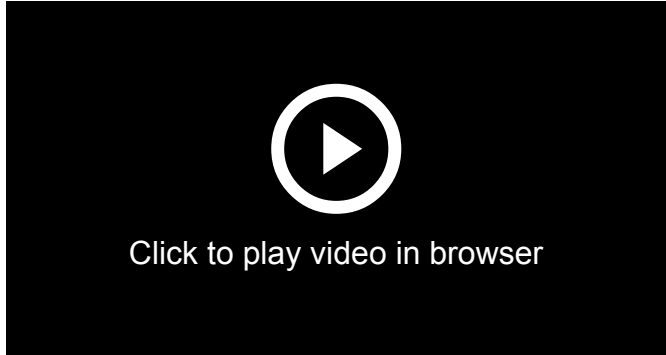
## HOW TO GET IN!!

Telephone  
LinkedIn  
Email



## ONCE YOU ARE IN Qualifying The Opportunity Recommending Your Solution Objections | Negotiating | Closing





**BTN+L**  
"By The Numbers  
+ Luck"



## TELEPHONE

**Contact Made**  
**Confirmed Next Steps**  
**Voicemail Call Backs**

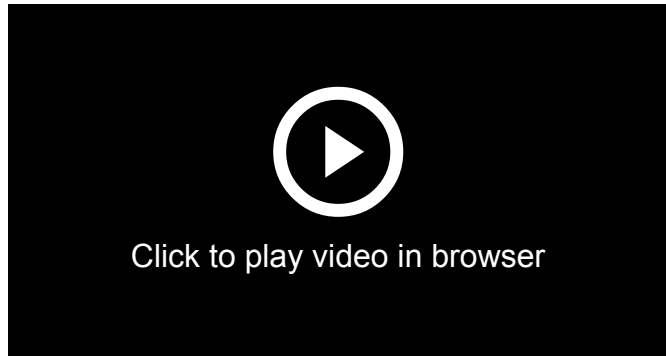
## Prior to SOAR

**12%**  
**17%**  
**2%**

## SOAR

**56%!**  
**39%!**  
**37%!**





## EMAIL

**OPEN RATES:**

**21.33%\***

**43%**

**CLICK-THRU  
RATES:**

**2.62%\***

**61%**  
(Video Msg)

\*

SOURCE: <https://mailchimp.com/en-ca/resources/email-marketing-benchmarks/>



Click to play video in browser



## LINKEDIN

### Connecting With A Decision Maker

(Connection Request – Not InMail)

### 1<sup>st</sup> Message Open Rate

(Video Msg)

## Prior to SOAR

N/A

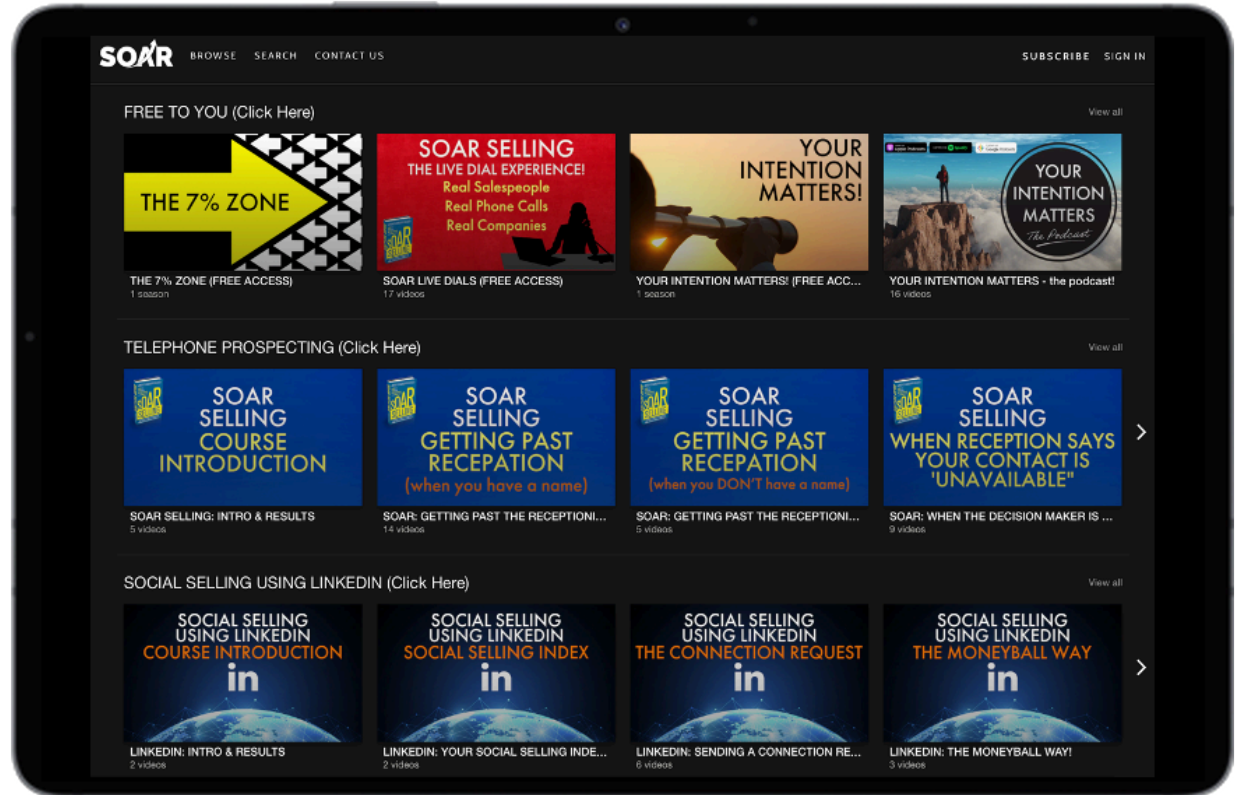
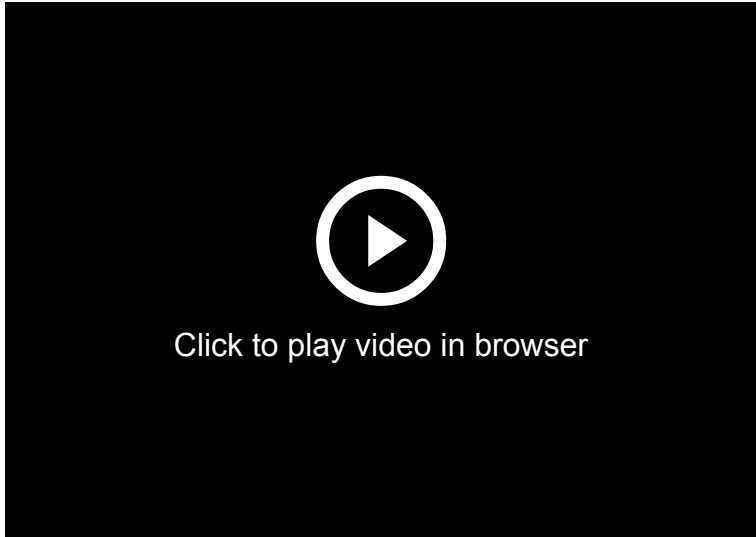
N/A

## SOAR

64% to 88%

68%





**Subscription: \$299.00 per Person**  
**24/7 Access**  
**12-Months**



## HOW TO MAKE STRATEGIC CONTACT BY TELEPHONE



Click to play video in browser

- **How To Ask For The Decision Maker with Confidence & Presence**
- **Overcome Receptionist Resistance**
  - **Who is Calling?**
  - **What's it Regarding?**
  - **Expecting Your Call? Etc.**
- **When Reception says the Decision Maker is:**
  - **"In A Meeting"**
  - **"Not In Today" | "Remote" Etc.**
- **Make Contact Despite Voicemail**
  - Receptionist | Automated System
  - Or Direct Line

**Length:** 90-Minutes  
**Investment:** \$2,500.00 USD  
**Participants:** Up to 50

## CREATING VALUE & OVERCOMING RESISTANCE



Click to play video in browser

- **The Power of The Executive Assistant**
- **How to Create a Value Statement**
  - **4 Key Components**
  - **2 Value Proposition Formulas**
- **When They Refer You To Someone Else In The Company**
- **How to Qualify a "Send Me Something" Request**
  - **Good Thing or Bad Thing?**
- **How To Leave An Effective Voicemail Message**

**Length:** 90-Minutes  
**Investment:** \$2,500.00 USD  
**Participants:** Up to 50





Click to play video in browser



Click to play video in browser

## **THE SOAR SELLING™ LIVE DIAL EXPERIENCE!**

- **Real Phone Calls!**
- **Made by Your Salespeople!**
- **Into Real Companies!**
- **Using SOAR!**

**Length:** 60-Minutes Each  
**Participants:** Up to 3 per Session  
**Investment:** \$600.00 each





Click to play video in browser

## **CLIENT-BASED THINKING VALUE PROPOSITIONS**

- **How Do I Impact My Client's Relationship With Their Own Client?**
  - **External: The Buyer**
  - **Internal: Their Employees**
- **Each Participant is offered, post-training, a 30-Minute Session with Paul to workshop the CBT concept within one of their specific client or prospect's business.**

<b>Length:</b>	<b>60-Minutes</b>
<b>Investment:</b>	<b>\$2,000.00 USD</b>
<b>Participants:</b>	<b>Up to 50</b>
<b>30-Min Session:</b>	<b>1-1 with Paul</b>



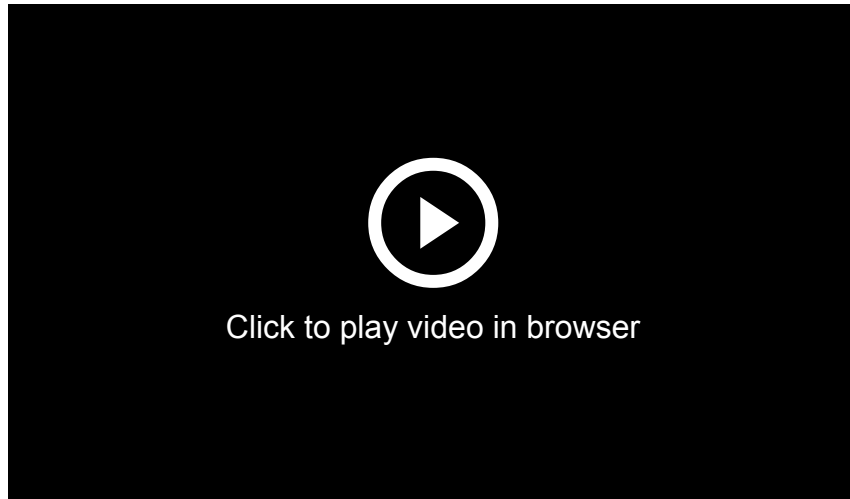
Click to play video in browser



## COMMUNICATING EFFECTIVELY USING EMAIL

- Key Components Required
- When Is The Best Time To Send An Email To A Prospect?
- Actual Email Examples To Use:
  - **NOTE: A Pre-Call With Leadership is Required To Review Existing Emails Being Used First**
- Why Use VIDEO!

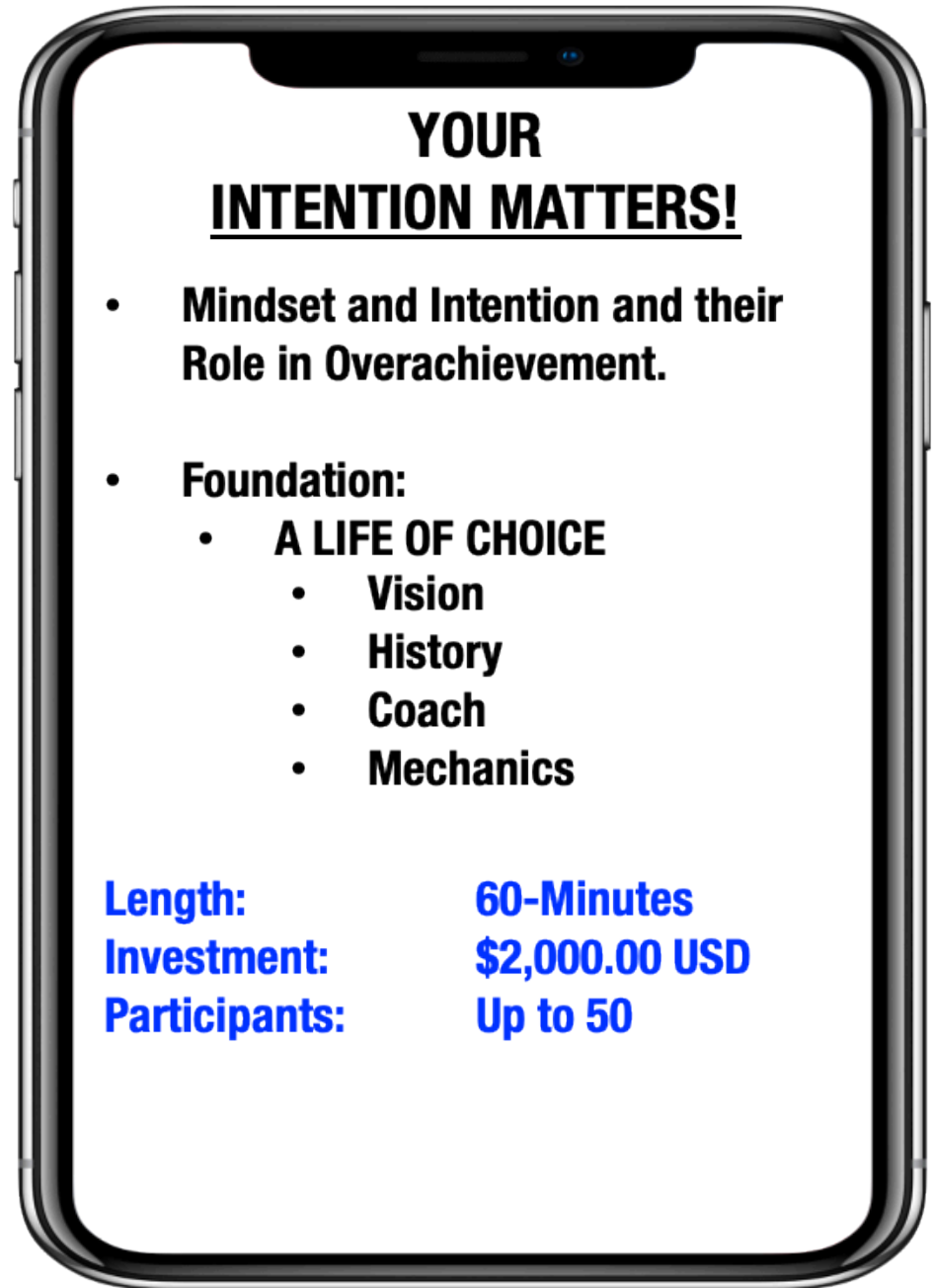
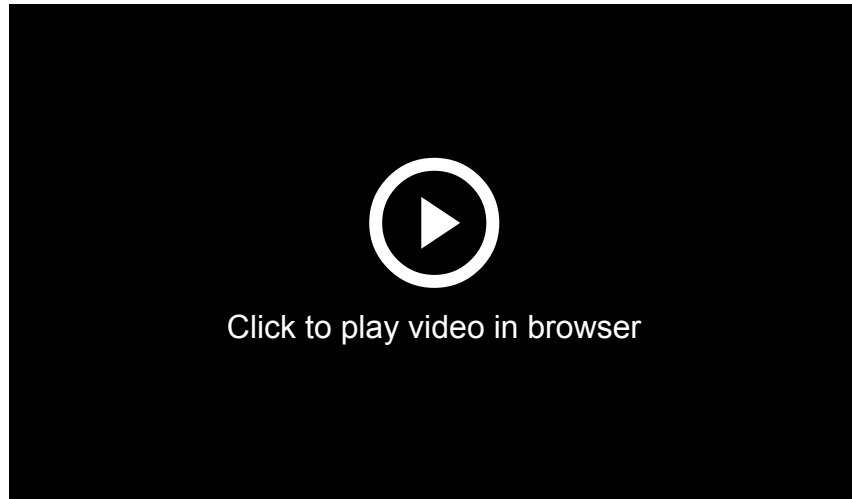
**Length:** 60-Minutes  
**Investment:** \$2,000.00 USD  
**Participants:** Up to 50



## **SOCIAL SELLING USING LINKEDIN**

- **Your LinkedIn Social Selling Index**
- **How To CONNECT With A Decision Maker**
  - **5 Different Personalized Options**
- **LinkedIn: The Moneyball Way**
  - **How To Increase Likes, Comments and Views When Posting via LinkedIn**
- **How To Use VIDEO Effectively**

**Length:** 60-Minutes  
**Investment:** \$2,000.00 USD  
**Participants:** Up to 50









Click to play video in browser

**Paul Madott | [paul@soarondemand.com](mailto:paul@soarondemand.com) | (647) 962-7201**

**Schedule a Call with Paul**

**<https://calendly.com/soartraining>**