

Want to Double your Income Without Working Harder?



Five Secrets for Converting More Prospects to Buyers

By Efe Ohwofasa - CEO Focus Guru Sales Coaching Academy



Client Testimonials

“My business has doubled over the pandemic and Efe has really helped me to find my dream clients. I am in a much happier and healthier place than I was before, and my anxiety and stress levels are almost non-existent! With Efe’s help, I have transformed my business and mindset through one of the toughest times. Thank you Efe!

Josie Mitchell

UK Business owner for over 3 years

“Efe is a well organised individual, very professional always result-oriented and tied to business purpose. What has been most valuable working with Efe is his Consciousness and ability to deliver predetermined result within agreed time?”

Ekpoto Emmanuel Training Coordinator/Chief Operating Officer. The Managemnet House Africa, Abuja, Nigeria

“Efe is a highly energetic and effective coach, trainer and speaker. He is passionate about helping small businesses market themselves effectively. He provides great advice and drives action through achievable steps. His inspirational style enables and motivates his clients to market themselves successfully, creating more leads, clients, sales and wealth”

Mark Kemish

Business Owner at K A Consultancy Ltd, UK

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About The Author



Efe Ohwafasa Coaches and Mentors Business Owners, Coaches, And Consultants With The Profitable Action Steps For Growing Their Income, Impact, And Influence Using Their Story And Message

Mission: Help 1,000,000 knowledge-based experts and business professionals grow their Impact and Income.

Efe Ohwofasa is a UK award-winning entrepreneur, business coach, and professional speaker. The President and CEO of Focus Guru, a premier business coaching and leadership development firm based in Bournemouth, United Kingdom, specializes in helping entrepreneurs and business leaders reach a new level of performance, productivity, and profitability.

Efe enjoys growing recognition as a force for good from his private and corporate clients

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Sales Professionals

Five Secrets for Converting More Prospects to Buyers

1. Welcome
2. Client Testimonials
3. About The Author
4. Intro
5. Clarify Your Direction
6. Grand Vision
7. Strategize Your Actions
8. Upgrade Your Skills
9. Optimize Your Environment
10. Master Your Psychology
11. Thoughts and Emotions
12. Special Bonus

What do the top sales professionals do better than anyone else? They convert more prospects into buyers.

Conversion. It's the holy grail of selling.

If you can double your current conversion rate, you will make twice the money for the exact same amount of time and effort. Does that seem impossible? Don't worry, it's easier than you think.

Read on to learn the 5 secrets to turning prospects into buyers. Apply these success secrets, and watch your income soar.

Ok, let's get started on your journey to success. First...

Clarify your Direction.

Alice: "Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where-" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"-so long as I get somewhere," Alice added as an explanation.

"Oh, you're sure to do that," said the Cat, "if you only walk long enough.""

This little bit of dialogue from [Alice in Wonderland](#) illustrates the importance of having clear outcomes. If you don't know exactly what you want to accomplish, it's unlikely that you'll achieve it.

That is why the visioning process is so important.

Your vision is the "big picture" of what you want to create. Dream big. Stretch. Don't allow yourself to settle for what you think you can have. Imagine exactly what you want, in detail. Make it juicy, so that it magnetically pulls you forward into your future. Make it so real that you can feel it, so that it will attract the circumstances and supports that will help you turn it from a dream into your reality.

Once you've clarified your big picture vision. It's time to break it down into specific, measureable outcomes (goals and milestones). It's a good idea to develop both long term and short-term goals.

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Based on your grand vision, write out your:

- 5 year goals
- 1 year goals
- Quarterly goals
- Monthly goals
- Weekly goals
- Daily goals

By incorporating the big picture view, you can be sure that your daily actions are congruent with your ultimate outcomes.

In selling, it's important to have specific outcomes for both lead generation and lead conversion, plus behavioral goals like number of contacts, etc.

And, by the way, it is important to write your goals down. This makes them real to you.

What makes for a good goal? Keep the acronym SMART in mind. Powerful goals are: Specific, Measurable, Achievable, Realistic and Time bound.

Specific

Set precise, unambiguous goals. For example, it is not enough to say that you want to convert more prospects, because if you convert even one more person, you have reached that vague goal. Set clear targets which then make it easy to satisfy the next requirement of a good goal.

Measurable

You have to have a way to know when you are making progress toward your goal and when you have reached your ultimate outcome, therefore there must be a way to measure your outcome. How will you know that you've achieved it?

Achievable

This means that the outcome must be something that you have the ability to control. Your goals must reflect things that you have the power to accomplish.

Realistic Your goal must also be realistic, which really means that it must be something that you can believe in. Now, this does not in any way contradict the idea of dreaming big. Let your vision be large and outrageous and a stretch for you. And let your

goals bring your vision down to earth. Break it into chunks that you can believe in. If your goal seems impossible to you, you will not be motivated to work toward it. (Note: Be careful not to get hooked into what other people think is realistic. Be governed by your inner guidance here.)

Time bound

Set a deadline for achievement of your goal. Otherwise, you may never get there. In order to reach your goals sooner rather than later, you need time boundaries. This is a good place to implement the previous principle – set realistic deadlines.

Approaching deadlines can spur you to greater action. Just be sure not to focus on the fact that you haven't reached your goal yet, because that will decrease your motivation and slow or halt your progress.

Once you've completed the visioning and goal setting process, it's time to...

Strategize Your Actions

Now that you know where you want to go, it's time to make a plan to get you there. Translate your goals into concrete action steps that you can take on a daily basis. Consistent action builds momentum and ultimately produces results. There are many ways to create your plan. Here's one suggestion to get you started:

The Three Phase Plan

Divide your outcome into three major phases. What will you accomplish in phase 1? How will you build on that in phase 2? What will the final phase entail? Next, list the all the necessary individual activities for each stage of your plan.

Once you've got your plan, the most important next step is this: Work your plan. Schedule activities in your calendar. Develop great work habits. Take consistent daily action in the direction of your dreams. And remember to track your results and continue to refine your plan over time.

Here's some sage advice from the King of Hearts: "Begin at the beginning and go on till you come to the end: then stop."

In selling, it is vitally important that you know your statistics, so that you can refine your methods and improve your conversion rate. Which brings us to the next key to success...

Upgrade Your Skills

Since many different skills are required to be a sales superstar, it is very likely that you will need to boost your proficiency in some of the important areas of expertise.

The first step in this process is to do an honest assessment of your current skill set. Take a look at what your strengths are, and areas that you need to improve. This self-evaluation is not meant to be an opportunity to beat yourself up; it's an opportunity to take an objective look at what you do well, and what you need to work on.

Once you've identified the gaps in your knowledge and skills, create a plan to upgrade your expertise to the level needed for success. The upper limit of your achievement will be determined by your weakest area. Small improvements in key competencies can dramatically increase your results.

Here's a list of selling success skill areas to consider when doing your needs analysis:

- Lead generation – It's important to have a steady stream of prospects to present your offer to.
- Appointment setting – Knowing how to get prospects to want to hear what you have to say is vital.
- Rapport building – It may be a cliché, but it's true, people buy from those they know, like, and trust. To increase your conversion, you must be able to make an authentic connection with your prospects.
- Needs assessment – You need to know how to ask great questions, so that you can learn exactly what the customer wants and needs.
- Presentation – It is important to be able to present your offer to prospects in a way that is appealing to them. You must speak their language and address the needs you uncovered in the needs assessment.
- Closing – To make a sale, you have to ask for it.
- Objection handling – Improving your skills in this area will multiply your results.
- Follow up – In many cases, it takes multiple contacts to make a sale. If you're not following up with prospects, you're leaving money on the table.

Now that you've got your vision, and your plan, and the expertise you need to implement your plan. The next important key to consider is this...

Optimize Your Environment

Your environment is a subtle but powerful influence on your ability to achieve success. If you set up a supportive environment, you increase your ability to succeed. If your environment is full of energy drains, there will be unnecessary obstacles in your path.

The important elements that make up your environment are:

The Physical

This includes your physical body - are you in good health, full of energy, or are you exhausted and run down?

Is your physical space conducive to productivity?

Ideally, you want an environment that is:

- Pleasant to be in
- Clean and clutter free
- Designed so you can work in it comfortably and without injury
- Free of distractions
- Equipped with all of the technology you need
- A comfortable temperature throughout the seasons
- Inspiring so you can think big and accomplish great things

The Mental

Be sure that all the influences that you allow into your mind are those that are motivating, uplifting, and will inspire you to greater and greater success. Take stock of the following:

What books are you reading? What movies do you watch? What do you watch on television? What do you listen to on the radio? What magazines do you read?

People

Whom do you associate with? Are your friends, family, and colleagues supportive of you, or are they dream stealers? Studies show that your income is an average of the incomes of the five people you spend the most time with. Choose your companions wisely.

Take stock of your current environment. Decide what you want to subtract from it to make it more productive for you. Decide what you want to add to it to bolster your achievements. Make sure you have all of the support that you need to

succeed. Do you have coaches, trainers, mentors, and mastermind partners? All those who have achieved great success have had an excellent support team in place. This is true of top athletes as well as captains of industry. If you want to be successful, do what successful people have done.

Once you've crafted your compelling vision, set your goals, made your plans, upgraded your skills, and created a supportive environment, it's time to:

Master Your Psychology

This key may well be the most important and most overlooked component of your success. The grandest vision and clearest plan will not do you any good unless you implement them. What stops most people from reaching their goals is an internal system of self-sabotage. Most of us have at least some limiting beliefs and feelings that keep us from reaching the pinnacle of success.

Consider this: your thoughts generate your feelings, your feelings drive your actions, and your actions determine your results. So there is a direct connection between what is going on inside you and your outcomes. Therefore it is well worth your time and effort to master your psychology.

Beliefs

Your ability to be a top seller ultimately hinges on your beliefs about sales, money, wealth and success. It is worthwhile to take some time to examine your beliefs about yourself, others and the world:

- Do you believe that you have the ability to be a sales superstar or do you doubt yourself?
- Do you believe in the product or service you are selling?
- Do you believe you deserve to be successful?
- Do you believe that it is good to be wealthy, or do you have some negative ideas about money and wealthy people?
- Do you think that you have to struggle to be successful, and that success is for the few lucky ones?
- Do you believe that you can get the help you need, or do you think that you have to go it alone?

If your beliefs are disempowering, you will not be able to create the results that you want because you'll unconsciously find ways to sabotage your progress. In order to convert the maximum possible number of prospects, your beliefs must be in harmony with your stated desires.

Thoughts

Are your thoughts largely negative or positive? What you focus on expands, so if you're thinking mostly negative thoughts, you are drawing unwanted outcomes into your life. How can you tell if your thoughts are positive or negative without driving yourself crazy trying to monitor what you are thinking? Since your thoughts create your emotions, your feelings are a guide to the content of your thoughts. Good feelings reflect positive thoughts. If you are feeling bad, it means that your thoughts are turned in a negative direction. The good news is that you have total control over your thoughts. So, in any given moment, reach for a thought that feels better.

Emotions

Positive emotions drive you toward success while painful ones hold you back. Fear is especially limiting. Do you fear success? Do you fear failure? Do you fear rejection? Are you stuck in your comfort zones?

How do you respond to challenges and setbacks? Do they inspire you to find ways to conquer them, or do they make you want to quit?

Do you beat yourself up when things don't turn out the way you want them to, or do you use failures as the feedback needed to adjust your course?

Are you willing to try again when faced with failure, or do you just give up?

Notice your patterns, and work on changing the ones that don't serve you.

The good news is that there are many, many ways for you to overcome self imposed limitations.

Here is a partial list of very effective transformational techniques:

- The Work by Byron Katie
- Emotional Freedom Techniques (Tapping)
- Hypnosis
- Neuro Linguistic Programming
- Affirmations
- Living the Questions by Howard Cushnir

Choose the method that best fits with your personality, and set yourself free to achieve all the success that is your birthright.

Now that you know the 5 keys to maximizing your conversion, use them in your work and your life every day. Remember this: if you do what needs to be done, you will, in the fullness of time, achieve the results you want. Stay focused on success for as long as it takes. Keep moving in the direction of your dreams.



Special Bonus

**FREE EXCLUSIVE 45 MINUTES
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