Before we talk about scaling the business, the first question that any entrepreneur should ask themselves ,is why do they want to scale? Because sometimes they think, if I want to make more money, I need to scale, well maybe not be the case. Because I do know companies, they make tens of millions of dollars, a friend of mine, who has company, that makes over $50 million a year, yet, their net is less than, like 100k a year, right? So bigger is not always better, better is better. So the point is scale, of course, is to make more profit. But not every business is meant to scale. And it depends on the entrepreneur’s goal. to see his goal. Sometimes as an entrepreneur, maybe your goal is just to have a lifestyle business, right? Have a laptop lifestyle, Hey, you know what I just want to make a couple 100k a year. I wanna be able to travel, I want to be a lifestyle entrepreneur, then don't scale. If That's all you want. Right? So if it is what you want, then you need to consider I'm scaling for what purpose? Why am I doing it, if you just do it, for the sake of ,I wanna make more money, I don't think that's a good enough reason to scale. If you want to scale because you know what, I need to have more capital. So I can have better infrastructure, I can reach more people, I can serve more people, or I need to scale to in order to, to invest in better technology. So to turn, whatever I do, take it to the next step. I think those are all good reasons to scale. But just scaling for the sake of scaling, I think that's a wrong focus. That's a mistake. So in order to scale, I think the first thing they need to look for is there needs to be margin in order to scale. Right. So if the example I gave, if the business making 50 million, that's a lot of money, and making 100k net a year. So if you double that to 100 million, great, now they're making 200k a year, that is not so good. And in order to get to that next level, how many more employees they need to hire, maybe they need a new office, they need more equipment, or whatever it is. So the margin has to be there in order to to scale. Now, if, let's say you are selling a $20 product, cause most of businesses they only have, they’re what I call one product pony, they've only got one product. Let’s say , pretend you have a product, you're selling it for $30. Okay, and your cost is, let's say, five bucks, you're making $25 profit per unit. Well, to scale, say, on, let's say, pretend, an online business, or some kind of product you sell through e commerce, the most that you could invest to acquire a customer is 25 dollars, because that's your profit margin. So if you think about each sale that you make, you can spend no more than $25 to acquire a customer, because five $is your cost, then you could only go to so many channels or utilize so many ways to acquire that particular customer. Versus, on the other hand, and especially if you ‘ve only get one product, meaning they buy it once and they don't have to buy again, that means you have to constantly market and get new people all the time. Now, let's take a look at a different scenario. Let's say you've got not one product, but you've got a product line, or you've got what I called different back end products, that you sell to the same customer. Let's say you selling low ticket, you're selling high ticket, and that's why I like high-ticker right, you're selling a a $2,000 product, and then you sell them another $5,000 product and then sell them another $10,000 product or program. So in that case, let's say , on average, your annual value of a customer is instead of being $25 one time, but it's $10,000. Okay, so ou have a percentage of the customers that will buy the $2,000 program then buy the 5000$.they buy $10,000 product, hypothetically, let's say, that's the case. Now, it's a very different game. Instead of you could only spend $25, to acquire customer not to spend $500 $1,000 2000, or $5,000 depends on the lifetime value of the customer. maybe if my lifetime value, meaning they stay with me 235 610 years, hypothetically, that first year I could spend up to let's say even 5,6,8 $10,000 that gives me an edge over someone who only spent $25. See when it comes to marketing, cause most entrepreneurs, business owners, they when it comes to marketing, they want to go on the cheap. How can I spend the least amount of money to acquire the customer? That kind of thinking ,that kind of mentality, you will never be able to scale? In order to scale, the question to ask is not how can I spend the least ,the question to ask is how can I outspend everybody else? how can I spend my competitors,if my competitors can only spend $200 to acquire a customer, and I can spend $2000, I could go to so many more channels, I could do so many more things, I can test so many different traffic sources. in order to scale. That gives me way more options. And that's how we can scale fast, I can go through, I can use this channel, I can use this channel, I can use this platform, I can do offline, when my competitor can not afford to go offline,do any kind of offline marketing, I could, cause the lifetime value of my customer is high. Assuming that you've got your offers, you've got your product line, and assuming let's say you're selling high ticket, and you've got your marketing down, and you've got your traffic sources, maybe you're running ads on Facebook, maybe you're running ads on Instagram, maybe you are running ad on Google. whatever how many different ways , you're bringing in the leads, right? What happens is, let's say you're bringing a lot of leads, your next bottleneck would be closers. Where do you find enough closers to be on the phone, because when it comes to high ticket, anything that costs, say, more than 2,3,4 $5,000, it's very difficult to sell that just on a web page or through a video, you need someone to get on the phone one-on-one and close that particular prospect. In order to do that you need people. So where do you find those closers. So in my case, within what we do at my organization, is, we have now probably close to 100 closers, closing our own program and product, right, that's how we are able to scale quick, because we have the power, right? The people the closest , to be able to close on the phone and ticket much, much faster, much, much further. And most entrepreneurs is when they do the marketing and they’re scaling the marketing, then they are like, my God, I need some closers. And trying to bring on one person, and it doesn't quite work. And then just try to bring another person, it doesn't quite, get another sales people, it doesn't quite work, they might try to run an ad and it doesn't quite work. And then they find they find someone that works. But then that person ,you filled up his or her appointment books so fast. And now they gotta now spend other month to find another person to scale, versus already have access to so many closers. So you need closers before you even scale, right, so that when you're in the position to ramp up your marketing, you're good to go, versus,you try to ramp up your marketing, you've got to slow it down, because you don't have enough people to handle the leads. And every single time you do that, that delay, that time that delay, that's what's preventing you from scaling to the next level. So let's say you have a Facebook ad that's working, that's like great a webinar, that's working, that's, that's producing leads, but because you don't have enough people to follow up on those leads, you have to, lower the budget, or you have to pause the app, that's the worst, right? When you’ve got something that’s working. And then now you gotta go find that person. It's like you have so many leads coming in, you can't handle their business. So you got to look at two aspects. One is the lead flow. The second is your fulfillment. So in order to scale, if the fulfillment aspect where if you are selling something like a, something that takes a long time to make, then it's gonna be,let say, a sofa or something right, it's gonna be difficult to scale. because they say it is handmade, whatever, it's just difficult. versus if you're selling a software, doesn't matter if I sell one doesn't matter if I sell 500 doesn't matter if I sell 50,000 I can scale just like that, yes, I need more customer support, and I need more infra structure correct. But the product itself,it is basically infinite. That aspect of fulfillment,it is easier to scale.

 So you look at it that that will lead flow closers and then your fulfillment, assuming you've got the fulfillment done, and that's okay. And you can you can, you can serve a lot of people doing the same thing. Then it's just in terms of traffic source, and then in terms of closers. So you want to find closers when you don't need closers. You don't need to find closes when you need closes like yesterday, that's not good. And the biggest problem is this, you are not going to find the sales people that you want this traditional way, because I've tried, right? If you want to find sales people, when we go to any of these sites, right, any of these cracks lives or whatever, you're running an ad, hey, I'm looking for salespeople. The problem is any good sales people that are looking for a job and like the salespeople, if they're good salespeople, they won't be looking for a job. There's any good salespeople, they're already making good money and making good commissions. They're not looking for jobs. That's number one. Number two, if you hire a salesperson very often and I tried this before myself, that I paid them some kind of a base, right and then I pay him some kind of bonus. They can close because any good sales people it's like a hunter The people you kill, yet if you give them a base, you give them all of that, that they are not hungry. Right. And most salespeople, they want to see if they although they're supposed to be salespeople, they're supposed to be hunters, but they want the security and they can close, they become a typical, like a salaried person within a company. And then they're not motivated to bring in sales. So I believe a good closer needs to be commissioned based. The more the more they close, the more sell they make, the more money they make. That's how they should, they should there's no schedule, the sky's the limit, they can make as much money as you as they want, they can sell or they can able to sell higher price point high ticket. Awesome, right? So you're not going to find those salespeople traditionally, just won't. Right. And another thing is, if there's a you do find a superstar, which it also happened to me, you do find a superstar, and that salesperson is producing a lot of sales. That salesperson becomes your Rainmaker. Let's say your whatever you are doing a million a year, and that sales person brings in three 400k worth of revenue when a company, well, what happens is the salesperson would then either become greedy, and say one more, or they will jump ship. And then they'll go work for someone or your competitor, maybe that would pay them a higher commission. And that happens too. So you want always want to have more than one closer, even though you might just need one to scale, but you kind of want to have multiple, so that if one leaves, you're okay, you're fine. We have 100 coaches working with us. It doesn't, it doesn't really matter. If one doesn't work, we have 99, to replace that with so many sales trainers out there. And there's so many experts teaching sales, and most of them are very, very good, right? I just happened to specialize in one area of sales right there, which is high ticket closing high ticket sales. If you want to learn cold calling, I'm not the guy to learn from there plenty of people who are better at cold calling them than I do, right? I teach a little bit of cold calling to my students. But that's not what I specialize in. I specialize in selling premium products and services to players with money. Right? So that's what I do. And when it comes to my methodology, so he works very well in my area. That's, that's what I do. And when you find closers, how do you know they're good truth is you won't know until

Unknown Speaker 12:33

you give them an opportunity. However, if you know that they have gone through some type of training, or you can roleplay with them and see, Hey, you know what, roleplay with? I am I just got a product sell to me, right? Sell me my program. I want to see how you talk to my prospect. Give them different objections and see how they handle those objections. How they ask questions, do they sound very, like a typical salesperson, because one of the things you have to consider is, is not just the closing sales and written sales for you. That's one thing. However, another thing you must pay very close attention is for those cells that they don't make other person off the customers. Are they winning your reputation, right, you don't want your best customer, especially selling high ticket, get off

Unknown Speaker 13:20

the phone with one of your closers. And they feel like oh my god, I can't believe I just talked to just

Unknown Speaker 13:26

like slimy

Unknown Speaker 13:26

salesperson tried to twist my arm forced me to buy this and suddenly now the salesperson is ruining the reputation and relationship with the customers without you knowing. So whoever the closer that's causing for you, you need to have that talk with them. Okay? This is what is your philosophy? Are you about? You know what, I want you to get as much money as you could close as many people as you could I don't care, like kind of wolf of Wallstreet kind of angle, right? Just get the money? Or are you the kind of CO entrepreneur and say, hey, I want you to offer my service, my solution to the customer is always a good fit. If it's not a good fit, it's okay. Don't really do, like forced them.

Unknown Speaker 14:08

I don't want them to get off the phone feeling that they need a shower, right? I don't want them to get a phone and never want to give

Unknown Speaker 14:13

a month again. Right now you just you burned that relationship. So what is your personal philosophy? That's very key. Right? So in terms of what I do when, when people call me to kingdom, high ticket sales, not necessary because I'm the greatest closer to ever walk on this planet Earth? No. One, it's a king without the kingdom. Right? And once a kingdom without people. So I'm called the king of high ticket sales. Not because just my skill is because I have access to high ticket closers than any more access than anyone else in the world. More influence to high tech goes to anyone else in the world. That's what makes the kingdom that important. Mix. The king. That's the difference. If you have got a funnel, you've got a quality product or service. And that's high ticket and you'd be looking for closers. I have access to closers. So you can book a time with one of my leaders, who manages all my closers to see if there's a good fit. And to see if I closers that would understand your offer, maybe have a little bit of experience in terms of closing the door industry, I'm more than happy to make that recommendation, there's no charge. Because that's how I worked at all my calls at work. They don't get paid until they close a sale, right? So I'm more than happy to make the introduction. And that's what we do. Because the I believe when you're working with a client, when you're working with a company, CEO and influencer, it should be their relationships should be, the more successful that you are, the more successful that closers are right. That's what I want to do. I want to provide opportunities, earning opportunities, good potential programs for my closers to close. That's what we do. That's what drives me. So if you've got something like that, more than happy to spend the time to talk to one of our leaders and see how we can help, in order to scale, we need to think of a triangle do three things. Three things. You need scalable offer, which is an offer that you can deliver to massive amount of people without more infrastructure, right. A scalable offer, maybe as a software of beads, is a digital product is something that doesn't matter. If you sell to one person or 10,000 people, your work is essentially the same. You just kill them off. And then you need to consistently I don't care how you get it. It could be through social media, through Facebook, YouTube, Instagram, however you want to do it, pay per click, or an infomercial doesn't matter, but consistent lead flow, and then you need closers that can cross. Yeah, those three things you can skip. You need all those three things, but you need to have to offer doubt in you need to have your traffic source or lead flow dialed in. Then this every time every single time you add a new closer, he adds an other 100 200 300 $400,000 your revenue. Just keep adding that and you take a lot of profit we invest back to that the source, so skill and so you get more leads, and then you hire more closers. Again more recent hire more closers before you know what you've got a pretty pretty decent size.

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