



VCS.SOLUTIONS: SALES SYSTEM DEVELOPMENT

Who You Are

You are a rapidly-growing entrepreneur who has established a successful brand and marketing funnel, but you're feeling a bottleneck in your current sales process. You know that in order to scale to the next level you need to streamline your sales system and bring on sales support, but your attempts to do so have not been as profitable as you would like.

What You Need

You want to turn your sales process into a sales machine, so that you can increase your value per lead, generate more consistent revenue, and increase customer satisfaction while decreasing the time and effort you spend closing each deal. You have so much already on your plate and you would love to let someone else close your high-end deals if you could find someone you could trust to do it as well (or better!) than you.

How We Can Help

Our company has recruited, hired, trained and managed "in-house" sales teams for dozens of entrepreneurs scaling their company from the \$1M to the \$5M mark. We guarantee a 100% ROI within the first 12 months of working with our company, but typically achieve 300% ROI or higher within the first six months of establishing a full-time sales team.

The benefit of having a dedicated team of commission-based sales professionals who are nurturing your leads all day, every day, and closing your highest-ticket programs while you focus your attention on the aspects of your business that you love and fill your bucket is undeniable.

However, we've discovered that you need three things to sustain a full-service sales team:

1. Mature Marketing Funnel – you need to be consistently generating hundreds of sales conversations (i.e. phone numbers) each month;
2. High-Profit Margins – a commissioned based sales team needs to high-ticket services, programs or packages that require low costs to fulfill; and
3. Scalable Infrastructure – the internal organizational setup to fulfill a massive increase in orders without sacrificing the customer service you're known for.

In order to get you to that point in your marketing, positioning, and operations we have developed a twelve month program to share with you the best practices we've learned from the masters in the industry, giving you the personalized strategy, actionable step-by-step plans, and the proven management tools we've developed for dozens of other "big-name" entrepreneurs so that you will have exactly what you need to turn your business into an effortless profit-generator.



1. **Clarify Each Offer:** Ensure all low-end and high-end offers are distinctive and compelling
2. **Premium Positioning:** Craft coherent messaging from first point of contact through the high-end close to ensure you are the recognized market leader in your category
3. **Amplify Marketing:** Identify where best clients are coming from and increase lead generation from those marketing efforts
4. **Optimize Sales Funnel:** Develop a predictable path to upsell for all new leads
5. **Develop Proven Scripting:** Master your personal sales process and document what works into customized sales scripts and templates
6. **Recruit Right-Fit Employees:** Hire sales person(s) with proper compensation plan to ensure maximum ROI and long-term retention of the best team members
7. **Systematize the Process:** Ensure every person on the sales team has the checklists and training to perform at their highest level
8. **Automate Management:** Structure accountability and coaching for long-term success

THE PLAN

Marketing Magnification

The most important ingredient for a sales team's success is consistent generation of qualified leads. We want to make sure you are **collecting at least 100 leads each month** to sustain a sales team member's efforts.

We start with market research, interviewing past high-end clients to identify best lead generating sources and creating an attractive scalable offer to **collect their phone numbers**.

This market research will also allow us to update your offers to make sure that you are charging top-dollar for each of your programs or services. We will show you how even slight changes in wording can position you as the leader in your industry and allow you to **significantly increase your prices** overnight.

Sales Funnel Optimization

We will make sure that all of your marketing efforts are aligned in such a way that we will only **attract your best and most qualified clients**.

We will review your current sales funnel to see what happens at each step in the nurturing process and create flowchart of updated sales funnel that will ensure every lead receives optimal sales experience.

We will make sure that each step in your funnel is attracting, engaging, educating and qualifying your prospects so that you are **only getting on the phone with your ideal target clients**.



Sales Process Systemization

Once your sales funnel is in place and converting leads into low-end sales, we will know that they are ready for a sales call. We want to create the culture and infrastructure to support long-term scaling. by optimizing existing operating procedures and training documents and compiling that information into an easy-to-use training program for **easy and effective on-boarding of a quality sales person.**

Recruitment and Hiring

Depending on your level of growth, you may be ready to bring on sales support. Hiring the right individual will either make or break your sales process. Together, we will develop a job description and compensation plan to **attract and retain high-caliber sales professionals who are in line with your brand and values.**

We will review different compensation models and discuss how to connect personal goals to professional results. We will walk you through our entire recruitment process, including emails, job descriptions, and interview scripts as well as an outline of best practices for compensation plans and on-going management so you make sure that your sales team produces **incredible sales results with almost no management hassle.**

If recruiting a salesperson feels a little intimidating, we do offer head-hunting services and only charge you when you **find your “Right Fit” employee.**

Script Development

If you are already using a sales script, we will review and update for high-end strategy sessions including prospect pre-screening, what questions to ask when, what to include to make the offer maximally attractive, and optimal price points and payment plans to ensure you and your team are consistently **converting at least 33% of all sales conversations** (typically, we can increase that to 50% or higher).

We offer a group training for the new script to make sure your whole office understands the new process and verbiage. We will also listen and critique up to three recorded calls to **improve conversion rates.**

Sales Training

Onboarding and training are crucial for ensuring long-term success of your new sales team members. To this end, we are including two licenses for our proprietary Sales Training Program, Virtual Coaching Sales’ Academy of Influence™ (retail price of \$997 per user), which includes:

- 8 weeks of Mindset and Skills Development Curriculum
- 8 weekly live Q&A calls with Caitlin and Faculty Advisors
- StrengthsFinder and Fascination Profile Assessments for each user



We give you access to our training manual, videos, and call recordings to create an effective and easy-to-use system for on-boarding and training so that your sales person can **sell successfully from Day One**.

Management Consulting

You have successfully built your company by focusing on your areas of expertise, and it may feel a little intimidating to think of hiring and managing a sales team. Thankfully, building and managing sales teams for optimal performance is OUR area of expertise and we will give you the tools, training and guidance you need to **be a confident leader**.

Make sure that you are setting YOURSELF up for success by putting accountability and review procedures in place from the moment of hire so that you **only spend two hours a week managing your sales team**.

Personal Coaching

We will be covering all of these areas and more in our biweekly private coaching calls. We will work with you personally to ensure you are overseeing the high-level infrastructure – helping you to **work ON your business instead of IN it**.

These calls are designed to give you personalized time and attention, allowing you to draw from the wealth of experience we've gained over the years so can you **immediately implement the best practices in the industry for faster and more profitable results**.

DELIVERABLES:

1. Bi-weekly 1:1 coaching sessions with Caitlin Cogan Doemner or VCS Executive Leadership Team
2. Sales interview script to Interview past high-end clients for exact understanding of their main motivators and purchase drivers
3. "How to Structure Your High-End Offer" White Paper
4. Review of current sales funnel
5. Flowchart of new sales funnel
6. Recommended compensation models and goals-alignment to maintain morale and motivation
7. Checklist of our entire recruitment process, including emails, job descriptions, and interview scripts
8. Sample Job Description and Email templates to attract ideal job candidates
9. Interview scripts for first and final interviews
10. Copy of VCS' Non-Disclosure Agreement and Welcome Letter for new hires
11. Outline of best practices for metrics tracking and on-going management
12. Critical review of existing operating procedures and training documents
13. 50-page "fill-in-the-blank" training manual and sample training video



14. Qualification Script to scheduling consults
15. Homework Template to send before the closing call
16. Closing Script for converting consults at 33 – 60%
17. Two Academy of Influence™ licenses for yourself and your new hire
18. List of suggested technological resources for giving your team what they need for almost no capital expense
19. Sales metrics spreadsheets, with the important KPIs and an explanation of benchmarking and what each metric means to your marketing & sales funnels
20. Templates for daily reporting
21. Agendas for your weekly team and individual coaching calls
22. One group sales training call to train on new scripts with role playing
23. Review of up to three recorded sales calls with team members on a recorded line
24. Licenses for you and all team members to VCS.Solutions – our proprietary software that manages every step in the sales pipeline

INVESTMENT:

\$2,500 SETUP + ELEVEN MONTHLY PAYMENTS OF \$1000

OUR “DOUBLE-YOUR-MONEY-BACK” GUARANTEE

Industry leaders request us by name because of our unequivocal commitment to results. Assuming you do what we tell you to do, we guarantee you will generate a 100% ROI on your investment in 12 months or we will continue to mentor you until you do!

Is this right for you? Let's find out!

Schedule your Discovery Session now:

<https://virtualcoachingsales.youcanbook.me/>



CURRENT AND PAST CLIENTS



Fabienne and Derek Fredrickson, ClientAttraction.com

“Before aligning with Virtual Coaching Sales, we at The Client Attraction Business School™ had been leaving many, many potential students un-served. There was simply no one on our Team qualified to handle the sheer volume of connection calls required to help those who had expressed interest in working with us. Enter Caitlin Doemner and her

unmatched expertise in helping us brilliantly recruit and train talented, loving appointment setters and enrollment coaches. These sales-trained individuals have since become a seamless extension of our brand and have helped us dramatically grow our student body.

We are thrilled with the outcome and wholeheartedly recommend Caitlin and VCS. If you have an established coaching business, a well-oiled marketing funnel and are ready to scale your business with a professional in-house sales team, then VCS is the company you want to align with to go to the next level.”

– Fabienne Fredrickson



Ali Brown, Ali International, LLC

We recruited, hired, and trained Ali’s sales team. In the first 3 months, we achieved a **247% ROI for her**; at the end of seven months, when they were ready to internalize the team, **Ali had made her investment with our company back 10 times over.**



Dean Jackson, ILoveMarketing.com

Our Facebook marketing strategy reached a **2,670% ROI** net 30. Dean proudly pointed out that “as of 11:19pm, we have 82 opt ins for \$81.90 — you’ve cracked the equivalent of the opt-in 4-minute mile!”



Christine Kane, UplevelYou.com

We recruited, hired, trained and managed her sales team. **In our first three months, we achieved a 380% ROI for her organization.**



Margaret M. Lynch, bestselling author of Tapping Into Wealth
We started as her event support sales team, adding \$276,000 in post-event sales revenue. We have since built her full-time in-house sales team and are **averaging 200% ROIs on a monthly basis.**

“Virtual Coaching Sales found me at just the right time that I really needed somebody to help me up my sales, and MAN did they do it! They came in as a storm -- they understood my business, who I am, and message... Understood everything about my offer that was happening at my live event and they just knocked it out of the park. If you think adding \$220,000 to my bottom line is “increasing sales” then yeah -- they knocked it out of the park.

But they also engaged the people that are my perfect customers, that are my best clients, my TRIBE -- they engaged them in a way that was so appealing and made those people feel so loved and so warm -- they couldn’t even tell there was a sales process going on! And so I walked away with my best customers on the planet feeling more loved and more supported by my coaches because of what Caitlin and Nate did as part of their whole process of bringing in more sales.

I thought I was getting a sales team to grow my bottom line, and I got so much more. I cannot possibly endorse or recommend them enough! If you are lucky enough to find your way to VCS, hire them!

And the crazy thing is that your people, your tribe, your best customers will LOVE YOU for it. It’s such a cool Win-Win-Win-Win. Thank you!”

-- Margaret M. Lynch
Bestselling author of “Tapping into Wealth”