

# The EXPERT SELLING RPM FRAMEWORK

REPEATABLE, PREDICTABLE, MEASURABLE CLIENT ACQUISITION SYSTEM

**MINDSET ALIGNMENT** [Address The Overwhelm, Impostor Syndrome, Limiting Beliefs, Fear, Create Your Character, Daily Routines, Habit Shifting]

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**LINKEDIN LINCHPIN METHOD** [Video Messaging (Incoming, Quick Wins & Steady Leads), Engagement (Like, Comment, Share), Sales Navigator - Lead Lists & Sales Triggers]

▶ WATCH VIDEO



WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?	WHAT SHOULD YOU DO?
Clearly define your ONE Audience, ONE Offer & ONE Message to stand out from your competition with proven results and a unique method to attract your perfect clients!	Revamp your LinkedIn profile to attract your ideal future clients, refine your target audience, send video messages & engage with your 1st degree network.	Create a "guide/whitepaper" that addresses the pains and problems your perfect client faces, the consequences of not solving them and how you can help them w/ a clear CTA.	Revamp your LinkedIn profile to attract your ideal future clients, refine your target audience, send video messages & engage with your 2nd/3rd degree network.	Setup a calendar booking tool, create a landing page to book qualified sales calls, add an application form, record a couple videos and draft a handful of follow up emails.	Map out the exact process to enrol your perfect clients including what questions you ask before and during sales calls, how to handle objections and how to "close" the deal	Create content that connects and attracts your perfect clients at each stage of the buyer's journey (Attention, Belief, Chemistry) & consistently publish content on LinkedIn	Create a "lead magnet" landing page to give away your MVP Guide in exchange for an email address. Then setup a nurture email sequence to stay top of mind and convert to sales calls
WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?	WHAT SHOULD YOU OUTSOURCE?
A "Strategy Specialist" can help you define and collect all of these assets and build a plan with you. Ideally someone that specializes in branding, positioning & copywriting	A "LinkedIn Specialist" can help you write your profile, find your audience & draft messages that convert. You should also hire a LinkedIn VA to execute & track outreach	A "Copywriting Specialist" can help you draft a guide that solves a massive pain for your target audience. You will also need a designer to create a professional cover and layout	A "LinkedIn Specialist" can help you write your profile, find your audience & draft messages that convert. You should also hire a LinkedIn VA to execute & track outreach	A "Funnel Specialist" can help you design & develop your landing pages and embed your booking calendar. You may also want to hire a video editor and a copywriter.	This is a tough one to "outsource" until YOU nail your sales process and scripts. But, eventually, you can consider hiring a sales person to take over your sales calls for you.	A "Copywriting Specialist" can help you come up with content ideas and create content for you. You should also consider hiring a video editor to make your content stand out!	A "Funnel Specialist" can help you design & develop your landing pages and integrate your email automation tool. You may also want to hire a video editor and a copywriter.
WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?	WHAT DO YOU GET IN THE Expert Selling Machine?
You will work 1-on-1 with a Strategy Specialist that will help you build an Expert Model that will attract perfect clients & drive sales. You'll also receive support from our copywriting team to define your USP	You will work 1-on-1 weekly with a dedicated Account Director who will help you revamp your LinkedIn profile, define your targeting & scripts. And our LinkedIn VA team will execute & track all messages.	You will work 1-on-1 with our Copywriting team who will help you write your "Massive Value Painkiller" (M.V.P.) Guide. This guide is a key piece to building trust & speeding up the buyer's journey at each stage.	You will work 1-on-1 weekly with a dedicated Account Director who will help you revamp your LinkedIn profile, define your targeting & scripts. And our LinkedIn VA team will execute & track all messages.	You will work 1-on-1 with our team of Expert Mentors to build your landing pages using our copy/paste templates. We'll also help you with the content & design and will draft your videos scripts with you!	You will work 1-on-1 with our team of Expert Mentors to build a sales process that converts! This will include mapping out questions you'll ask at each stage, handling objections and "closing" the sale.	You will work 1-on-1 with our team of Expert Mentors to help you build your content strategy (production, post-production, & distribution) to aid & speed up the buyer's journey as well as shorten your sales cycle.	You will work 1-on-1 with our team of Expert Mentors to help you brainstorm, create, design, develop and launch an impactful lead magnet you can use to build an email list that you can market to on autopilot.

Want to learn the 3 Critical Skills you need to learn to make this RPM Framework work? Visit <http://go.expertselling.com/skills-signup-training>

Want to book a 1-on-1 RPM Strategy Session with Trevor? Visit <http://go.expertselling.com/rpm-strategy>