

Creating Your PROFITABLE Day of Sales & Marketing!



Developed and Presented By:

Edward Zia – Marketing Mentor & Blogger



We win today!

- Like Sand Through The Hourglass... So Are The Days Of Our Lives ...
- Selling & Marketing is THE NOW.



If you see this, it means YOU'RE AWESOME

- I'd love to help you get More Clients, More Money and More Time™
- This event is valued at \$500 upwards and my gift to you.
- Listen for the powerhouse money making ideas you will learn tonight.
- Ask questions, enjoy and WIN BIG.



THANK YOU from Edward Zia

- Marketing Mentor & Blogger!
- I've helped lots of people, make lots of money and I love it.
- Worked with thousands over the years from high end Corporate to wonderful entrepreneurs.
- Ex-Military Fed, Post Graduate in Marketing, Host at NSW Business Chamber, Meetup City Organiser for Sydney and Director of 'Excellence Above Coaching' – our wonderful business.
- Add me on FB & LinkedIn! Love to connect 😊

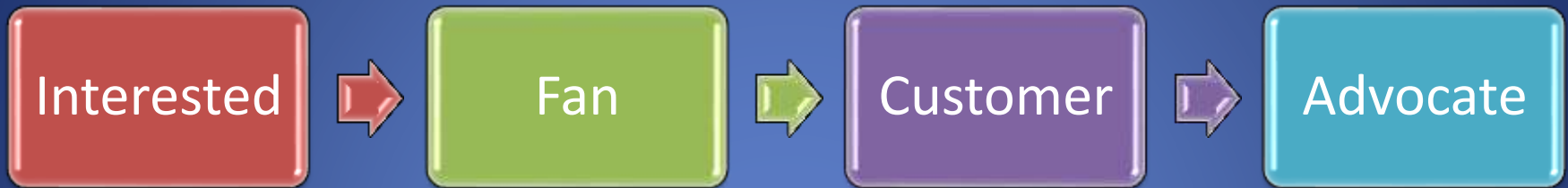


Your Winning Experience

- 'Putin' at least one great idea into action.
- Listen for the million dollar ideas.
- Love yourself and know you deserve massive success.



Winning Clients ASAP

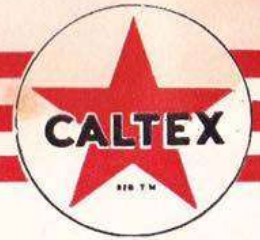


- Once a day has passed, that's it! We must focus our energy into the right areas.
- It's about living our business days to the fullest to make it productively profitable.



Winning Valuable Clients

- Spend your wonderful limited time investing into the right HIGH VALUE WONDERFUL PEOPLE!



Thought for 1955

WHAT IS A CUSTOMER ?

- ★ He is the most important person at your station.
- ★ He is not dependent on you . . . you are dependent on him.
- ★ He is not an interruption of your work . . . he is the purpose of it.
- ★ You are not doing him a favour by serving him . . . he is doing you a favour by giving you the opportunity to do so.
- ★ He is not an outsider to our business . . . he is part of it.
- ★ He is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.
- ★ He is not someone to argue or match wits with . . . nobody ever won an argument with a customer.
- ★ He is a person who brings you his wants . . . it's your job to handle them profitably to him and to yourself.

Winning Quality + Marketing Eco-System

- Your Sales & Marketing comes from investing into key areas and activities.
- Day by day, we are focusing on one and the other to get it all just right.



'Abundance Mindset' Considerations

- Surround yourself only awesome wonderful people.
- Get rid of TOXIC people right now. Time matters!
- Nurture your friends and WIN TOGETHER.



Selecting the RIGHT MOVE

- We know all these strategies and then we wake up that day.
- What we do in each moment is critical to give us the 'tomorrow' we want with all that we seek.





Key Performance Indicators for Edward Zia ☺

Daily:

- 10 x Personal Contacts (Email, PM)
- 11 x Phone Calls ("11 before 11")
- 3 x Social Media Posts (FB, LinkedIn)
- 5 x Prayer / "In the zone"
- 1 x Blog

Weekly:

- 1 x Awesome Marketing Insights
- 2 x Meetup Group Blasts
- 2 x Events per week
- 3 x Facebook Lives
- 1 x Invoice & Cash Follow Up
- 3 x NEW Face to Face Meetings

Monthly:

- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review + Read a Book!



Key Outcome:

Grow your POWERHOUSE & PROFITABLE Community with WIN
/ WIN and fill your Workshops!



Successful Situation #1

- You need to be in the right parts of town and know the right people to get clients, referrals and help.
- Winning requires key places like Chambers, Business Associations, Meetup Groups and places all over town.
- What must you do ASAP to win big?



Successful Situation #2

- You need the right look and feel online so it matches what people think of you.
- Winning requires a high converting website, good look on Social Media so people know they can trust you.
- What must you do ASAP to win big?



Successful Situation #3

- You must have meetings.
PROFITABLE MEETINGS!
- People you know, people you meet, referrals you get; don't just make phone calls or do emails.
- What must you do ASAP to win big?



Successful Situation #4

- You don't feel what you are doing is quite 'working'. You don't feel right!
- Believe me, it happens to everyone! We must have our 'hour of power', stay fit, power wall & vision boards rock. Also, we must be forever changing / pivoting too!
- What must you do ASAP to win big?



Successful Situation #5

- You want to promote yourself online to the right people.
- Great videos, Facebook Lives, LinkedIn / Sales Navigator, Instagram (for some) and even Paid Advertising maybe perfect for you.
- What must you do ASAP to win big?



Successful Situation #6

- You need to speak to A LOT OF PEOPLE!
- The phone / warm calls, LinkedIn Messenger and reaching out – I do it lots everyday.
- What must you do ASAP to win big?



Successful Situation #7

- You must put yourself out there, so you get lots of attention and leads.
- It's so much better when people come to you!
- What must you do ASAP to win big?



Edward's Top 7 Moves to WIN BIG

1. Work with structure in your day.
Don't just wing it.
2. Really do the numbers everyday.
3. Use the phone, meet people, get on Social Media.
4. Join the right organisations.
5. Use the 'right' Marketing & Sales Approaches to suit what you are doing.
6. Stay in high energy.
7. Remember that you chip away slowly each day.



Honourable Mentions

- Sales & Marketing is like learning anything new; hard at the start, gets easier each day.
- Be impatiently motivated, but realise it's a long fun journey.
- Unlock your own X-Factor and play the game YOUR WAY. It's your life friend 😊



Acknowledgements, Thanks & Credit

- For the imagery & concepts – we'd love to thank and acknowledge the awesome:
 - Spock from Star Trek (TOS).
 - Fallout, Vault Boy & Bethesda Softworks.
 - Vladimir Putin & Margaret Thatcher.
 - Donald Trump, Hillary Clinton, Scott Adams, LogMeIn.
 - And everyone else who helped make this awesome!



Special Invite #1

The Awesome Marketing Vault with Edward Zia™

- Marketing & Sales Mentoring Program to FAST TRACK your success.
- Powerhouse knowledge base with direct and personal access to me. Perfect for those who want incredible value and to have me as part of their team.
- \$97 per month, subscribe @ www.excellenceabove.com.au



Special Invite #2:

Personal Mentoring & Coaching with Edward Zia

- Work with Edward Face to Face on a rapid, intensive and POWERHOUSE journey to succeed ASAP.
- Everyone is different and this is customised to you. Perfect for those who want to move fast and compress years into weeks.
- \$1997 + GST / month, come and see me.



Special Invite #3:

Sydney Mastery Workshop – Sat 7th April 2018 at Novotel Sydney on Darling Harbour

- Learn the Latest Sales & Marketing Strategies and build your FAST GROWTH 90 Day Action Plan.
- Connect with powerhouse entrepreneurs and network in strength, style and luxury comfort at World Class Property Novotel Sydney on Darling Harbour.
- Limited to 14 attendees, includes 90 Minute Personal Coaching Session and Valued at over \$1500 + GST.
- First time Special of \$597 + GST. For current and past clients, Loyalty Reward rate of \$497 + GST.
- SEE ME NOW TO SECURE YOUR SPOT 😊



Speak to me now + THANK YOU + WIN BIG!

- Back here on Tuesday 20th March for “PROFITABLE Facebook Sales, Marketing & Growth Strategies!”. Book early, invite your friends and share online.
- Saturday 7th April 2018, “90 DAYS OF PROFITABLE SALES & MARKETING”, secure your spot.
- Any questions, ask me and add me on FB + LinkedIn. ☺ 0458 310 670 / edward@excellenceabove.com.au
- If you are not yet with us, you're invited to join our **POWERHOUSE** community!

