

“Building Your Persuasive Sales Funnel”



Developed and Presented By: Edward Zia – Marketing Mentor CPM & Master Coach

The Sales Funnel

- Free WiFi. Free Play Equipment. Free place to sit. Hmm, burgers!



THANK YOU from Edward Zia

- This event is valued at \$500 upwards and our gift to you.
- I was a homeless veteran a made a massive come back in my life to help tens of thousands today.
- Ask questions and love to help you become a Master Persuader.



THANK YOU WeWork + Meetup!

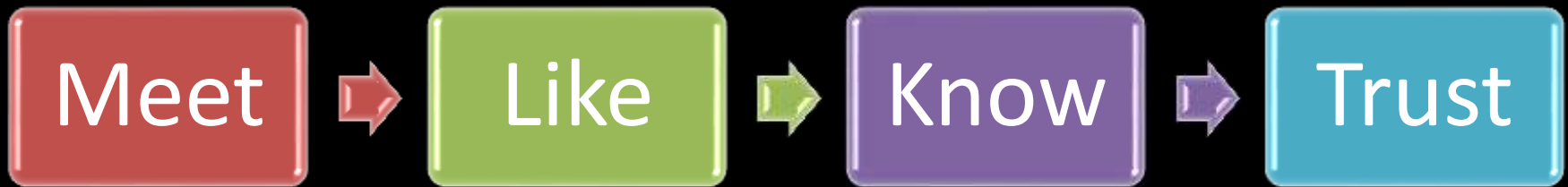
- I love WeWork & Meetup. Please share our content everywhere 😊



Take 1 Idea and Put It INTO ACTION!



Winning Sales Process



- Sales Funnels work people through this process. Usually you start with free and then get into the higher items as it flow.



Winning Valuable Clients

- The FREE allows people to build trust. Low cost entry starts the journey and paves the way for high ticket items.



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.

Your Sales & Marketing Eco-System

- You want a highly persuasive presence that encourages people to like, trust and want to work with you.



Abundance Mindset Considerations

- It's time to only have WONDERFUL people in your life 😊

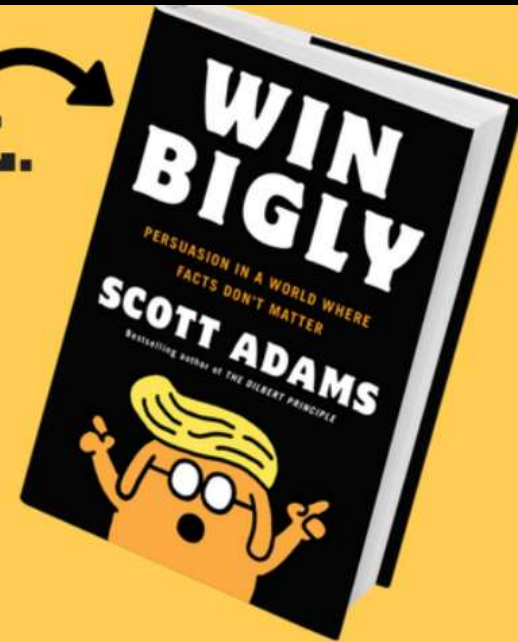


The Persuasion Stack

- We love and recommend “WIN BIGLY – Persuasion in a world where facts don’t matter” by Scott Adams.

"I RECOMMEND THIS BOOK TO ALL MAMMALS, BIG AND SMALL. IT ONCE TURNED A MOLE INTO A CHEETAH. I SAW IT WITH MY OWN EYES."

-Lord Byron (probably would have said that)



ON SALE 10-31



Tweets **42.7K** Following 1,037 Followers 298K Likes 44.2K

Following

Tweets Tweets & replies Media

Pinned Tweet

Who to follow · Refresh · View all



Joel B. Pollak · @joelpollak

Scott Adams
@ScottAdamsSays

Write Your Sales & Marketing Plan

- We can give you our template so you can write your whole plan with your 12 month, 90 day and Daily ACTIONS.

Marketing & Business Plan to WIN BIG:
FEBRUARY 2019

Business Statement, Vision and Next Year Goals:

- Edward Zia is to play out as Sydney's #1 Entrepreneur Marketing Mentor & Coach every day.
- Live by Values of Strength, Helping Each Other, Taking Action, Transparency, Fun, Intelligence and Winning.
- Grow the Awesome Marketing Vault as a Primary Product, Fill Workshops, Get Great Personal Clients and Get great speaking gigs.
- Success requires great Content, reaching out to at least 50 per day, speaking and more!**

Areas to be Cautious of:

- Cashflow is king. Make sure people pay on time with great process. Move on people who don't share our win / win values.
- Building Community is everything and personally staying connected.
- Outstanding Follow Up!**

Key strategies / actions:

- Reach out and sell the Awesome Marketing Vault Each Day.
- Fill Workshops continually and run 4 of them.
- Work with great partners & clients only (e.g. NSW BC, AE, WeWork, Meetup and More).
- Great content.
- Leverage Business Chambers, reach out Personally, Leverage Influential Leaders.
- Daily use of LinkedIn, Facebook, Instagram with links, videos and leading content.
- Brilliant Daily Play!**




90 Day Action Plan

Urgent (within 30 days):

- Remain fit and healthy, a bit more toning.
- Critical Daily Reach Out on Facebook, Twitter, Instagram and LinkedIn.

Important & Critical (within 60 days):

- Nail the Workshops and Drive the Vault.

Important & Coming (within 90 days):

- Go for NSW BC, AMI and More Shared Projects.

Future Teds:

- Massive Facebook Advertising Campaign.



Key Performance Indicators for Edward Zia

Daily:

- > 10 x GREAT Targeted Phone Calls
- > 50 x LinkedIn & FB Reach Outs
- 3 x Social Media Posts (FB, LinkedIn, Insta)
- 5 x Prayer / "In the zone"
- 1 x "The Edward Files" Blog

Weekly:


- 1 x Awesome Marketing Insights Email Newsletter
- 1 x Meetup Group Email Blasts
- 1 x Targeted Event Attendance per week
- 1 x Invoice & Cash Follow Up
- 2 x NEW TARGETED Face to Face Meetings

Monthly:

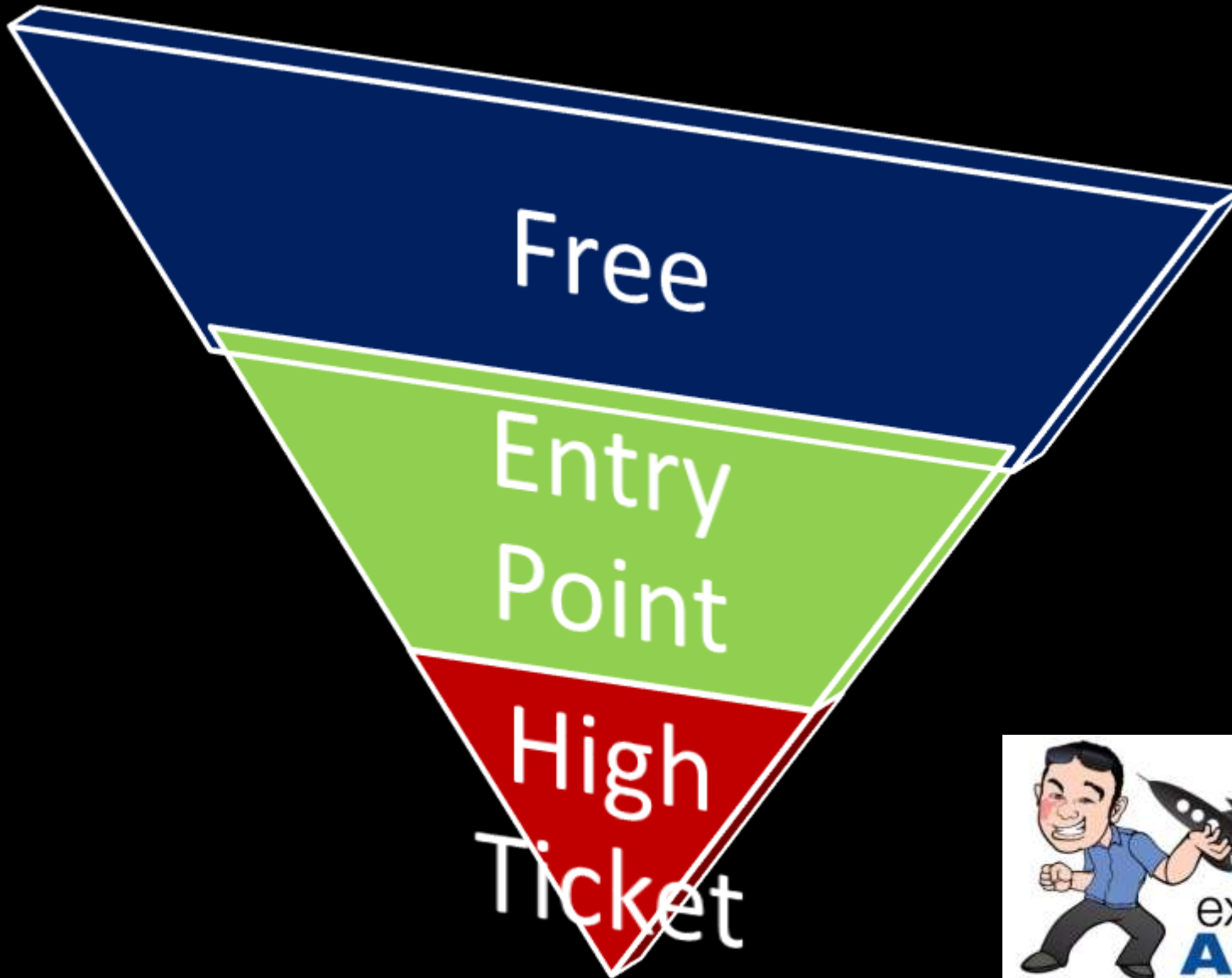
- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review

Key Outcome:

Grow our POWERHOUSE & PROFITABLE Community with Winning, Winning and Winning!



PROFITABLE Situation #1



PROFITABLE Situation #2

- Have a great FREE Layer.

Live Webinar with Edward:

"Building Your Persuasive
SALES FUNNEL!"



With Edward Zia



FREE Live Webinar + Powerhouse Content to Your Inbox

With Edward Zia

"Genuine, Trusted & Approachable" - Creating Master Persuaders!

For more information about us, please visit www.excellenceabove.com.au

Monday

Monday 12nd September 2016

2

8:00PM - 8:30PM Sydney Time

Please check against your own local time!

This webinar will start at

0 23 16 39
Days Hours Minutes Seconds

You will be added to our email newsletter! PLUS you will receive our acclaimed 'Awesome Marketing Insights'!

Click Here To Claim Your Spot! It's FREE and you will get powerful Strategies & Ideas to get you results ASAP!

[Click Here To Claim Your Spot! It's FREE and you will get powerful Strategies & Ideas to get you results ASAP!](#)

Edward Zia liked Melanie Lee's comment on this



Edward Zia

Marketing Mentor CPM & Master Coach 🚀 Creating Master Persuaders™ 🚀 Veteran...
1h

I love the great staff, people and community work of Ronald McDonald house. Helping families and kids at their weakest point. Show them max love. Love to hear your thoughts and like share comment 🙌🚀🙌 #marketing #sales #lir ...see more



with You

41 • 11 Comments

Like Comment Share

Top Comments ▼

1,124 views of your post in the feed



Add a comment...



Karla Rodriguez-Hernandez • 2nd
INIFAP - Ph.D. in Dairy Science- Ruminant Nutrition

2h ...

Edward Zia a friend of mine received their help as her baby was a

PROFITABLE Situation #3

- Have easy Entry Point items that people just can't "Say NO" too.



The screenshot shows a course landing page for "The Awesome Marketing Vault with Edward Zia™". The page features a large, vibrant image of a diverse group of people, many of whom are smiling and giving thumbs up. Overlaid on this image is the course title in large white text, followed by the subtitle "Creating Master Persuaders™". Below the subtitle are two prominent buttons: a white "Watch Promo" button with a play icon and a blue "Enroll in Course" button with a shopping cart icon. At the top of the page, there is a navigation bar with links for "Admin", "My Courses", "All Courses", and "Preview as", along with a user profile picture. In the top left corner, there is a logo for "excellence ABOVE" featuring a cartoon character.



Scroll down and enjoy a **FREE Preview of Section 2** with **Powerhouse Strategies** to become a **Master Persuader**.

My gift to you and LOVE YOUR WORK!

PROFITABLE Situation #4

- Have a strong community, client service and work hard to make people love you. This sets the stage for people to upgrade.



PROFITABLE Situation #5

- Have a strong process to keep people nurtured and understanding of the next stages of your Sales Process.

Special Invite #3:

“Edward’s Marketing Mastery Mentoring Program”

- Work with Edward Personally on a 90 Day Growth Program to help you Become a Master Persuader:
 1. Learn exactly who your real customer is
 2. Position and Price your exact Services and Product
 3. Build your Marketing Mindset, Confidence & Pitch
 4. Create your own Content Plan to Stand Out and win on LinkedIn, Facebook & Insta.
 5. Converting Leads and Prospects into high ticket sales
 6. Use Meetup, Live Webinars, Events and more to Leverage yourself.
 7. Get Personal Mentoring & Coaching from Edward himself.
- \$5997 + GST with weekly Personal Mentoring Sessions with Edward.



PROFITABLE Situation

#6

- Give people strong accessibility to you and your Sales Team.
- When people are going for High Ticket Items, this can take time for consideration and may involve lots of questions.



PROFITABLE Situation #7

- Keep people on track, reactive old clients and have a strong contact sales process.



Edward's Top 7 Moves to WIN BIG

1. Understand the Funnel.
2. Powerhouse FREE Layer.
3. Easy Entry Point.
4. Make it wonderful.
5. Strong Sales Process.
6. Great accessibility.
7. Reactivate often!



Honourable Mentions

- Really think about the key steps and keep moving people that way.
- Some people will leave your funnel, some will stay and go max High Ticket.
- You won't get everyone, but you will get your perfect match.



Acknowledgements & Thanks:

- For contributions, imagery & help we wish to thank:
 - Our friends for being in our photos.
 - WeWork & Meetup.
 - Teachable.
 - Microsoft.
 - Facebook & Instagram.
 - ACCOR & Novotel.
 - The Liberal Party of Australia.
 - The NSW State Government.
 - NSW Business Chamber.
 - And everyone else who helped make this awesome!



INVITE:

Discovery Session

- I'd love to offer you a Discovery Session to help you become a Master Persuader.
- I will give you at least 3 recommendations.
- We can talk about you, your Direction, Content, LinkedIn, Facebook, Meetup, Webinars, Selling and more.
- **Book now friends 😊**



Special Invite #1

“The Awesome Marketing Vault with Edward Zia™”

- Become a Powerhouse Master Persuader with our entry point Mentoring Program.
- Includes top Modules including Content Creation, Creating Your Business & Marketing Plan, LinkedIn, Facebook, Meetup, Events and more.
- Gives you full access to me to ask questions and get that personal mentoring.
- **Ask me now for details and an easy \$97 per month**



Special Invite #2: “A Mastery Workshop with Edward Zia”

on Saturday 14th September 2019 @ Novotel
Sydney on Darling Harbour

- Create Content at our Workshop and learn how to post it diving into LinkedIn, Facebook & Instagram.
- Create your 90 Day Sales & Marketing Plan to Attract Awesome Clients and become a Master Persuader.
- Create massive leverage with Meetups, Live Webinars and Events.
- Get inspired and make new friends for life with a personal mentoring session with me post workshop.
- **Book Now & Limited Spots: \$597 + GST.** For current and past clients, Loyalty Reward rate of \$497 + GST

A MARKETING MASTERY WORKSHOP WITH EDWARD ZIA

Learn the latest Sales & Marketing Strategies to TRANSFORM you into a Master Persuader and build your own POWERHOUSE Plan of Growth & Action

CATERED TO WORLD-CLASS STANDARDS BY ACCOR

GET INSPIRED WITH HIGH ENERGY LEARNING

CONNECT AND MAKE NEW FRIENDS

Join us for this Full Day Experience to WIN BIG in your own unique way:

- Work personally with Edward Zia and the group on your own business and life, making new powerful friends and connections.
- Transform yourself into Master Persuader with new abilities to help you influence both the conscious and subconscious minds of others in your own natural style.
- Build your 90 Day Action Plan and Master Personal Selling, DISC Profiling, Business Networking, LinkedIn, Content Creation, Facebook, Instagram, Blogging, Email Marketing, Live Webinars, Running Events, Webinars, Websites, Leadpages, Publicity and more!
- FAST TRACK your success and takes years off your learning.
- Get inspired by Edward Zia and his Wonderful Supportive Community with fun, high energy and entertaining learning. As a Fellow CPA with the Australian Marketing Institute, attending this workshop will make you eligible for "Professional Development Hours" for various accreditation bodies.
- Ask your questions and get great answers from Edward and the group of attendees.
- Receive free personal access to Edward Zia including a 1:1 in person Mentoring & Coaching Session after the workshop (extremely popular - seats are limited).

This high impact Powerhouse Workshop and Mentoring Session with Edward Zia is valued at \$1500 + GST.

To make it more accessible, we have a First Time Special for only \$597 + GST.

Current and past Clients, will also receive a Loyalty Reward Rate of only \$497 + GST.

Limited to a small group size. Book ASAP.

8AM to 5PM on Saturday 14th September 2019

Novotel Sydney on Darling Harbour

To book, email edward@excellenceabove.com.au (Priority: Clients Available)

NOVOTEL

excellence ABOVE

COACHING™

www.excellenceabove.com.au



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 7. Get Personal Mentoring & Coaching from Edward himself.
- **\$5997 + GST with weekly Personal Mentoring Sessions with Edward.**



Take ACTION now friends 😊

- Book a Discovery Session with me now.
- Add me on FB, LinkedIn and get me at edward@excellenceabove.com.au / +61 458 310 670

