

# HOW TO DOUBLE YOUR SALES WITH DISCOVERY CALLS WITHOUT BEING “SALESY”

## Discovery Call Disaster to Dynamo workshop

download worksheets



**BY TOM JACKOBS**

# Agenda

**PART 1: PRESENTATION – what you say**

**PART 2: PERFORMANCE – how you say it**

**PART 3: PROFITS – closing and handling objections**



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CONSULTING

# WHO IS THIS BALD GUY WHO LOOKS LIKE **STANLEY TUCCI** , AND WHY SHOULD I LISTEN TO HIM?



**I'VE SOLD OVER \$15 MILLION IN HEALTH AND WELLNESS PROGRAMS FOR MYSELF AND FOR OTHERS.**



# SELLING IS SERVING

**Your prospect has a problem.**

**You have a solution.**

**It's really that simple.**



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# YOUR KILLER PRESENTATION

Structure .

Words .

Tonality .

scan me



sales script success secrets course



# STRUCTURE OVERVIEW



**Hugs** • (Rapport Building)

**Engage** •

**Questions, Mirror, Present  
Solution**

**Ask** •

Referral •

Testimonial



# HUGS



## Scripted Small Talk

How'd you hear about me?

What inspired you to schedule this call?



# ENGAGE



## What Why What Why™ Framework

What are your goals?    **pleasure**

Where are you now?    **pain**

Why are those goals important to you?    **emotional reason**

What have you done to achieve your goal?    **pattern of failures**

Why is *NOW* the right time to change?    **urgency**



# ENGAGE

## Mirror Back

Ultimately you want to {pleasure}

but you're stuck with {pain}

And that's important to you because {emotional reason}

You've tried fixing it by {pattern of failures} and failed repeatedly.

And you want to do this now because {urgency}

# ENGAGE

## Present Solution

The good news is, I'm confident my program will get you to your goals in the most effective and efficient way possible.

Would you like me to show you how?

Walk them through what the process is like emphasizing how it solves their specific problem.

**BENEFITS not FEATURES**

# ASK

## They should ask you .

Is this the approach you're looking for?

Give the price, reference them wanting to get out of pain.

Enroll

# WORKSHOP

04:00

**create your questions .**

# **HOT SEATS...**

**practice your questions!!**

# Program

**PART 1: PRESENTATION – what you say**

**PART 2: PERFORMANCE – how you say it**

**PART 3: PROFITS – closing and handling objections**



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# STRUCTURE OVERVIEW REVIEW

**Hugs** • (Rapport Building)

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**Questions, Mirror, Present  
Solution**

**Ask** •

## Discovery Call Bootcamp

# PERFORMANCE



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# ACTIVE LISTENING



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## Discovery Call Bootcamp

# YOUR VOICE



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# WORKSHOP

04:00

**with your neighbor, practice your  
tones.**

# Program

**PART 1: PRESENTATION – what you say**

**PART 2: PERFORMANCE – how you say it**

**PART 3: PROFITS – closing and handling objections**



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# STRUCTURE OVERVIEW REVIEW

**Hugs** • (Rapport Building)

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**Ask** •

## Discovery Call Bootcamp

# ASK



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## Discovery Call Bootcamp

# OBJECTION HANDLING



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# OBJECTION HANDLING FRAMEWORK

**Acknowledge .**

**Question .**

**Reframe .**

**Ask.**

## Discovery Call Bootcamp

# PRICE



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## Discovery Call Bootcamp

# THINK ABOUT IT



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## Discovery Call Bootcamp

# SPOUSE



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# WORKSHOP

04:00

**write out responses to your top objection using the framework .**

# **HOT SEATS...**

**practice your objection!!**

# JUST THE BEGINNING ...

**PART 1: PRESENTATION – what you say**

**PART 2: PERFORMANCE – how you say it**

**PART 3: PROFITS – closing and handling objections**



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**THERE IS A PROCESS  
TO SELLING ...  
ANYTHING**

**HERE ARE THE 3 KEYS  
TO SELLING IN ANY  
SITUATION WITH EASE**



# RICK STREB

## NUTRITION PROFIT SYSTEMS

“I worked with Tom to create a selling from the stage presentation for a conference where I was speaking. Over the course of several sessions via video calls he helped me craft my presentation structure, worked with me on stage presence *and most importantly HOW I spoke to my audience.*

Needless to say it was a great success. I had **20** potential buyers in the audience and walked away with **\$25,000** in new business. Not bad for an hour on the stage. Tom made the process very clear and easy.

I've presented at tons of conference, but never to sell from the stage, it is a much different process and *I'd highly suggest working with Tom if you want to make your next presentation sell!*



# STEP #1

Know your goal and *WHAT* you  
are *REALLY* selling



# CHRIS & JESSICA PAGE

## S3 SUPPLEMENT SUCCESS SYSTEMS

“ We worked with Tom on our sales presentations and it was **an absolutely amazing experience**. When you do something over and over again you lose sight of what can be improved.

Tom quickly reviewed our sales presentation, shortened it and made it much more impactful and helped us on the delivery of the presentation. I didn't realize how important '**HOW you say it**' is! We were so focused on WHAT we were saying.

We had a good closing rate of 65% before working with Tom, but after he helped us our **close rate shot up to 85%**, which is huge for our business. If you want to help more people and make more sales, Tom is the guy to work with.



# STEP #2

## Create Your Winning Discovery Call Script

If you *WING* it you'll miss  
huge opportunities to *HELP*  
more people



# Dr. Nick

## The Hive Chiropractic

“I had a 22% Close Rate prior to working with Tom. The first thing he helped me rework was my sales presentation, which was non existent, and in the first month I increased my close rate to 77%.

I was blown away that with just a few tweaks and asking the right questions I was able to sell my program much easier... not only that but it felt so authentically me!”

# STEP #3

## ACCOUNTABILITY AND SUPPORT

**How you can work with me  
and guarantee your success .**



# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions

staff included in training



# BONUS #1

## 1 – Year of Sales Power Hour

Monthly “Sales Meeting” so you stay accountable to your goals. It’s like having your own Sales Manager on staff.

## \$1,164 value

# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions

staff included in training

1 year Sales Power Hour



# BONUS #2

## 10 Months – Selling With H.E.A.R.T. Academy

Weekly group coaching call with academy members.  
Get your questions answered instantly. Plus full  
access to entire learning center for the entire year  
great for new employees.

## \$3,997 value

# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions

staff included in training

1 year Sales Power Hour

10 months of SWH Academy



# BONUS #3

## 3 Months – LeadMaximizerPro

Automate the sales process and make it easy to track your prospects through your sales pipeline. Never let an opportunity slip through the cracks.

# \$1,491 value

just \$497/month after cancel at anytime

# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions

Staff included in training

1 year Sales Power Hour

10 months of SWH Academy

3 months LMP Software

\$5,99  
value

\$497  
value

\$1,16  
value

\$3,99  
value

\$1,49  
value

# BONUS #4

## Quarterly Sales Bootcamp

Every quarter we conduct our Discovery Call Bootcamp. Stay on the cutting edge of how to conduct sales calls that convert at a high level.

**\$297 value**

# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions

Staff included in training

1 year Sales Power Hour

10 months of SWH Academy

3 months LMP Software

Discovery Call Bootcamp

Total Value ~~\$13,428~~  
save \$600

**\$5,99**  
value

**\$497**  
value

**\$1,16**  
value

**\$3,99**  
value

**\$1,49**  
value

**\$297**  
value

**\$5,887**

**\$5,397**



# FAST ACTION BONUS

## 1 Year – UNLIMITED Laser Coaching

1:1 coaching as often as you need. Get clear, concise actionable advice and direction on each and every call. Support and accountability is without limits.

LIMITED to the first 3

# \$1,997 value



# 8 WEEK Selling With H.E.A.R.T. INTENSIVE



**Fast Action Bonus** (first 3)  
**1 Year Unlimited Laser Coaching**

**\$1,99**  
value

**Video Lesson Course +  
8 1-hour 1:1 Coaching Sessions**

**\$5,99**  
value

**Staff included in training**

**\$497**  
value

**1 year Sales Power Hour**

**\$1,16**  
value

**10 months of SWH Academy**

**\$3,99**  
value

**3 months LMP Software**

**\$1,49**  
value

**Discovery Call Bootcamp**

**\$297**  
value

**Total Value \$15,440**  
**save \$600**

**\$5,887**

**\$5,397**

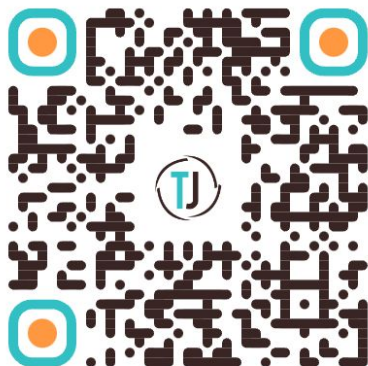


# TWO CHOICES

## Lock In The Bonuses

secure your spot

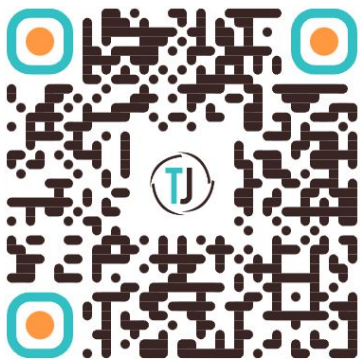
\$5,397



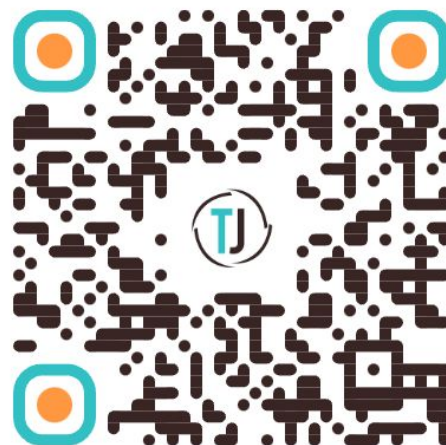
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3 pay

\$1,979



book a sales audit



call me today  
713-240-1529