



# 3 Keys To DOUBLING YOUR SALES WORKBOOK

**DISCLAIMER:** Just so I am crystal clear. I am not an attorney nor a CPA or an accountant. However, I have owned too many businesses to count, have bought and sold businesses, closed businesses and basically have a really expensive MBA from the school of hard knocks. I offer you all of this information from my 30ish+ years of experience of being an entrepreneur through my own failures and successes. You should always consult with a qualified tax accountant and an attorney regarding your own personal tax and legal situation.

# 3 KEYS TO SALES SUCCESS

## Welcome to The Training

Dear Business Owner and Sales Superstar!,

I'm so excited that you have signed up for my very special training on the 3 Steps to Doubling Your Sales.

When I read that it sounds a little like hyperbole.

But I assure you it is not.

I have experienced implementing these three steps myself and implementing them with my private clients. And my clients have implemented them with their staff with great success as well.

While we only have a limited amount of time to go through everything on this online training, I wanted to create a workbook to go along with the training so you are able to solidify the learning you have.

More importantly, I want you to TAKE ACTION.

And if you would like, I would be honored to help you take that action as part of my Always Be Selling System Academy.

To your sales success,

Tom Jackobs  
tom@tomjackobs.com



### Rick Streb

"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!"

Rick Streb  
Nutrition Profit Systems

# STEPS TO SELLING

The 3 Areas I can grow sales are:

1

2

3

## MY CURRENT STATE

What is your current sales process? Visually represent it below

## WHAT ARE YOU SELLING

You have to be very clear on what you are selling and more importantly whom you are selling to. If you sell everything to everyone, you will sell nothing to anyone. Specific is Terrific!!.

My product is:

I'm really selling:

My ideal client is:

# FOLLOW UP AND FOLLOW THRU

My follow up process will look like this:

Day	Touch	Method	Message

## Jennifer Devine

"Working with Tom was a breeze, he was able to redesign my sales process, implement technology which made tracking easy and delivered all of the scripts and worksheets electronically as well as in a cool binder. Now training my staff on sales will be super easy... plus he is even going to do the training for me!"

Jennifer Devine, CPA  
Devine Consulting  
Accountant



## WHAT QUESTIONS SHOULD I ASK

Questions help your prospect verbalize their need. When they make the connection between their need and your product then you will have a sale.

The Need they should verbalize:

Questions to get that need verbalized.

1.

2.

3.

4.

5.

6.

## TOP OBJECTIONS I HEAR

What are the typical objections you hear from your prospects?

1.

2.

3.

4.



### Andrey Tornos, Fitness Professional

"Tom did an excellent job of taking a story of mine in making into an amazing speech. He was able to help me with the outline and give me an excellent opening statement. He then got into the details of what would grab the audience's attention. He coached me all the way through until I felt confident that my speech would be awesome. I would recommend Tom to help with anyone who is interested in crafting an amazing motivational or professional speech"

Andrey Tornos  
Tone 2 Day Fitness

# STORIES

Identify 3 stories you can use to get your client to visualize success with your service.

- 1.
- 2.
- 3.

## STORY STRUCTURE

Inciting Moment:

Back Story:

Hero:

Guide:

Challenges:

The Change:

The Learning:

**BONUS:** I'm setting aside time on my calendar to help you with your sales questions. We will spend 30 minutes discussing your process and how to get incremental positive change. Schedule here: [www.TomJackobs.com/Impact](http://www.TomJackobs.com/Impact)

Are you ready to take your sales to the next level? I've created the Impact Sales Academy and the Impact Sales Intensive to help business owners double their sales or more in the next 12 months. Let me guide you step by step through the entire process. More information at [www.TomJackobs.com](http://www.TomJackobs.com)