

# STRATEGIST MIND



EXPANDING YOUR HORIZON

Objective – managing the sales conversation/  
over client objections and gain the sale.

**CLIENT**  
**(end user)**  
**Gain yes for**  
**the ORDER**

Objective – Build a longer term business  
relationship for more business

# STRATEGIST MIND



EXPANDING YOUR HORIZON

Channel the client conversation | Ask the right qualifying questions  
Qualify correctly | “Control” the conversation (DM/ influencers)  
Obtain “buy in” YES at every stage of conversation.  
Aware of your closure rate %

**CLIENT**  
**(end user)**  
**Gain yes for**  
**the ORDER**

Sales Cycle average 30 days from 1st contact  
to invoicing to money in the bank ( the deposit)

Client retention Good paying client  
Correct GP% as per our pricing benchmark  
Depth and breadth of relationship (multi-level)