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How To Sell High Ticket Offers On A Single Phone Call - All While Genuinely Helping Your Client

Offering high-ticket products can be the single most profitable decision you can ever make...even if it's someone else's product. Discover how to easily add (and sell) high-ticket offers in your business.

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What is a high-ticket product, service, or program?

It's solving a major life or business crisis. It's transformational. The amount of pain is converse with the amount you want to charge.

Why is selling high-ticket services the easiest way to make a lot of money?

If you want to make \$100K a year, you have to sell more low ticket items and deal with more people. The more you charge, the less people you have to deal with to make that amount of money.

People who are willing to pay more are more invested in your program and chances are they'll succeed. He focuses on making \$100K a month.

What do we need to have to create a high-ticket program?

Do it with integrity and lean into it. You have to have a high-level skill set. For example, if you've been in HR for 20 years, that's a high-ticket skill set. You need to be able to articulate your services and have strategies that work.

Don't look at your competitors and don't compare yourself with them.

How do you get a potential client to book a call with you and have a conversation with you?

We know their client's pain and what language will attract them. They start with care and understanding on their clients. Then they find them on Facebook through an ad and then they go through the funnel to weed out those who won't buy in. Finding out their commitment is key.

Stop selling and start enrolling people in their dream. Keep the conversation real - show them the truth of what consequences lie ahead if they don't address the problem. When you focus on the client, results will flow.

What are the steps in the process?

Their frontline funnel is ad, landing page, webinar, call. There's also a warm funnel for your email list. Contact them with integrity - he focuses on the person before he calls. You're selling truth and that's the conversation you have.

He then frames the call. Connect with them rather than hammering them with sales talk. Set the expectations. Talk about the pain point and ensure they truly want help.

Then he qualifies whether he is able to help them and whether they're worth helping.

He then talks fees and gets them enrolled. It comes down to human nature.

How can someone sell someone else's high-ticket item to maximize their income?

This works for introverts and older people. You want people who care about their fellow humans, are intelligent, and enjoy and believe in the mission. Most of this success is based on your integrity.

A salesman will focus on the close, no holds barred. A sales professional doesn't focus on the close, they focus on helping the person on the phone.

Are there any affiliate programs?

The concept is great but it often becomes all about the money and not about the person. You

want to align with people who truly care and who are aligned with your values.

Do people need to get on the phone to sell high-ticket items?

No. He prefers to call so that he can find out who that person is. If you just have a click button, you don't know the person wanting your service.

Any last thoughts?

Right now, people need you more than ever. Everything is amplified and you can step up and serve them.

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