

# upcoach

MAGAZINE

**FREE**  
BUSINESS  
ADVICE IN  
EVERY ISSUE!

**QUALIFYING SECRETS**

**KEY FACTORS IN DETERMINING GROWTH,  
SUCCESS OR FAILURE ...**

**WITH CLIFF BENNS**

**BELOW THE SURFACE  
TO SUCCESSFUL SELLING**

**WITH NICK PSAILA**

**SELLING SUCCESS**

**REFLECTIONS FROM 28,028FT**

**WITH STEPHEN BOCK**

**RE-ENGINEERING  
YOUR SALES PROCESS**

**WITH TONY CROSSIN**

**LINE-MARKING THE WAY!**  
**AN INDUSTRY LEADER'S LESSONS ON HER  
ROAD TO SUCCESS!**

ISSUE NUMBER NINE | OCTOBER 2021

# MESSAGE FROM THE EDITOR

## SALES ... it's the most uncomfortable word in business ... or is it?

This five letter word conveys all sorts of emotions with business owners, from all over the country. For some, this word represents a thriving passion, and for others, it's something they would rather not do. Either way, it's a necessity for any business and the survival of your business depends on it.

Ultimately, SALES is just like any skill that you repeat daily. It's something that with training, adequate resources and a willingness to improve, can lead to prosperous outcomes. But of the many business owners I meet and speak with, when I ask the question:

How much time do you dedicate to improving your sales skills?

The answer is generally...None! (if this is you, don't panic, just keep reading). So based on the responses I receive, I then pose the question that IF you want to improve the sales in your business, and if we accept that it's important for long term success, then WHY don't you spend more time improving your sales skills, to help improve your results?

I believe that great sales skill is created from two things:

### Knowledge

If you have the inside out knowledge of your product or service, then you are already positioned as an expert. This is half the battle. Once you are able to speak to anyone about how your product works or how it can help someone, then you have this part nailed.

### Confidence

Now comes Confidence. And confidence only comes through experience. The experience of being able to position yourself, your product and your solution to hundreds of prospects, over and over again. Throughout this process, you'll learn how to speak with people, how to read people, how to overcome objections and how to position your product in a way that the consumer just can't do without it. That's Confidence!

Combine the two and you'll have a winning formula (and skill) that will help your business grow exponentially. And that's why this edition of the Upcoach Magazine has been dedicated to our favourite five letter word.

In between these pages you'll find insights into what Qualifying can do for your business and life, how a clearly defined Sales Process can improve your conversions and learn from Nick as he explains the importance of needs & wants in relation to selling. Our Guest Author - Stephen Bock reveals how being prepared before you start selling (or climbing a mountain) can dramatically shift your results, PLUS we have another amazing Upcoach client success story, of how Jenny Lane from Whiteline Road Services has managed to thrive in a male-dominated industry for the last 20 years.

So grab a pen & your journal, kickback and enjoy all this edition has to offer.

“**SALES**  
is like  
any skill  
that you  
repeat  
daily.



**CHRIS HERBERT**  
EDITOR OF UPCOACH MAGAZINE



# WHAT'S IN THIS ISSUE

01

## Below The Surface To Successful Selling

Understanding How to Use the 8 Human Desires to Connect, Communicate and Close the Deal

Page 04

### FEATURE ARTICLE

02

## Line Marking The Way!

An Industry Leader's Lessons on Her Road to Success

Page 07

03

## Qualifying Secrets

Key Factors in Determining Growth, Success or Failure in Business and in Life

Page 13

### GUEST AUTHOR - STEPHEN BOCK

04

## Selling Success

Reflections From 28,028ft

Page 19

05

## Sequence of Events

How Re-Engineering Your Sales Process Can Turn Your Sales Game Around

Page 25



## CONTACT UPCOACH



1300 459 302



[ask@upcoach.com.au](mailto:ask@upcoach.com.au)



[upcoach.com.au](http://upcoach.com.au)

## CONNECT WITH UPCOACH



[@upcoachbusiness](https://www.facebook.com/upcoachbusiness)




[@\\_upcoach\\_](https://www.instagram.com/_upcoach_)



[linkedin.com/company/upcoach](https://www.linkedin.com/company/upcoach)



UpCoach Business Growth Programs



# BELOW THE SURFACE TO SUCCESSFUL SELLING

## UNDERSTANDING HOW TO USE THE 8 HUMAN DESIRES TO CONNECT, COMMUNICATE AND CLOSE THE DEAL!!

Who would have thought that sales has evolved so much that as a business owner, you really do need to understand the psychology behind every step of the sales process itself. Today your consumer is far more educated and informed. They have the ability to research anything, pretty much instantly, plus, being in the driver's seat for choice makes the competition and connection even more relevant today.

Back in the day you displayed your offer, someone walked past the shop or had heard of your awesome bottled Sugo (Italian pasta sauce) and fresh pasta and that's it, they came from miles around. There was no internet and no research. You simply appealed to those that wanted it and they exchanged their 'mula' for crates of the good stuff. However there are some key fundamentals even in those transactions that are still very relevant today.

When they walked past your shop their sense came to light. The smell, the look of the bottle, the old guy that has been making it since he landed in the country. You know where I'm coming from, your FIVE senses had a field day and that's what made you buy.

However, with the introduction of the internet and online selling, we have gone deeper when it comes to understanding our clients purchasing habits. The online AI (artificial intelligence) is appealing to key areas to show you ads that feel like someone is listening. Have you ever noticed that?

In actual fact, it's called Big Data and it identifies what you like, how you like it, when you like it and from whom you like it, plus it has the ability to add its own suggestive purchases. I mean Amazon and Ebay spend big bucks on this data and then display it to you whenever you go to purchase in their online stores. They understand that if they tap into the human desires they can literally sell you anything. From bunny's to

bicycles through to car stereos and lightbulbs.

Today, successful selling is about understanding the 8 Key Human Desires in order to formulate your ads and offering to appeal to the target audience you are looking to connect with. Now before you go and get all paranoid that it feels like it's coercive or underhanded, experts have been selling to us for hundreds of years in the same way, from Coca Cola that had cocaine for the pick me up, through to Marlboro cigarettes. They just did it so well that we didn't even realise. This is perfectly described in Martin Lindstrom's book - Buyology.

Humans are biologically programmed with these 8 Human Desires, so the ability to use them is uniform to all of us.

### Here are the 8 Human Desires:

1. Survival, enjoyment of life, life extension.
2. Enjoyment of food and beverages.
3. Freedom from fear, pain and danger.
4. Sexual companionship
5. Comfortable living conditions
6. To be superior, winning, keep up with the Joneses
7. Care and protection of loved ones
8. Social approval



Take McDonalds as an example: They use the number 2 Human Desire - Enjoyment of Food and Beverages. In their marketing they make the food look amazing plus, they show you that you get lots of it. Remember the movie SuperSize Me? I didn't even think you could get a 2 ltr icy-cold Coke with your super-sized delicious Big Mac, that extra large piping hot chips and to finish it all off, a super smooth, packed full of Oreo McFlurry, filled with so much sugar that your Metformin diabetes tablet has no chance at all. However even though people are intelligent enough to understand there are enough calories in that meal to make you workout for three hours, they still go ahead and consume it by the millions every year.

You see human desires are exactly that, desires. And they act like powerful forces of which in many ways, we have no power over. Our responses are cavemen like. "Me like = Me want it now" They are primal and very real. I mean, can you shake your desire to eat?

How about then, if we mix 1 and 6, with a little bit of 8?

The beauty and cosmetic industry have thrived on this and built a trillion dollar a year industry. We all as humans in some way want the elixir of youth and to be accepted in society. Now some people are obsessed with this and seek it out like it's the last supper.

Take No 1 - Life extension - there are companies today like the Cryonics Institute in Michigan that will gladly take your big bucks upfront (while you're alive) then after you have passed away, freeze you to wake you back up in the future so you can live again. I mean this stuff sounds like science fiction and it's hard to believe, however they appeal to people's desire to live forever.

Before you cross over, your desire to Keep up with the Joneses - No 6, probably has you in the latest Range Rover, living in a McMansion and has your kids enrolled at Sceggs Darlinghurst or Geelong Grammar with a whopping \$42,000 per year in school fees. Once again, the appeal to human desires is alive and kicking.

If we then add Instagram and Tick Tock to the mix and witness the birth of the "Influencer", now you can see No 8 - Social Approval all over the internet. Today more than ever this desire is exploited by the people that just have to be in the spotlight and sadly, I feel are a little

insecure at the same time. Oh wait I can add No 3 into there as well - Freedom of Fear, Pain and Danger. This is how the majority of the health and wellbeing field exists, they help you escape from the daily grind to make you feel better about yourself and in many cases you become addicted to the botox lips, big eyelash look OR that your so yogi-intuitive, you're thinking of adding a verdic name to the front of your birth name. By the way, just for the record, I'm not at all blaming or judging anyone, this is simply the way it is.

**Humans have desires that need to be met and as business owners it's our opportunity to help met them ...**

Humans have desires that need to be met and as business owners it's our opportunity to help meet them (NOT to judge anyone) for what they are needing. Heck even drug dealers use No 1 and No 3 combined. Pleasure and Pain. The power of desires and the need for them to get met supersedes any kind of logic.

So what does this all mean to the business owner?...

The deeper you understand the 8 Human Desires, the easier it will be for you to craft your marketing and sales strategy to start attracting your ideal customer and have them connect with you at a deeper level. It's the same level of connection we have with our ideal partner. You know when you've found the love of your life. They tick off a bunch of these desires and the next minute we are hocking everything we own to get that shiny big rock on the finger. (Thanks No 6)

**The key here is to understand what desires your potential clients need to fulfill and then craft your message towards that desire.**

Once they connect with you, then you do what you do best, sell your service or product. Always always, make sure you never ever take advantage of anyone, that's just not cool. Ensure that what you offer is of excellent value and that you stand behind it 100%. Then it becomes a win/win outcome all round.

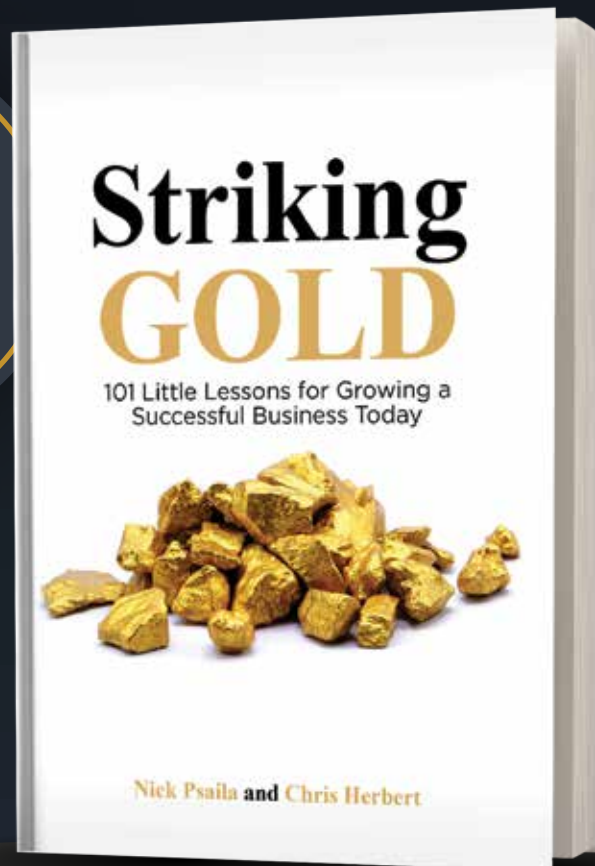


Nick is the Founder of Upcoach Business Growth Programs. As a celebrated business speaker, coach, thought leader and author of Up-ology and Striking GOLD, Nick has helped thousands of business owners to achieve success.

GROW YOUR BUSINESS - STEP BY STEP

# 101 PROVEN BUSINESS LESSONS & CASE STUDIES

**NEW  
BOOK**  
OUT NOW



Inside Striking GOLD, you'll discover how to find leads, inject purpose into your business and ultimately, how to grow a company beyond your wildest dreams.

Get your copy today at [upcoach.com.au](http://upcoach.com.au)





# LINE-MARKING THE WAY!

## AN INDUSTRY LEADER'S LESSONS ON HER ROAD TO SUCCESS!

It's commonly said that business life is tough. Running a business is like riding a rollercoaster. The journey is full of ups and downs, twisted turns, fluctuating emotions and euphoric highs. And no-one has experienced this more than Jenny Lane from Whiteline Road Services. Somewhat a veteran in her industry and business champion in her own right, Jenny is leading from the front in more ways than one.

It all started back in 1997 when Jenny Lane and her husband at the time set up Whiteline Road Services in their own garage. Like many small businesses, the pair were full of ambition and possessed the attitude and desire to make it work no matter what. Coming from positions doing accounts, payroll and estimating for other line marking companies, Jenny (Jen) had the knowledge and desire to make it work.

Once things started it was all "paint-guns" blazing until 1999, when work was becoming so busy that a move in premises was required. The decision was then made to move into the backyard of a factory (not into a factory) in Newcastle and make it work by operating out of two site sheds. And in only 12 short months - they upgraded into the factory space in front.

The HUSTLE became second nature for Jen as she experienced multiple setbacks over the years to come. Over the following 19 years, Jen experienced what seems like a never ending string of obstacles and "bumps in the road". Her husband at the time left the business, employees came and went, Jen spent countless late nights doing the quoting, accounts and overseeing tenders, not to mention bringing up two small kids and teaching herself how to drive a truck mounted line marker. Needless to say, these were challenging times.

I asked Jen how she ever managed bringing up two kids and juggling a new business.

"At the time I had a 4 year old and an 11 year

... cont. page 8



old and this business was our livelihood. We had contracts to fulfill, so there was no other choice”

“I had two other people so we worked as a three man team for quite a number of years. I would work on the road and then do all the office work, payroll, invoicing, everything all by myself. It wasn’t until 2008 that my ex husband and I decided that I would take over 100% of the business”.

### **Whiteline Road Services has now established itself as one of the most professional and reputable line marking companies across the Hunter Region and beyond.**

As the years progressed, Jen picked up a few more contracts with local councils, and went from a three man team to five. She also hired an office junior and started to teach her son (now able to drive) how to operate a paint truck. By 2017 she outsourced her payroll and admin duties, hired more qualified operators and started looking at new machinery to provide a broader range of services.

Today the road is much smoother. Whiteline Road Services has now established itself as

one of the most professional and reputable line marking companies across the Hunter Region and beyond. Now operating out of a much larger and newer premises in Beresfield, Newcastle, Jen leads 10 employees, owns two fully equipped paint trucks, a thermoplastic truck, small line marking equipment and has now started a traffic control business (Gold Lane Traffic Management) on the side.

Specialising in all forms of line marking including waterborne (paint) & thermoplastic longitudinal and transverse markings, car parks, court markings and installation of raised pavement markers such as cats eyes, it’s no surprise that Whiteline has the expertise to assist in any line marking application. Jen and the team serve a multitude of different clients and Councils ranging from as far away as Bourke across to Ballina and back down to Newcastle and as far down as the Hawkesbury River.

Financially Jen has tripled the businesses sales over the last two years, with total revenues exceeding \$3 million dollars in the last financial year. She has also managed to improve the profitability, experiencing an increase in her profits by 500%. (not a typo!) It’s fair to say that finances are a major factor in how Jen operates Whiteline today.







Born in Wagga, and raised in the Sutherland Shire in Sydney, Jen's upbringing was influenced by hard working role models. Working in a number of odd jobs after finishing school, Jen then moved her way up working in smash repair shops and for Toyota dealerships, doing accounts and bookwork. She then helped her parents run a general store & takeaway in Anna Bay until she returned to Sydney and started working in the line marking industry.

Now life looks different for Jen as she divides her time between the business, her grown up kids, her grandkids and managing her 2000 acre farm with her husband Ken.

I asked Jen what she most enjoyed about running Whiteline and what she thinks it takes for a business to be successful.

"I love to succeed as I'm a female in a very male dominated industry. I enjoy watching people's attitudes and expressions when they start talking to me about line-marking. I think the clients we do work for actually enjoy the fact that I can throw on a pair of work boots and hi-vis and can get out on that road and show my employees that I can do the work. It's actually quite funny when you're out on the road and see the looks on people's faces when you're throwing 20 kilo bags from one truck to

another and walking down the road pushing a paint machine - that's the enjoyment I get from being out on the road".

"It's not all roses and sometimes those thorns can hurt, but by running my own business I get to make my own decisions and I enjoy the fact that I know I'm working towards my end goal".

"In terms of what I think it takes to be successful, I think communication is a big key to business success. Communicate with the clients you have, communicate with your employees, communicate with your accountant or your financial advisor. The more you communicate with people, I find the more you learn and the more successful your business is going to be. I also think understanding your finances and figures is critical. You need to be on top of your books".

I have had the privilege to work with Jen over the last two years and the change in her business acumen and the growth I have seen with Whiteline has been sensational. I asked Jen a few more in-depth questions to share her insights and advice on growing a business today.

*... cont. page 10*





**“I was very chuffed when the client sent me photos of the final works to say how impressed they were.”**

**What’s the most challenging part about running your business?**

“I would say it would be that I am a female in a very male dominated industry. That was my biggest hurdle to start with. I would also say it was my best advantage as I understood the industry, I understood the requirements of the work and I could hold my own once people realised that I owned the business. Running a line marking business is also a 24-hour occupation. My phone rings constantly day and night, including weekends and I constantly have my competitors still trying to push me around but that just makes me even more determined to succeed.”

**What insights or advice can you share about growing a business in today’s environment?**

“Understanding your finances is critical if you want to grow and operate a successful business. When I first started running this business, I just wanted to see turnover, I didn’t really care about anything else. Now things are different. Once I started to get a little bigger,

the overheads increased, so did the loans and you start realising that you need to take a bit more of an interest in figures & finances. Profits are key.

I’ve also learnt that you’ve got to put yourself out there. You need to get out there and get your face in front of your clients. Make the first approach and connect with your customers personally. This helps to build rapport and create relationships that will turn into sales over time.”

**Do you have any memorable business moments you’d like to share?**

“As I sit here in my office and look out my window I think, shit I’ve come a long way to be where I am today, how did I make it so successful?

I think one of my most memorable moments would be line-marking the Nabiac Upgrade on the Pacific Highway. It was done over three years and I was very chuffed when the client



sent me photos of the final works to say how impressed they were. Another big moment was moving into a bigger premises. This was very exciting. Also the purchase of our new Thermoplastic truck as this opens up a whole new service for the business.”

**You have been working with a coach for two years now. How has this helped you and why did you get involved with a coach initially?**

“Coaching has been a Godsend for me. After the first few sessions I realised that I needed help and my communication skills were not the best. I found from having Chris as a coach, that I have a better understanding of my finances now, a better understanding of how to communicate well and I have seen my business grow threefold in the last two years. Coaching has really made me open my eyes to the potential that this company has.

I first found Upcoach as I was lying in bed at 2am one morning and on Facebook I saw an ad pop-up. I looked at it and thought maybe that is something I needed. Once I attended their event it made me realise that I didn’t know much about my business or how to run my business efficiently, which is why I joined the program. I don’t know where I’d be now if I didn’t actually have coaching.”

**You mentioned you started a Traffic Management business too. Tell us more about that.**

“Gold Lane Traffic Management was started originally with a friend of mine, but I’ve since taken over the entire operation. It’s basically a traffic management business that provides traffic control for Whiteline’s jobs, construction sites and other road works. It’s kind of a side business that accompanies the line marking. We are now in year two and I will be growing this over the next 12 months.”

**Where do you see the business heading in the future?**

“I see Whiteline Road Services moving in leaps and bounds. I have a great team now who communicate well so they are critical to the growth ahead. I intend to employ another three people, improve efficiencies in what we do and can already see that we will need to move to a bigger premises again, as we’ve nearly outgrown this one.”





# JOIN OUR **FREE** ONLINE COMMUNITY TODAY!

The ***Business Growth Advice Australia*** exclusive Facebook group was created to help every hard-working entrepreneur and business owner to grow & scale their business.

We deliver "real" strategies, tools, lessons, resources and valuable advice to help you take your business further, faster.

Join our **FREE** online  
community today  
by scanning here







# QUALIFYING SECRETS

## KEY FACTORS IN DETERMINING GROWTH, SUCCESS OR FAILURE, IN BUSINESS AND IN LIFE

I recently walked into a motorcycle shop here on the Sunshine Coast as I was starting the process to look for a new scooter. I live in a holiday town (Noosa) and have a scooter as a second mode of transport, as it's the best way to get around town for parking and traffic especially in peak tourist times. When I walked into the store, I made my way over to the scooters that I had already been researching online. The sales manager came over a few minutes later and here is where things got interesting ...

Firstly, he didn't bother to ask my name, which I thought was a little rude. He didn't shake my hand which I was ok with due to COVID (I assume). He also didn't ask me any "qualifying" type questions like, what brought me into his shop on a beautiful day like today? .. did I have a scooter or bike already?, did I have a license for this type of scooter?. What type of scooter did I have and what did I like or not like about my current scooter.? Was I in the market to buy now and how much was I thinking of spending on one?

The first thing that came out of his mouth was about the "cheap factory finance" on the bikes and how it was a great deal at only 1.8% interest!. He then proceeded to go on about the features

of the two different bikes I was looking at. So, as he was talking I thought to myself, 'I'm just going to see how long it takes him to ask me the right qualifying questions'.

10 mins later and he still hadn't asked me any of the questions above, then to make it worse a couple entered the shop and I could see him looking over to them consistently while we were talking... meanwhile his sales representative was sitting at his desk eating a hamburger. I could feel he wanted to go over to greet them, and I knew I wasn't ready to buy now and was really at the information gathering stage, so I said to him to go over to sort those people out and I would be fine to keep looking. Two minutes later I walked out of the shop.

Moral of the story is that if he had "qualified" me properly using something like the **BANT** qualifying methodology, the awkward conversation and time wasting particularly on his part would have been avoided.

... cont. page 14

## The acronym BANT stands for:

### **Budget:**

How much is the prospect able and willing to spend?

### **Authority:**

Who is the ultimate decision maker?

### **Need:**

Does the prospect have a problem your product can solve?

### **Timing:**

Is there urgency?

If he had used this simple but effective methodology he would have found out:

Had he asked these questions he would have known exactly where I was within a few minutes and could have decided how best to spend his time with me, and when the other people came in he could have easily and politely excused himself to go over and help/qualify the next group of people.

**Your time is your greatest asset, and where you choose to spend it determines your success on all levels.** Qualifying is one of the greatest tools you can learn to determine the best use of your time both in business and in life. You can apply it to everything including finding a life partner. It's all about asking the right questions and getting those answers as quickly as you can without wasting a lifetime with someone you're not compatible with.

I also truly believe that it goes even deeper than this.

**Qualification (or the lack of it) becomes the outcome of what you attract and what you experience in life.** Do it incorrectly and you get the wrong type of customers, wrong girlfriend, wrong house, wrong holiday...wrong everything.

It's the greatest opportunity for you to ask..."is this what I want"?, is it "really" what I want?

Asking the right qualification questions can be done without being invasive or rude, from determining if someone is the right customer fit, to an item you want to buy or an investment opportunity you may want to make. Great business owners and leaders know how to qualify and they do it quickly.

1. I was very early on in the buying process and had just started to look at different brands and options. **(Timing)**
2. The reason I was looking to buy another bike. My current bike was too slow and I felt it was too dangerous because of its lack of power and speed. **(Problem I needed solving)**
3. How much I was willing to spend. **(Budget)**
4. I was buying it to also ride on highways which I couldn't do with my current scooter **(Need)**
5. I would be a cash buyer, so discussing finance options was a waste of time and I was buying the bike for myself **(Authority)**.

Over the 24 years of building my previous companies, I really learnt to read the signs of when it was time to go out with my sales manager and help identify why a large deal had stalled or why they couldn't seem to break into a new customer. Every time it came down to a lack of qualification on a number of levels and it was that they had missed one of these key steps in the BANT qualification methodology. It was often they hadn't asked if the person they were dealing with (particularly in a large company) was the only authority to make this type of buying decision, or if there were many other people in the process (so we could start to form a relationship with them?). OR was the timing right?. Were they ready to buy or were they really just getting information for next year's budget? And was our product or solution going to solve the problem they had?

Once they began to qualify properly, they stopped wasting time and moved on quickly to spend their time with bigger and better prospects who were more aligned to receive our product or service.

Qualifying scripts are some of the best tools you can develop in your company, from answering the phone, to cold calling customers to qualifying incoming customer enquiries. Having the BANT system written in your diary when meeting a client is also a great idea to help prompt you to ask the right questions until it becomes a habit.

Above all I believe the process of qualification allows us to truly understand if you can serve the client and ultimately help them identify and solve their problem, and if not, let them go and allow them to move onto someone who can.



Cliff is the newest Business Growth Expert at Upcoach. With over two decades of experience in business, Cliff has the ability to help guide and coach his clients to achieve success.



GET THE EDGE WITH

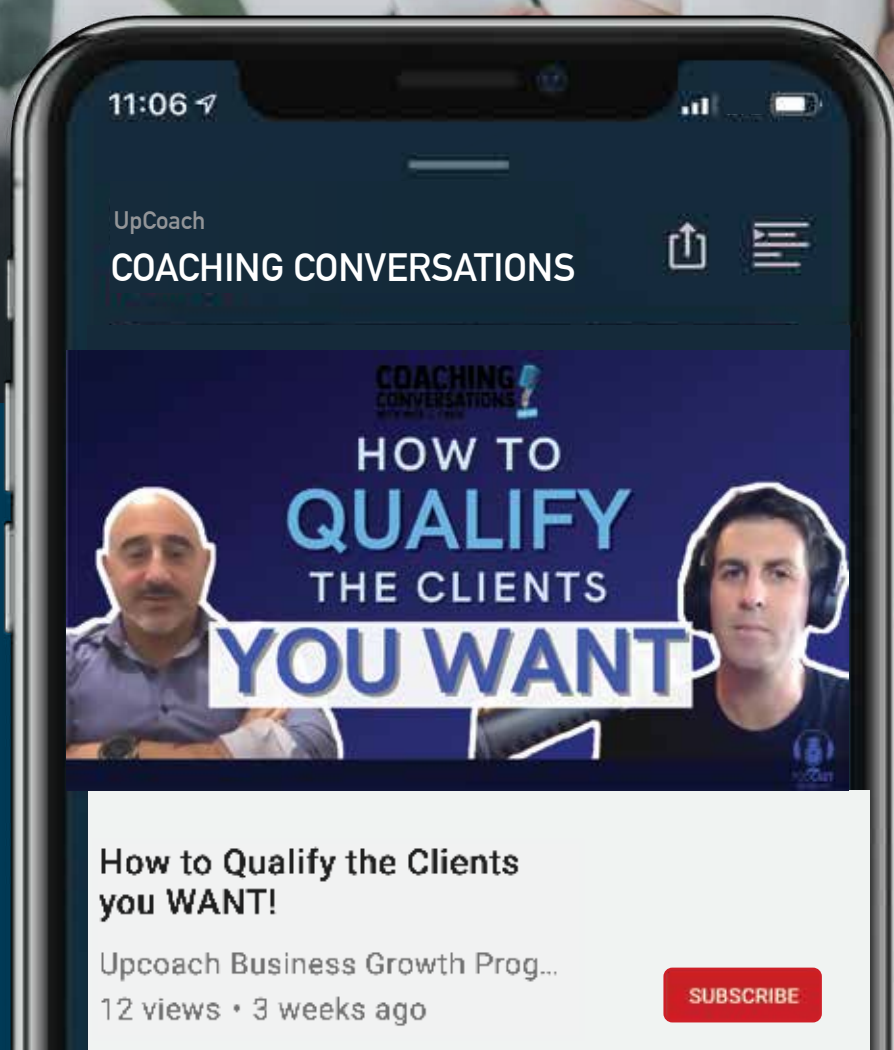
# COACHING CONVERSATIONS



WITH NICK & CHRIS

Watch and learn as business growth experts Nick and Chris, provide practical, usable advice and answer commonly asked questions on how to run a more profitable business. It's business chit chat - with a Punch!

START WATCHING ON  
YOUTUBE TODAY!





## WHY OUTSOURCING TASKS TO HIGHLY SKILLED PEOPLE WILL HELP YOU GET MORE DONE AT A FRACTION OF THE COST!!

As a business owner, you have to take on many hats. Over 62% of business owners spend at least a quarter of their work week on admin tasks. You are in charge of marketing your company and driving sales growth, improving customer service, and managing employees. One thing that you should not have to worry about is administration tasks such as bookkeeping, social media & other non income generating tasks.

Outsourcing these tasks can free up time for the other aspects of running a successful business!

Here are 5 great reasons why outsourcing administration tasks just makes sense and will help improve your bottom line:

1. Hiring talented professionals who specialise in administration tasks are usually faster at getting the small stuff done!
2. Save money by hiring someone less expensive than an employee with the same qualifications. In this way, outsourcing is a great budgeting technique for your business.
3. It allows you to focus on revenue-generating activities rather than administrative ones that don't contribute to the bottom line
4. It increases your office efficiency as hiring someone who is an expert in administration tasks can speed up the productivity in the office.
5. Outsource the tasks that you just don't enjoy doing!
6. Basically, the more time you spend on admin work, the less time your business has to make money.

If you're looking to effectively outsource administration tasks, it's important to have a realistic budget and clearly defined objectives. Remember that what matters is not how many hours are spent on the task but rather the quality of work produced in those hours.

In order for an outsourcing project to be successful, organisations need to take care and invest time in building the relationship with their service providers, which is a cornerstone of managing any outsourcing project.

A provider should be selected based on knowledge and experience in administration tasks rather than price alone.



# RUN MY ADMIN

**2 WEEK  
FREE  
TRIAL**

Just for being  
a subscriber to  
UpCoach Magazine  
we are offering the  
first TEN readers a  
**COMPLIMENTARY  
2 WEEK TRIAL**  
where we will take over  
your admin tasks for  
**TWO weeks FREE**  
of charge!

We've designed a SIMPLE BUT EFFECTIVE STRATEGY that allows us to identify where you could be saving time and money in your business removing you from the consuming administrative tasks.

Our team are experts at helping you find more time to work on those revenue generating activities in just a short 30 min time saver consultation.

In the session we are also talking to you about the best approaches and how you can really make a shift in saving time and money so you can spend more time doing the activities that are important to your personal and business life.

Apply now for a Time Saver Session and get to know what it feels like to be free of these time crippling tasks in your business.

**Want to call us instead?**

**Contact us on 1300 139 048**

**[runmyadmin.com.au/2-weeks-free-trial](http://runmyadmin.com.au/2-weeks-free-trial)**



*SIMPLY SCAN THIS  
QR CODE TO CLAIM YOUR  
TIME SAVER SESSION NOW!*



# ROBYN'S TOP PICKS 5

You have probably heard (at least once) the phrase “Work smarter, not harder”. A simple yet powerful mantra that is universally applicable in business today. With the adversities presented by the fast evolving COVID-19, remote work has become the norm for most businesses. As a result, communication and collaboration became more challenging forcing every business owner and entrepreneur to work twice as hard than before in order to stay afloat.

Thankfully there are tools and software applications that can be used to conquer everyday tasks and drive productivity & performance, especially when working in a team. Based on years of personal experience, I’ve compiled my Top 5 tools that you can invest in, to help you work ‘smarter’ through effective communication and collaboration with your team.

Name	Purpose	Key Features	Supported OS	Free Plan	Starting Price
Slack	Communication + Collaboration	<ul style="list-style-type: none"> <li>• User-friendly interface</li> <li>• Screen and file sharing</li> <li>• More intergration to industry-leading software and custom apps</li> </ul>	<ul style="list-style-type: none"> <li>• iOS</li> <li>• Android</li> <li>• Mac OS</li> <li>• Windows</li> <li>• Linux</li> </ul>	Available	\$9.00 /user/month
Zoom	Communication + Collaboration	<ul style="list-style-type: none"> <li>• Screen and application sharing</li> <li>• Schedule and record meeting</li> <li>• Up to 1,000 interactive participants in a meeting</li> </ul>	<ul style="list-style-type: none"> <li>• iOS</li> <li>• Android</li> <li>• Mac OS</li> <li>• Windows</li> <li>• Linux</li> </ul>	Available	\$203.00 /user/license
Google Workspace (Previously GSuite)	Communication + Collaboration	<ul style="list-style-type: none"> <li>• Email communication</li> <li>• Collaborative content creation</li> <li>• Online file storage and management</li> </ul>	<ul style="list-style-type: none"> <li>• iOS</li> <li>• Android</li> <li>• Mac OS</li> <li>• Windows</li> </ul>	14 Day Trial	\$6.00 /user/month
Monday.com	Project Management + Collaboration	<ul style="list-style-type: none"> <li>• Intuitive user interface</li> <li>• Automation and integration</li> <li>• Reporting and analytics</li> </ul>	<ul style="list-style-type: none"> <li>• iOS</li> <li>• Android</li> <li>• Mac OS</li> <li>• Windows</li> </ul>	14 Day Trial	\$11.00 /user/month
Canva	Graphic Design + Collaboration	<ul style="list-style-type: none"> <li>• Drag and drop interface</li> <li>• Free images, icons and templates</li> <li>• Collaborative design</li> </ul>	<ul style="list-style-type: none"> <li>• iOS</li> <li>• Android</li> <li>• Mac OS</li> <li>• Windows</li> </ul>	Available	\$8.00 /month (for up to 5 people)



Robyn is an experienced Virtual Assistant and leads the Upcoach V.A. team in the Philippines. Managing areas such as content creation, lead connection and admin duties, Robyn oversees and provides support to the Upcoach team and its clients.





# SELLING SUCCESS

REFLECTIONS FROM 28,028FT

BY GUEST AUTHOR STEPHEN BOCK

Having successfully operated a selling business for almost 25 years in the Sydney real estate market, I have seen my fair share of differing market conditions (up, down, sideways and more recently – a pandemic). It's an industry that has an incredibly high failure rate (by some reports over 80%). Having said that, our team has been able to achieve within 10% of our forecast business plan each year for most of those 25 years irrespective of market conditions.

In contrast, I spend my time off climbing some of the highest mountains on the planet – including Everest (which sits at 28,028ft). What I have learned over the years is that many of the same elements required to be successful in running a multi-million dollar sales business, or any business for that matter, are directly applicable across most arena's in life, including climbing mountains.

I believe success in sales (or any business) happens well before you ever speak to a client, just the same as success in climbing a big hill is determined well before you take your first step up the slopes. In my view, there's a few fundamental things you need to have ready before you take on any challenge.

*... cont. page 18*

## Bullet-Proof Planning

Success in a sales business (or any business for that matter) requires meticulous planning. To start with you need to know your business numbers on every key area of your business. My business examples are: call to lead ratio, presentation to list ratio, list to sell ratio, average number of days on market, auction clearance rate, list to sell ratio, average selling price, average commission rate, lead generation source (to analyse marketing ROI) etc. You can't plan your next year if you don't know your numbers from last year. You can't create a bullet proof plan unless you have real data to work with. Unfortunately, in my experience, I find most people don't 'want' to track their numbers as it's too painful to face the reality of what their starting point looks like.

Once you have a reliable set of data you can begin setting up a business plan. I believe the best business plans can be written on one page and are constructed in such a way that someone outside of your business could review that plan and have a general understanding of what you and/ or your team will execute over the next 12 months. I don't subscribe to unrealistic expectations – instead I believe in incremental and 'achievable' growth targets as you build strong foundations within your business to manage each new level of performance.

I recommend a 20% growth per annum is a good guide for most people.

Of course, the business plan needs to include a marketing budget, staffing budget, other expenses as required and of course, a profit percentage. There is no point in making a lot of revenue if we don't retain an appropriate profit!

It is critical in this process for the salesperson, business owner etc to mentally 'own' their plan. There is no point having a plan that sounds good for others to read. If you don't actually believe you can hit the target, this is simply setting yourself up for failure. This is the essence of why most people fail at achieving goals as well in my view.

Just as in climbing mountains, my expedition (business) plan needs to be bulletproof and I need to be able to mentally 'own' the outcome. I'm unlikely to be able to mentally 'own' climbing Mount Everest if I haven't climbed higher than Mount Kosciuszko previously – not to mention my skills may need to grow a little! Instead, a prudent way to take control of your Everest (business) plan would be to climb 3000m, 4000m, 5000m, 6000m and a 7000m mountain in succession before tackling an 8000m+ mountain like Everest.

---

## Systems & Processes

Start with an understanding as to how you would like every customer to be serviced by your team from their very first interaction with your business. Then systemize everything that you can within your business to reflect that customer service offering. This should include every interaction with a customer through the initial generation and enquiry of the customer, follow up and nurture program, presentation of your services and of course, the entire process once you have retained that customer. This should not only relate to the business dealing itself but your future customer service program with that customer for life! Having a good CRM is critical to be able to categorize these customers and provide the appropriate service touch points at the appropriate time throughout the lifetime of looking after that customer.

This provides a platform to train future staff on your business standards, measure performance against and review to improve as required. It's impossible to measure sales success or business performance if you don't have a standardised approach.

Then my tip is practice and drill continually. In my business we use role playing as a critical tool to 'tune up'. I would prefer to practice our presentation skills in the office with team members than in the customers lounge room. The latter would be a very costly mistake considering the sales fees involved!

I recommend the 'Brief & Debrief' process as well. Brief before each customer meeting and identify the key outcomes and practice the various scenarios that may eventuate during that meeting. Debriefing after each meeting is also highly effective to identify what went well and what didn't during the meeting. Honest self-assessment allows for faster growth and improvement in developing your skills.

It goes without saying that systems and processes are the cornerstone to climbing big mountains.



When the odds are high you need to know with certainty how your team will react to various situations.

It goes without saying that systems and processes are the cornerstone to climbing big mountains. When the odds are high you need to know with certainty how your team will react to various situations.

---

## Build an 'Everest' Team around you

### 1. External Team

Surround yourself with coaches and mentors that can help you grow and keep you accountable. Surround yourself with people who inspire you and already perform at the levels that you aspire to achieve. It's hard to grow if you are the smartest person in the room. Your sales performance, or business can only grow as you grow. Most people I meet often feel that once they improve their sales performance, business growth and income, only then they will 'work on themselves'. I believe this is the wrong

way around - business performance is just an extension of yourself. Continual focus on self growth increases your confidence, knowledge and ability to influence amongst other key skills. The integrity that comes from living a life consistent with who you portray you are in your business life, provides incredible power.

You need to become an Everest climber long before you start the actual climb.....

---

### 2. Internal Team

"You can't climb Everest with a Kosciuszko Team" is an expression that rings true in my mind.

It's important that you have people within your team that share your commitment to be the best. Having the right people in the right roles, providing them the tools to perform and excel and the autonomy to execute that role. Provide an understanding of how their performance will be measured and most importantly acknowledging and rewarding

them appropriately. My experience is that a team will respond well when they: know what they are doing, that they know they are contributing to the overall success of the mission and that they are given the opportunity to grow and be challenged within themselves - this is often more important to a team than the financial reward.

I personally believe that you need to lead by example, provide clear vision and be the first to pitch in and help your team. Accept personal accountability as a leader when things don't work out and pass on the successes to the team along the journey.

As earlier stated, I believe success in sales, business or whatever the endeavour, is determined well before you speak to that next customer or tackle your next mountain. **The key to your success is found within the quality of your preparation.**

See you at the top.....



Stephen Bock is a skilled real estate agent with over 20 years of sales experience, selling almost \$1 billion dollars in real estate over his career. As a sales coach, trainer, mountaineer, and the 61st Australian to summit Mount Everest, Stephen thrives on pushing the limits both in his business and personal life.



# BACK TO THE FUTURE – HOW OLD SCHOOL SALES ARE MAKING A COMEBACK!!

Every business owner knows that connecting with the right person cuts down on time, valuable energy and money. Today in our busy, bite sized world, getting to the point in a sales conversation is a valued commodity that isn't taken lightly. We all know the importance of connection, conversation and negotiation over the phone and that you simply can't get the same connection on a personal level from any other medium. That's why picking up the phone is simply priceless.

Here are 9 benefits of calling potential leads that might surprise you!

## Benefit #1:

It builds rapport. If you want to build rapport quickly, have an interesting discussion about what they are looking for--and make sure that this doesn't sound like "selling".

## Benefit #2:

They won't avoid eye contact when talking on the phone. In person, people might not always look at you while speaking because of nerves and shyness but you won't have that problem on the phone.

## Benefit #3:

You can measure their interest in your product or service more easily. When you are face-to-face with someone, it may be hard to tell if they are interested and listening closely but when you talk on the phone, you will know by how engaged they are in the conversation.

## Benefit #4:

It is easier to get someone's contact information if you call them on the phone and you can use the conversation to introduce yourself and your product or service.

## Benefit #5:

You will not waste time waiting for an answer on email, chat, or social media posts, all of which may be ignored.

## Benefit #6:

It is a more personal connection with someone who may also feel relieved that you contacted them.

## Benefit #7:

Phone calls create the opportunity to get a "yes" answer, which you might not be able to do with other methods of communication like email or social media posts--and this means more potential customers for your business!

## Benefit #8:

You can also ask questions about what they are looking for, that you might not have thought to include in your marketing materials.

## Benefit #9:

Phone calls are an inexpensive way of conducting business.

---

If you want to start using the phone to connect with your prospects, however, you just don't have the time, confidence or training to connect with the decision maker, then we can help.

Read the next page to claim your FREE TRIAL today.



# CALL MY LEADS

Time to change your marketing strategy to the real deal. Connect with the right person in person!!!

Call My Leads has an average of 78% positive connection rate across all industries. We know how to deliver results and the best return on investment.

Social media channels are getting harder to connect with the right people so you need another PROVEN approach

The good news is that by using Call My Leads, you will not only significantly reduce the time spent on generating leads and nurturing prospects but you will also be able to save your money when compared to trying to do it all in house.

WE DO ALL OF THIS FOR YOU simply by outsourcing it to our professional Australian owned and operated team:

- Appointment Setting
- Database updating
- Customer surveys
- Customer follow ups
- Lead generation
- Telephone sales

If you are missing out on valuable business by not getting back to your leads or reaching out to NEW prospects due to the lack of time, skill or manpower, we are here to help you.

Our team of AUSTRALIAN BASED operators are fully trained in setting appointments and generating conversations for businesses like yours. PLUS, everything we do is tracked so you can see the impacts of our campaigns in real time.

**50  
CALL  
TRIAL  
FREE!!**

Just for being a subscriber to UpCoach Magazine we are offering the first 10 readers a **COMPLIMENTARY 50 CALL TRIAL** where we will call 50 potential sales prospects for you on the list of your choice **FREE!!**



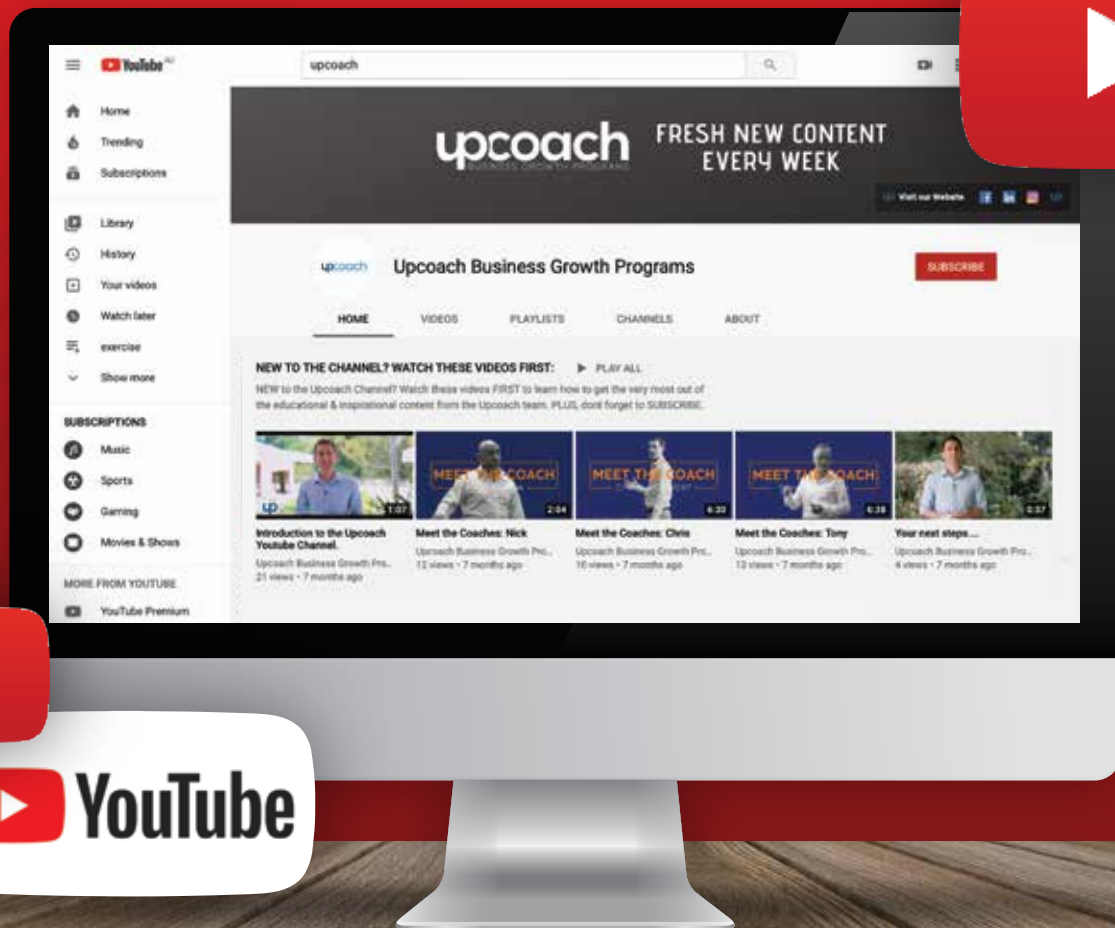
GET 50 CALLS INCLUDED  
WHEN YOU APPLY  
- SCAN HERE!



**1300 095 427**

**callmyleads**

# TIRED OF *BORING* VIDEOS?



**SUBSCRIBE TO THE UPCOACH YOUTUBE  
CHANNEL AND LEARN FROM THE  
EXPERTS FOR FREE**

Learn from Nick and the team by viewing over 200 videos loaded with golden nuggets of inspiration, best business tips and real-life lessons.

***Search Upcoach Business Growth Programs on  
Youtube to start watching today.***



A woman with blonde hair, wearing a red and white plaid shirt, is looking up at a wall covered in colorful sticky notes. She is holding a yellow sticky note in her right hand. To her right, a man in a blue denim shirt is also looking at the wall, holding a yellow sticky note. The background is a white wall with many colorful sticky notes (yellow, pink, purple, green) pinned to it. A laptop is visible on a table in the background.

# SEQUENCE OF EVENTS

## HOW RE-ENGINEERING YOUR SALES PROCESS CAN TURN YOUR SALES GAME AROUND

With the focus on sales, I thought I would share my experience working on re-engineering the sales process for Upcoach. Due to the current Covid situation, many business owners have made changes in what they do and how they operate, which has forced us to look at things differently and come up with alternative solutions. For us, we needed to completely re-engineer our sales process to survive the changes and downturn we were starting to see. We needed to quickly turn an old clunky sales process into a sales machine that would deliver faster, better and easier results than we had ever seen. Here's a look at what we did...

In the old days (pre-covid) the Upcoach sales process was very complicated, expensive and unpredictable. We used to be on tour and travel around the country, state to state, city to city for 1 month, out of every 3 months of the year. Through ad campaigns we would target most capital cities around Australia and try to recruit up to 100 potential clients to attend a 4-hour free seminar called the Business Reinvention Roadshow. The objective was to show and tell, provide value and see if we could help them and then get them to sign up to a coaching program.

So, the biggest drawback with this type of model was that we would have to invest a significant amount of money upfront in social media advertising to get people into the room. It also incurred a significant amount of time and cost with the team, travel and accommodation expenses for very little guarantee of any clients booking into our programs.

When Covid-19 kicked in in early 2019, everything changed. We were no longer allowed to travel and more importantly we could not have the numbers of potential clients we needed in the room together. We initially thought this was all going to pass quickly and that life as we knew it would return to some form of normality. Wrong. For many months we waited and waited with no new sales coming through and clients falling away due to their programs being completed. We knew we had to significantly change if the lifeline of the business was to deliver a new flow of clients for the business to survive.

The brains trust of the business started to look at what needed to happen and what the options were for us to look at re-engineering the sales process, to deliver a bigger and better result than ever before. We started with the numbers and identified what we needed to happen for

... cont. page 22

the business to survive and then to thrive. We went through a detailed process to break down the numbers so we could see the number of clients we needed to attract each week and month for the business to reach its financial targets.

Our first goal was to look at the big picture and identify how many new clients a year we needed as an indicative number to work towards, Next step was to work out how we can connect with enough clients to generate the numbers we needed and channel them through our funnels.

## UPCOACH SALES FUNNEL PROCESS



We needed to set up a good funnel flow to bring enough enquires to lead to conversions

Once we had generated a qualified lead, we would add them into our CRM where we could then manage them on their journey. Here we could capture all their details and set them up to flow through another three stages, with the focus on added value and building a relationship with them, until they decided to join the Upcoach Tribe.

During this process we could further qualify them to see if they are a good fit for our business and likewise if we are a good fit for them.

One very powerful key element we developed and introduced during this process was the inclusion of social proof. We would ask them

to connect with our existing clients and have a free and open conversation with them, to put all their fears and questions into perspective. This was a game changer for us as it helped potential clients understand what they were going through in their heads and deal with these issues prior to them making the decision to come onboard..

### How did we re-engineer the process?

Throughout the process of re-engineering, we were constantly refining what we did every step of the way. Every week we would discuss what was working and how things could be improved and how we could increase engagement, connectivity, and confidence for our clients to move forward.



Another key factor was to evaluate the numbers and measure every step of the process. This way we knew what was working and where areas needed to be improved.

We introduced a weekly sales team meeting where we would review every aspect of the process from calls to pipeline, through to the conversations we were having in every interaction with our clients. The meeting was also an opportunity to present and review the numbers, another game changer in the process.

We developed several spreadsheets and formulas to help track and measure every step

and every cost, so we knew what we were spending, and we knew what it was costing us for every aspect of the process. This way we could calculate every week, what it cost us to get a new client across the line. Vital information.

Using the data, we could then easily see what areas were performing and where we needed to make further investment to change the results. The idea of this was to have a sort of volume knob so that when we need more clients, we could simply increase the activity in certain areas to increase the number of lead enquiries coming through.



Over a short period of time, we were able to really control the flow of sales coming through the business and now, because of all the work we have done, we have a much-improved sales process that constantly serves the business.

Now for some sound advice...

The sales process is one of the most critical elements of any business and needs to be fully understood, constantly analysed, and thoroughly reviewed regularly to ensure it is performing to deliver the requirements of the business needs. Sales is the lifeline of every business and needs to be managed, not left to its own devices. Numbers are a key component of the sales process, and they not only help us see what is going on, but they also help us to see where we need to invest our resources and our time to improve our results. Remember what can be measured can be managed, so develop systems and processes that are easy for you to understand and to talk to your team about. Great teams achieve great results in sales when everyone talks the same language and is focussed on the same goals and activities.

Good luck and happy selling.

Tony is one of the Business Growth Experts at Upcoach. Specialising in business finance, Tony is a regular contributor to the Upcoach Magazine and personally coaches clients to grow & scale their businesses.



# GROW YOUR BUSINESS FASTER THAN EVER BEFORE!



**Our Business Growth Programs are designed to help take your business to the next level UP!**

Today, 50% of all small businesses fail in their fifth year. The reality is, that it takes years (and countless mistakes) to learn how to grow a business – and that's where we come in.

Our highly experienced business growth experts work with you, using our proven business growth programs, to help increase your profits and scale your business fast.

Discover work-life balance and the freedom that a successful business can provide for you and your family today.

**Book your FREE 30-minute Coaching Session with a qualified Business Growth Expert, by scanning the QR code here**

