

# Close Six and Seven Figure Deals with These Powerful Distinctions

## 10 Point Checklist

### Ephraim Olschewski

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"No matter what you are selling, it is about relationships."**

**EPHRAIM OLSCHESKI**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Take genuine interest and get to know other people's worlds so I can relate to them in order to be of better service.
- Understand the difference between an agreement and a contract. With an agreement my word is my bond. A contract is a written document.
- Honor my word and be impeccable by doing what I say I am going to do and being there on time.
- Keep in mind that sales calls don't have to be overly scripted. I am talking to a real person therefore having a real conversation is better than saying words that don't relate to the listener.
- Be more thoughtful by finding out what my client likes before sending them a thank you gift. The gesture would be more memorable than generic presents.
- Make sure that I believe and I'm confident in what I am selling and in myself so that people can find me more convincing.
- Have certainty for effective selling because there is nothing as powerful as knowing that I can count on myself.
- Ask what my client's intention is for being on a call and what does success look like to them to give myself the advantage of knowing what they want.
- Know that who I am really matters, and I can make a difference to the person I am with.
- To achieve high effectiveness in what I do, I should ask myself 'what gets in the way of performance?'. When I know the answers, I should be able to deal with it.