

# 15 GOLDEN NUGGETS from SUPER SUCCESSFUL SALES WEBINAR EXPERTS

Instead of concentrating on the price and product, you want them concentrating on big benefits to them about the topic that you are talking about... The key is take care of people and you will sell more stuff.  
—Tom Antion

I think when (attendees) hear from me, they say, “OK, cool. He’s done this and made a lot of mistakes, so I can do this and make a lot of mistakes.” And hopefully, that part of my storytelling connects with them. And if you can connect with the people listening on a webinar, or anywhere, then it’s easier to sell to them.  
—Marc Bullard

That’s why the application of learning is so important, especially if you are going to turn your webinars into educational material; you don’t want to just look at it from a presentational prospective, but instead ask yourself how you can get the student involved in what you are talking about. It’s their assignment; it’s their next step.  
—Dr. Jeanette Cates

You build a prospect list of people who are interested in that target market as well. It’s a beautiful, beautiful thing. It provides great contact for ongoing communications and relationship building with your prospect list... When you have a speaker series that happens on a particular date and time, with regular frequency, you’ve set the expectations; you’ve told people that you’ll have interviews for them, and guess what? You make it happen. You get those emails out, you get the speakers in, and you write the content.  
—Cathy Demers

Sure, I can make you think about something, but big deal! I mean, how often do thoughts actually lead to change? Almost never. But if I can give you a feeling, that’s a whole different conversation, because now you are a different person. I want you to physically feel better when you leave my webinar than when you first got there. There’s another reason why I do that, because people make buying decisions on feelings, not on thoughts. So now we’re getting closer to making a sale.  
—Jason Fladlien

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## 15 GOLDEN NUGGETS Continued

Give them more training, more how to, and gently take your audience by the hand and walk them through where they are now to the result that you've promised them, which is the reason they are on the webinar in the first place. So the way I do this is to just over-deliver on content, content that is applicable to their life. And when you do this, along with maybe giving them a gift, they feel like they want to reciprocate.

—Daniel Hall

All the latest high tech web design gadgets, bells, and whistles won't help you make any money unless you learn to use words and sales strategies that have been proven to get attention, generate interest and desire, and motivate people to take buying action now.

Attract them, show them the benefits, help build the desire, show them what action to take, and get them to buy now.

—Mark Hendricks

It's all about influence—persuasion and influence, the positive way. And to influence somebody, they've got to trust you. You've got to be connected with them... it's just really conversational and interactive all the way through. I really do continue to teach while I'm "pitching," while I'm "making an offer." My whole goal is for it to be seamless from content into offer, and that's why I just keep teaching all the way through. I save some good stuff for last and it seems to work out all right for folks.

—Jeff Herring

The three words, "imagine," "experience," and "enjoy," have continued to be very, very powerful across the time that I've been paying attention to it, and I notice it more because it's a good persuasion technique... And if you really want to have the person on the other side of your communication say yes to your offers, you've got to involve them in the conversation.

—Bob "The Teacher" Jenkins

What you have to do is teach people what they want, and if you have an expertise, people will want to know what you know. It takes a person who is brave, and a little brash to get out there and do it and be confident about it.

—David Perdew

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To me, it just makes sense that if you can engage your audience with a story, and do so in a very deliberate manner, and if they can take your story and see themselves in that story, then you are going to make a connection with them that gives you a better opportunity to convert them from just a prospect into a paying customer.

— Tony Laidig

You don't want to show up and not know what is going to happen. You prefer predictability in your business. Sequence is the order that the presentation goes in. So in the generic Sales Mountain (it's) lead generation, appointment setting, trust and rapport, identifying customer needs, share the benefits, close, objection handling, and follow up. There is a reason why "share the benefits" is before "close" and after "identifying the customer's needs."

— Eric Lofholm

(A joint venture partnership) is a completely unified thing between two business partners where profits are split, everyone is happy, and you can practically just write a simple letter explaining (the joint venture). And a lot of them will jump on it because you're offering content to their audience that fills a need for information. And at the same time, if you happen to sell some stuff, then that person is making money and they're not really doing anything. But you gain sales and an email list and are building your brand at the same time. So it's a total win-win, and it's no more difficult than that.

—Colin Martin

Be prepared then don't forget to bring your passion and your personality, make sure they show up as well. Things just go better right off the bat in that sense... You just can't buy better relationship-building kinds of things than to give people valuable content without the expectation of anything in return, without the expectation of reciprocity. They'll give it if you earn it.

—Lon Naylor

So here's where the power of persuasive language comes in. I think people are always going to act in their own best interest. So whenever I'm looking to frame my message, I have to frame it and I want to frame it in that regard. It's not about me or this or that. It's about the results it will give somebody.

—Geoff Ronning

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