

Sales & Marketing That Brings Orders

More of the enquiries you already pay for turn into orders, and the team knows which marketing brings the right ones.



WHO IT'S FOR

Sales and marketing teams, tele-callers, counsellors and dealers.

FORMATS

Both modules, 2 days (best value)

Marketing That Brings Enquiries, 1 day

Sales Without Pitching, 1 day

6 weekly sessions

WHAT THIS TRAINING FIXES

01

Leads cost money, but nobody knows which source brings orders.

02

The team pitches, discounts and then waits for the customer to call back.

03

Follow-up depends on memory, so most enquiries go cold in a week.

1 day

Marketing That Brings Enquiries

- ✓ Where your leads come from, and what each one costs
- ✓ Cost per lead and cost per order: the two numbers to watch
- ✓ Offers and pages that convert
- ✓ Content that builds trust before the first call

1 day

Sales Without Pitching

- ✓ Qualifying: which leads deserve your time
- ✓ Discovery: questions before presentations
- ✓ Handling the 5 common objections
- ✓ Closing honestly, without pressure

A TYPICAL AGENDA

DAY 1 · 10:00

Where the leads come from: lead sources and cost per lead, from your own numbers

DAY 1 · 11:30

Offers and landing pages: what makes someone enquire

DAY 1 · 14:00

Trust-building content: what to post and what to send

DAY 1 · 16:00

Tracking: one sheet that shows what works

DAY 2 · 10:00

Qualifying and discovery: the questions, practised in pairs

DAY 2 · 11:30

The 5 objections: role-play with real customer lines

DAY 2 · 14:00

Closing and the 7-touch follow-up, with WhatsApp scripts

DAY 2 · 16:00

The weekly pipeline review and the 30-day challenge

WHAT THE TEAM TAKES HOME



Lead-source and cost-per-lead sheet



Objection script card



7-touch follow-up plan and WhatsApp scripts



Weekly pipeline review format

Copies of Stop Pitching. Start Winning. can be bundled for every participant.

THE 30-DAY CHALLENGE

WEEK 1

Track every lead's source and cost

WEEK 2

Three discovery questions on every call

WEEK 3

The objection replies, used and noted

WEEK 4

The 7-touch follow-up on every open lead

DAY 30

Review call: what changed, what to fix next

EVERY PROGRAM INCLUDES

- ✓ Take-home worksheets and scripts
- ✓ A 30-day implementation challenge, with a review call at the end
- ✓ An optional Growth Diagnostic afterwards, for owners who want the full picture



How booking works: scoping call → proposal → 50% advance confirms the date → training and 30-day challenge → review. **Fee on request**, per batch of up to 30.

Get a proposal:
themayankjain.com/training/sales-marketing
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