

The Art and Science of Sales

Facilitated by:



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Maverick, Owner



The Middle Six®

6/10

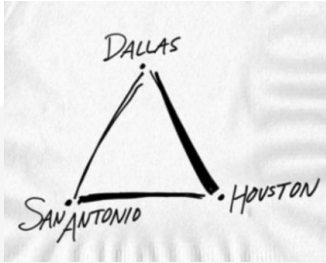
For every 10 sales,
you'll lose two no
matter what you do,
you'll win two if you
do your job ok, but
**it's what you do with
The Middle Six® that
really matters.**

The Art of Selling



**I need a
volunteer!**

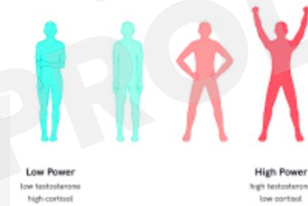
Visuals



**PICTURE
SUPERIORITY EFFECT**



STICKY STORY

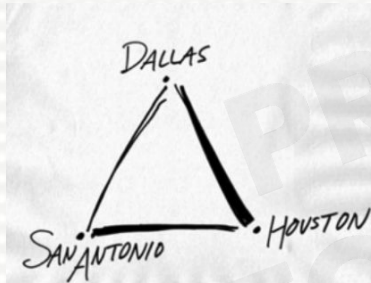


BODY LANGUAGE



FLAIR

Cocktail Napkin Story



PICTURE SUPERIORITY EFFECT

(Draw \$) **“What’s your companies biggest expense?”** (draw people) **“2nd biggest?”**

I help align your building strategy with your people strategy to make you money (draw building)



TRP DESIGN GROUP

What's in your bag?



STICKY STORY

Workshop is the soft stuff. Come in hard, leave hard, but the best part is this soft stuff. And we cover it all in sparkles.



THE PERK

What's your body language?



BODY LANGUAGE





Dress for Success: The details that reflect your personal style while aligning with your brand

Sales Science

Periodic Sales Table

Create



Fill



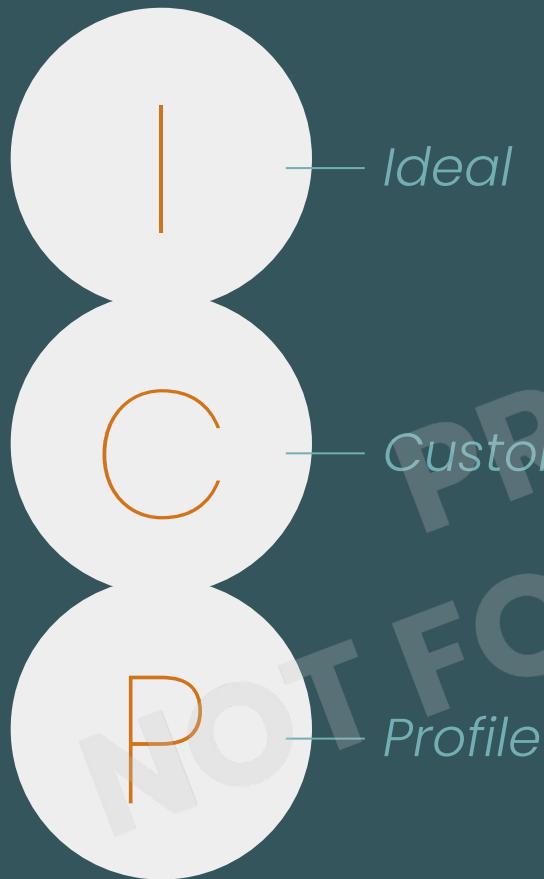
Sustain

Periodic Sales Table™

*Some initiatives may require an additional technology or software investment.

| | | | | | | | | |
|--|-------------------------------|---|--------------------------|--------------------|-----------|------------------------------|----------------------------------|------------------------------|
| TSP | In | CRMs | PI | TA | BC | HES | PM | Tr |
| Tactical Sales Plan | Initiative | Customer Relationship Management Software | Talent Optimization | Talent Acquisition | Boot Camp | Higher Ed Strategy | Process Mapping | Tracking |
| B2B | B2C | B2R | SM | Ca | Co | JV | IPE | Ma |
| Business To Business Strategy | Business to Consumer Strategy | Business to Retail Strategy | Social Media | Campaign | Coaching | Joint Venture/ Collaboration | In Person Engagement Strategy | Sales Management |
| DA | Re | CA | NCD | De | Ma | Ed | VM | OI |
| Data Analysis | Research | Competitor Analysis | New Customer Development | Deliverables | Marketing | Education | Visual Management | Organizational Involvement |
| SWOT | LG | VP | RM | Au | | Bu | CE | SSP |
| Strengths, Weaknesses, Opportunities, and Threats Analysis | Lead Generation | Value Proposition | Relationship Mapping | Automations | | Budget | Standardized Customer Experience | Strategic Sales Philanthropy |

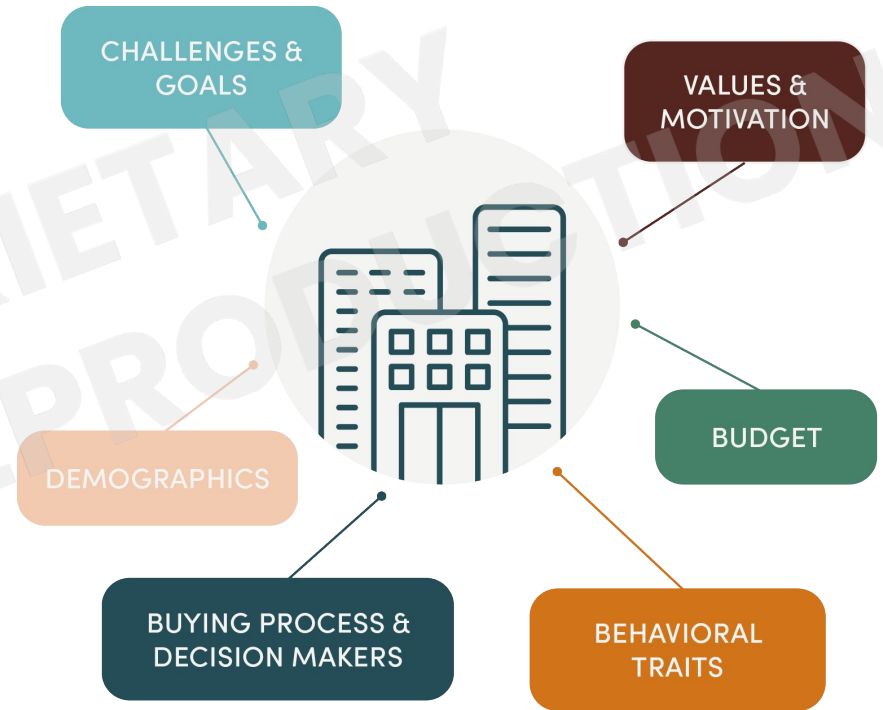
Create → Fill → Sustain →



Ideal Client Profile

- **Ideal Customer Profile (ICP):** A detailed description of the best-fit customer for your product or service.
- **Focus:** Identifies the most valuable customers for your business.
- **B2B Use:** Defines the "perfect fit" at an organizational level.
- **Benefits:** Streamlines marketing & sales, targeting high-potential leads for maximum impact.

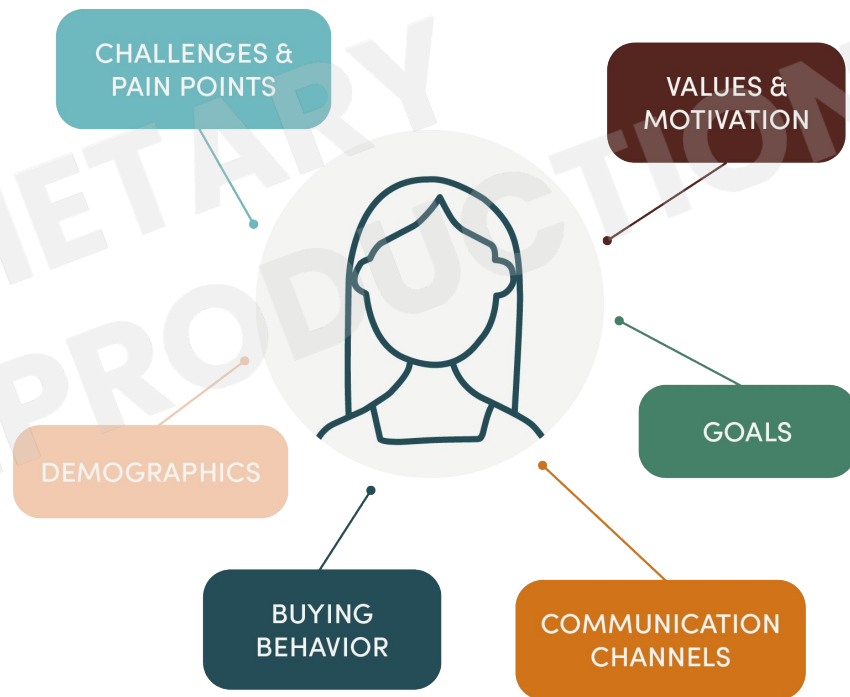
Developing your ICP



Persona

- **Buyer Persona:** A semi-fictional profile of your ideal customer.
- **Based On:** Market research, data, and customer insights.
- **Focus:** Individuals making purchasing decisions (B2B & B2C).
- **Details:** Includes demographics, motivations, challenges, and behaviors.
- **Purpose:** Helps tailor marketing, product offerings, and sales strategies.

Creating Your Buyer Personas



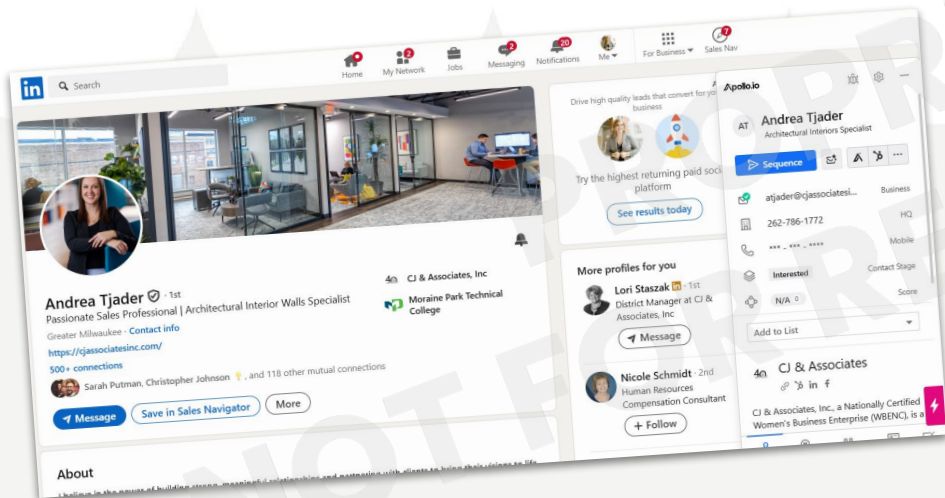
Hot New Tools and Techniques

Lead Generation Tool

– Apollo

Sales Intelligence & Engagement

- **Lead Database:** Access to millions of verified B2B contacts.
- **Prospecting Tools:** Advanced filters to find ideal customers.
- **Sales Engagement:** Email automation, call tracking, and LinkedIn outreach.
- **CRM Integration:** Connects with Salesforce, HubSpot, and other tools.
- **AI Insights:** Data-driven recommendations for better targeting.



Sign up for Apollo – Free Forever

Find, contact, and close your ideal buyers with over 275M contacts and streamlined engagement workflows powered by AI.

Apollo.io



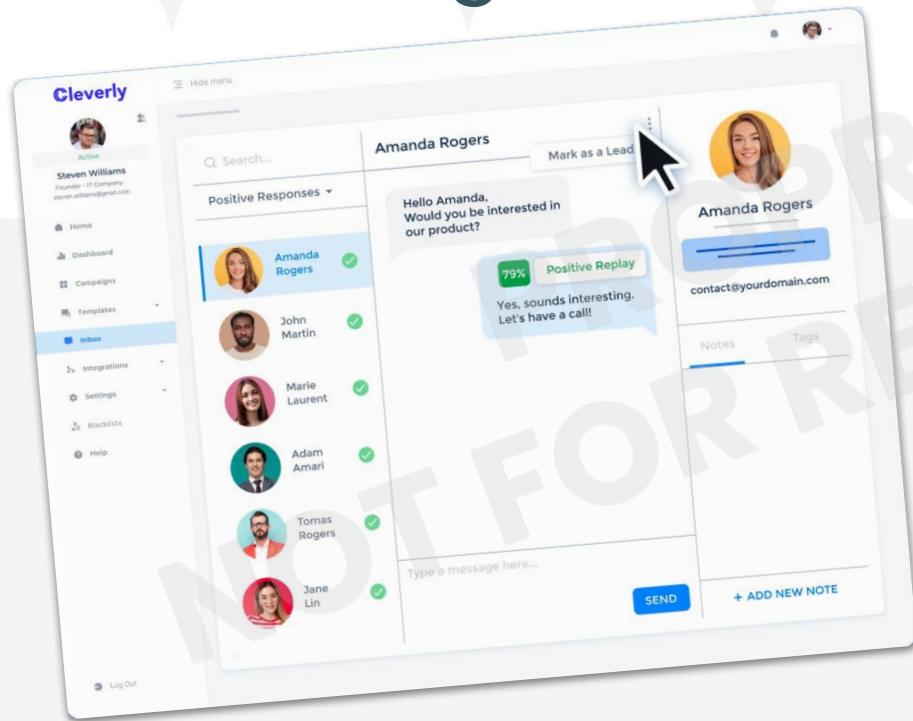
LinkedIn Sales Navigator

Premium Sales Tool for Finding and Connecting with Leads



- **Advanced Search:** Filters prospects by industry, job title, company size, and more.
- **Lead Recommendations:** AI-driven suggestions for potential customers.
- **InMail Messaging:** Directly contact prospects outside your network.
- **CRM Integration:** Syncs with Salesforce, HubSpot, and other platforms.
- **Real-Time Updates:** Tracks job changes, company news, and engagement signals.

Martech for LinkedIn Sales Navigator



LinkedIn Outreach & Network Growth

- **Done-for-You LinkedIn Outreach:** Leverage Cleverly to send personalized connection requests to 2nd-degree LinkedIn connections, expanding your professional network with high-value prospects.
- **Automated Engagement with Target Clients:** Create lists of target clients and current clients and interact with their posts daily, without missing a beat
- **Personal Brand Building:** By consistently engaging with new connections, your company has increased visibility and authority in your industry.

Outreach Sequences



Targeted Nurture Campaigns for Warm & Old Leads

- **Re-engagement of Warm & Old Leads:** Using strategic email copywriting, re-engage past leads sitting idle in your CRM. Tailor outreach based on previous interactions to rekindle interest.

Target Accounts

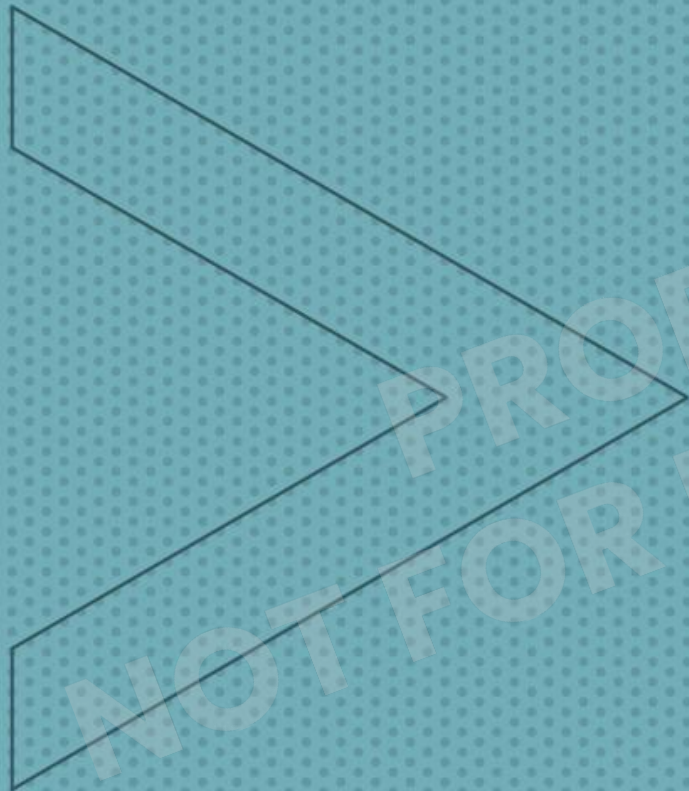
New Lead List Sequences & CRM Optimization



The screenshot shows a CRM interface with a 'Leads' table. The table has columns for LEAD #, LABEL #, COMPANY, STAGE, LAST ACTIVITY (EST), and NEXT ACTIVITY (EST). The table lists several leads with their respective stages and activities.

| LEAD # | LABEL # | COMPANY | STAGE | LAST ACTIVITY (EST) | NEXT ACTIVITY (EST) |
|----------------|---------|-------------------------|-------------------------|-----------------------------|------------------------|
| Chandler Bing | | No one really knows LLC | New for a few seconds | Sent an email 7 months ago | Schedule next activity |
| Joey Tribbiani | | Days of our Lives | Attempting for 4 months | Sent an email 5 months ago | Schedule next activity |
| Phoebe Buffay | | Messages for you | Attempting for 4 months | Sent an email 4 months ago | Schedule next activity |
| Ross Geller | | Dinosaur Rock LLC | Attempting for 4 months | Sent an email 4 months ago | Schedule next activity |
| Hanika Geller | | Alessandra's | Connected for 2 months | Sales Hub Demo 2 months ago | Schedule next activity |
| Rachel Green | | Ralph Lauren | Attempting for 4 months | Sent an email 7 months ago | Schedule next activity |

- **Custom Sequences for New Leads:** Set up structured email and LinkedIn messaging sequences to systematically convert cold leads into engaged prospects.
- **CRM Lead Segmentation & Cleanup:** Ensures your CRM is organized, optimizing follow-ups and tracking interactions for better conversion



PROPRIETARY
NOT FOR REPRODUCTION

cClosing

Your 7 Nos to get a yes



Hungry for more?



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Let's Stay in Touch



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