

00:02

Eric Lofholm

Good afternoon everybody. This is Eric Lofholm. Welcome to class two of the double your sales with AI challenge. And we're going to go today and then tomorrow at the same time, 11am Pacific classes go for about 30 minutes. So it's great to be with you guys here. Today I get to do one of my all time favorite things which is to teach. Today I get to train. I love sharing these ideas. I'm sharing the exact techniques that I'm using and I'm also sharing with my private clients. And so today's appointment setting, double your appointments with AI tomorrow, double your close ratio. And yesterday we introduced for the first time Griffin. And Griffin is your AI guide to helping you get the most out of this class.

00:55

Eric Lofholm

Where you can find Griffin and is@hubpage replay.com and I'll put the link in the chat hubpage replay.com this is where all the information is about this particular class. And if you click on Griffin, your AI guide, what this is a custom GPT that was built to support this class. So you can go in and interact with it and you can ask it questions and let me see, let me just show you guys something here with the transcripts. So the transcripts here I'm going to copy or I'll just download them. Upper right hand corner, you can download the transcripts. So this is just a challenge class one transcript. And I want to make Griffin smarter right now. So Griffin is your AI guide to help you get the best experience out of this class.

02:02

Eric Lofholm

And so this is, I'm going to show you the back office of Griffin here. Upload files. What am I going to upload? The transcript of yesterday. So now when you interact with Griffin, it knows everything that I spoke about yesterday. So this is now live. If you interact with Griffin right now and do a prompt, you know what were the top three ideas Eric shared yesterday? Shared in class one. All right, we're asking Griffin. This is a data pool. So it's pulling from this data over here. Right? And so POI strategy, if you prompted regular chat GPT, it would not come up with that. Then it talked about lead magnets in it. Okay, so now let's say you're a real estate agent. One of my clients is a real estate agent. How could they apply the POI strategy to their business?

03:34

Eric Lofholm

Okay, So this is crazy, okay, because now you can have your own custom experience of this class. Isn't that crazy, guys? So, so Griffin has the notes. Now let's say you want to do this on your own, you take the notes. So how do you do it? You go to this page here. You click on Class 1 transcript, you hit the download button, you can save it as a doc, and you can upload it into your own data pool or to your own AI. You can take the transcripts of all three classes and you can have your own custom experience of this class. And not only that, guys, you can do this with every class you attend for the rest of your life. If you like what I'm teaching you, just type yes in the chat.

04:22

Eric Lofholm

If this is resonating like, whoa, that is really cool. All right, let me make sure that Wayne is a co host now. All right, Wayne, let me make you a co host. That way if you need to communicate with me, you'll be able to unmute. Okay, Let me see if there's anything else I want to share with you here. Okay, that's all good there. Let's go back to our class. The key idea of this class, I'm pointing you towards expansion, specifically to double your leads, appointments and close ratio. Some of you will not double your results, but you will get value because your thinking will be expanded. Some of you will double your results. Some of you will more than double your results. So this was a conversation I was having with Wayne earlier today.

05:30

Eric Lofholm

We were texting back and forth, and I'm telling him, I'm like, look, Wayne, we got a 2x to 10x right now. This is how we need to be thinking. And so we're engaging with the AI right now, looking at different ways that we can 2x to 10x. I want you all to at least be open to this way of thinking. It only takes one idea. So tomorrow we're going to do how to double your close ratio. And I'm going to show you this case study of Gina, one of my clients, who I worked with. And we worked on her presentation and we did four hours worth of work on her sales presentation in five minutes. And I'm going to demo that for you tomorrow and tomorrow's class, it's going to be awesome. All right, so we're talking today about doubling your appointments.

06:19

Eric Lofholm

So what is an appointment anyway? I define it as anytime you can get in front of your prospect where they can make a buying decision. So what that does. Think about this. I'm going to be making an offer on Friday, and I'm going to invite you guys to Friday if you want to learn about that. I'll tell you more at the end of our class today. I'll invite you to that. And let's say we have 50 people that come to Friday and Friday's an offer. I'm not making an offer today or tomorrow, but I will on Friday if you're interested. And so let's say 50 people show up. I'm going to be delivering 50 sales presentations in 30 minutes because 50 people are going to have the ability to make a buying decision based on what I share.

07:10

Eric Lofholm

In addition, there'll be a version of Digital Eric. Digital Eric is the video version of myself or the recorded version of myself where somebody can make a buying decision. So there'll be people that will watch the replay. So let's say another hundred people watch the replay, right? So this is what this looks like, the way I view an appointment anytime somebody can, I can get friend of a prospect where they can make a buying decision. So 50 people live on Friday and 100 watch the replay. And I call the 100 that watch the replay. I call that Digital Eric. So what do you want? You want Digital Mark? You want Digital Chris? Okay, so how many people is that? 50 plus 100. That's 150. That means that Friday I'm going to run 150 appointments in one day, in 30 minutes of my time.

08:09

Eric Lofholm

So the question is, could you deliver a group presentation live or the digital version of you, the recording? If you could do that, just type yes in the chat. If you're like, yeah, Eric, I could do a group presentation or I could do a recorded presentation. And maybe it's not even asking for the order. Maybe it's not a traditional sales presentation like a real estate agent. You're not going to do a listing presentation of 50 people at once. I mean, I guess it's possible, but that's highly unlikely. But you could do a first time home buyer group zoom and then you could use that to then book appointments. Here's the bottom line of the whole thing. What I'm, what I'm pointing you to is the idea of expansion. This was the conversation I was having with Wayne today.

08:59

Eric Lofholm

Wayne, we've got to 2x10x it's there to be had. And the problem that we all face, Joe Dispenza talks about. This is the idea. Here, let me put this on the screen. Let me reshare this. So this is this book by this guy, Joe Dispenza. Some of you know the name. He's one of the world's leading experts in personal development right now. Super popular guy. And the book is called Breaking the Habit. Of being yourself. And Dispenza basically says that you and I have mastered who we are. So Wayne and I have mastered who we are. And I'm like, wayne, we got to break the habit of being ourselves. We got a 2x to 10x. And so if you could do group zoom or group presentation and you're not, or you're.

09:53

Eric Lofholm

You're doing it, but you could do more of it, I invite you to break that habit and make that pivot. And that one little idea I just shared with you could change your life. So what are we calling an appointment? Anytime you can get in front of your prospect where they can make a buying decision. The purpose of setting an appointment is to set an appointment. That's it. The, the purpose of setting an appointment is not to make a sale when you run the presentation. The purpose of running a sales presentation is to ask for the order if the prospect's qualified. So all we're doing, guys, when we're booking an appointment is we're booking an appointment. That's it. And a simple way of explaining it is at the end of my first date when I met my wife Heather, right?

10:44

Eric Lofholm

And we have this great first date. And at the end of the date, I didn't say, so if we move in together or if we get married, here's how we're going to do the finances, right? Or if we end up, you know, getting married. Or you'll move into my house or I'll move into your. No. All it was at the end of the first date was I had a great time. Would you like to go out again? That's it. Had a great time. Would you like to go out again? So this is called stage selling. You're selling the prospect to the next step. So you ask yourself, what's the next step? And you

guide the prospect to the next step. Ways of booking an appointment. One one phone. One one zoom. One one in person. Group. In person. Group zoom. Digital Eric. Right?

11:38

Eric Lofholm

So you ask your brain, do I do one one phone? If the answer is no, could I do one on one zoom? If the answer is no, could I do one on one in person? If the answer is no, could I do group in person. If the answer is no, could I do group zoom? If the answer is no, could I do digital Eric. It'd be digital. Your name, could I? Right. So I got a client. I'm not going to say their names, but I Got one client. Both of these guys make over 100,000 a year. They're very seasoned entrepreneurs, great at what they do. Once a financial advisor, the other is insurance, and the financial advisor. Both of these guys love to be with people in person. And so they're all about the in person meeting. Right, I get that. I understand that.

12:29

Eric Lofholm

And I've tried to get them both to do Zoom, and they just don't want to do Zoom. No problem. And my one financial advisor lives in where it snows, and I'm like, look, if it's snowing out and it's not safe to drive, if you have to be with them in person, you got to cancel the appointment. But you could just do Zoom. Or if you want to meet with somebody in another state, now, you can help them, but you're not going to drive. If you live in Florida, you're not driving to Texas, but you could do a Zoom. And it's not that they need to pivot, but they could make a lot of money on that one idea. When it comes to group Zoom, I used to think with my Protege product line that I had to sell in person.

13:21

Eric Lofholm

So I would go to a real estate office and I'd give the presentation. I'd go to a car dealership, or I'd go to insurance company. And then one day, this guy's this. Back when we had conference calls before Zoom, and he goes, why don't you do it on a conference call? I go, that'll never work. He goes, what do you mean? I go, I gotta be with the people. He goes, no, you don't. He goes, conference call would work great for you. I go, no, it won't. So I reluctantly tried it, and it didn't work. I'm like, all right, I'll try it again. And it didn't work. I'm like, all right, I'll try it again. And it didn't work again. And then I thought, maybe it'll work. I'll hire a consultant.

14:00

Eric Lofholm

So I hired this woman named Stephanie Hartman, and she taught me a formula for how to sell on a conference call. And the next time I presented, I made 20 sales. And since then, I've done millions of dollars in revenue. No exaggeration. So you want to really look at this. You want to look at what are the habits that you have that are not serving you? Ask your brain the question, what can I do to increase my appointments? What can I do to double my appointments? So here's some techniques. Position yourself as an expert. You can do that with a podcast, you could do that by writing a book.

14:49

Eric Lofholm

You could do that with public speaking, you can do that with public publishing, a white paper, you could do that with getting letters behind your name, you know, getting certifications and degrees and things of that nature. Okay, that's one tried and true thing that you can do. You can create a special report or write a book. So I'll show you something I taught my client today. My client is in the gold and silver business. He sells physical gold and silver. So I was doing this call with the team today and I said, look, why don't you take your last training? You did, you go to YouTube, you hit the more button and then you go to transcripts, and then the transcripts over here on the side. Now what is a transcript? It's data. This is data. It's data that he's already created.

16:09

Eric Lofholm

He already did this. He's put his heart and soul into this presentation, right? So I'm going to copy it and then I'm going to pull it over here. And I'm going to paste it. And so now what do I have? I've got the transcript and I'm going to save it as just going to call it gold transcript. Right now I'm go to chat GPT. And I'm going to say, I'm going to add the document. So this is his words and I'm going to say, my client, Drew would like a white paper, would like a special report. Created based on this transcript. Make the report. A thousand words. Make the report about a thousand words. Please create the report. So what's great about this report, it has his energy in there, right?

17:41

Eric Lofholm

It's different than just going on the Internet and typing in, you know, create a special report. Like I could do the same prompt without the data and it'll give me a report, but it won't be his ideas. So then what he can do is he can take this report and he can put on the landing page and ask people to opt in. So he would create a landing page. Like if we go here and I'll just look at this is the landing page for this class. So he could create a landing page and offer the special report and they click here to get it and they click there. And then he could, when they, after they opt in, he can say, hey, because you requested my report, I'd like to offer you a free consultation.

18:36

Eric Lofholm

And it could either be with his team or it could be with him. He could say, hey, I'm the creator of the report, and I'd like to spend some time with you and if you'd like to book a call. So in that example, special report is created from data. It's then a lead magnet as an opt in page, and then it's offering a free consultation. This is like what I do in my business. It's a great strategy. It's using content as a strategy. All right, so I mentioned this yesterday. I'll mention again today. I've gotten really interested in talking to people about their dreams. Dreams. Like what's your big dream you want to do in your business? My big dream is I want to be the greatest sales trainer of all time. That's my big dream.

19:21

Eric Lofholm

Okay, so I've been offering these dream sessions and I've been really enjoying them. And if any of you would like to have a dream session with me, it's free. I'll put the link in the chat. And what we're going to do in this dream session is we're going to talk about your dream and I'm going to listen to you like you've never been listened to before. I'm going to listen more tentatively than human beings ever listen to you about your dream. And if you're up for it, we'll record the session and create a transcript so you have data about your dream. Wouldn't that be awesome if you had data about your dream? There's a lot of things you can do with that data. So what am I doing right now? I've invited you to a class.

20:03

Eric Lofholm

So you're in a class with me that's content. And then inside of the class, I'm offering you a dream session. So, you know, some of you probably just went and clicked the link and you booked some time. And we'll have a great session together. You can do the same thing, double your appointments. And I have. I have no idea. Okay, perfect. We're gonna now go to. We're gonna go to the next idea. Share with you guys a couple more ideas. We're going to do a couple prompts. So prompt one, double your sales with AI. Here's the prompt. Copy and paste this in a chat GPT. So this is the prompt, and it does require some customization. So there's the prompt. Take that prompt and you can put it into any AI, Grok, chat, GPT, perplexity, whatever you like to use, Gemini, whatever.

21:18

Eric Lofholm

And then look for where it asks for the customization. At the top it says, I want to double my appointments using AI. My business is. And then it has this thing in brackets describe what you sell. So you gotta add that in. Describe your target audience. You got to add that in. Current lead sources. You got to add that in. My current appointment setting process is you got to add that in. All right, I'm going to give you another prompt. Let me give you a few minutes to try them out. Prompt two. I need to create a sales plan for April. I need your help to figure out how many appointments do I need to run to hit my sales goals. I also need to figure out how much prospecting I need to do to book the appointments I need.

22:04

Eric Lofholm

Can you help me create a plan? All right, so I want you to do prompt one or prompt two or both. And I'm going to give you guys five minutes to go to AI right now and work on those two prompts. Okay? So I'm going to put the first one back in the chat again here. Okay, There we go. All right, so the prompts are in the chat. You have five minutes of open time to interact with AI. Work on your appointment setting. Go ahead and do that for me now and I'll see you back here at 11:30. It. Okay, we got about one more minute on that. You guys are doing great. Sa. Alrighty. If you got anything good, something good came out of that, just type yes in the chat. And I want you to consider something.

26:52

Eric Lofholm

When you're engaging with the AI, what you're doing is you're creating data. So if I go into the AI here and I say, you know, provide me three ways I can double my appointments. Double my appointments. The answer here is data. So I can take this, let's say it's giving me some really good stuff. I can then take this. Still going, still going. Okay, copy it. I can save it as a word doc, appointment setting, ideas. And now I can upload that data into a data pool. The data pool would either be a custom GPT or it would be a project. Now we don't have time today to go deeper into data pools, but it's like the most cool thing I've learned lately. And I'm doing a demo this Friday morning at 8:30.

28:32

Eric Lofholm

And you can do it live with the recording the links in the chat there that what we're going to do. All we're going to talk about is data pools and how do data pools work and how can you benefit from them. So that's a little demo I'm doing on Friday morning if any of you are interested in that. Okay, we are almost Wrapped up today, but there's another share opportunity. Yesterday I offered a little bonus if you shared about this class and I'm going to offer another bonus. So the way to share one way is on my personal Facebook here, the pin post. I did a new post. So this post right here today is day two of double your sales with AI.

29:17

Eric Lofholm

If you come down here and hit the share button and then you don't have to, but I, it'd be cool if you did type a little message, hey, I'm doing this class with Eric. I encourage you to attend something like that. But if you will share this post or share the link on LinkedIn or Instagram or any AI, share it with somebody. You could text somebody, hey, I'm doing this class, come check it out. So if you do either of those, I got a bonus for you. So let me put this in the chat and the bonus is awesome, guys. So let me put this in the chat. Now if any of you want to get the, the bonus. So what the bonus is there's a special kind of data pool called a chat, a custom chatbot guided experience.

30:15

Eric Lofholm

And what it, what that means is that instead of you prompting the AI prompts you. And so I, I paid a guy a lot of money to teach me how to do it and I put it in a step by step module and I'm going to share with you if you'll share about this class on social media or share it with somebody. So if you'll share the link of this class which is in the chat or if you'll hit the share button on my Facebook and then you just send me an email to Eric and eric Offam, say March 25th share bonus, Eric. I sent it out and then I'm going to reply back with the instructions recorded instructions on how to create a custom GPT guided experience. It's really cool content.

31:09

Eric Lofholm

I'd love to share that with you for anybody that would be willing to help me out. Okay, what I want to do now, I want to show you a data pool concept while I'm inviting you to Friday's Sprint with Eric coaching offer. So what's great about next week is it starts quarter number two. So I'm personally going to be doing, I call it a 90 day growth cycle. And what that means is I'm going to get all my goals written down. So I'm going to go into the new quarter focused, locked in, motivated, encouraged, and I'm going to give great effort to and do this. What I call a sprint in quarter number two and every once in a while I'll invite a small group of people to do the sprint with me.

32:01

Eric Lofholm

And so if you would like to learn about that, this is a coaching program and we're going to work together for 90 days, one one, me and you, and then we're going to work together as a group and it's very affordable. And so that's going to be this Friday and I'd love for you to come. And you guys can check that out live or the recording. And I'll just put the link in the chat one more time. So I want to show you one of the ways that I love to coach people. This is brand new, so if some of you are coaching with me and you're like, eric, we never did that. It's brand new. So Kevin Hudaba is previous client of mine and I've helped him.

32:41

Eric Lofholm

I don't know the exact number, but it's hundreds of thousands of dollars in extra income he's made as a real estate agent with the ideas that I've shared with him. And so I want to show you what I would do. Kevin's not currently coaching with me, but if Kevin's like, hey, Eric, I want to re-engage with you. I want to become a client. I go, awesome, Kevin, let me show you this new thing that I'm doing. So we go to chat GPT. And on the left hand side we go to projects, new project and I'm going to name it Kevin Hudaba. AND ERIC LAUGH COACHING so as I show you this, I want you just to imagine that would be your name and my name. I don't know why it did that, but let me go back there. Redo that.

33:32

Eric Lofholm

Kevin Hudaba and Eric, off home coaching. Okay, again, this is a chat GPT project. It's on the left hand side of your dashboard. You guys all have this. You hit create project and now this product exists and there's a share button up here. All right, And I'm gonna put anybody with a link, I'm going to copy this and I'm going to invite you guys. So if any of you click that, you can join right now on this product and you can just see how this works. You kind of get like an experience of it. So if you're willing to play along, you know, click the link and play along. You don't have to, you can just be a fly on the wall and you can watch what I'm doing. So now this would be a Data pool.

34:31

Eric Lofholm

And it normally just be me and Kevin, but now it's going to be a bunch of you because a bunch of you are likely going to click the link. And so perfect. So you can see here, Mark's in here, Lucas is in here, Thomas, Amanda, Christine, and then anybody else. So I'm going to put can edit. So all these people now are going to have editing privileges. And one of the things with AI guys, you just kind of just jump in. Sometimes I don't really know what I'm doing. I just jump in, I try stuff out and then my brain figures it out. Okay, so if anybody else wants to jump into this, I'll put the link in the chat one more time. And again, you can just be a fly on the wall and watch this.

35:16

Eric Lofholm

You could be a fly on the wall in the project. You don't even have to do anything, but you could also try it out if you want. Okay, so now you can see there's a bunch of more people that just joined in. So those of you that are just jumping in, trying it out, you're like, I don't even know what a project is, but I want to. I'm going to try this. I'm going to see what this is up to. Right? So those of you that are in there now, you can prompt it. So if you want, go ahead and do a prompt. Just type in it just like you would normal chat GPT. You can just prompt it if you want. And then in a project over here, there's three dots on the right hand side and it says product settings.

35:55

Eric Lofholm

And then there's this thing called instructions. So we want to give the instructions to the project and you go, well, Eric, I don't even know what a chat GPT product is, let alone how to write instructions. So watch this. Here's the prompt. I am doing a live demo in my AI class. I am not currently coaching Kevin, But I am doing this as a demo to help the class. I need instructions for this chatgpt project. Here is Kevin's website. Now I'm going to insert it in so it knows who Kevin is. Okay, here's Kevin's website. He would like to increase his real estate transactions by 12 over the next 12 months. Please create the instructions. Okay, so I just trained you on how to write instructions for a chat GPT project. So I'm going to copy this. Like it's just going on and on.

38:15

Eric Lofholm

Like it would take us an hour, guys to write this. And it did. It In a few seconds. So I'm going to copy that. Now I'm going to go to projects. I don't want to move project. That's not what I want to do. I want to go back to here and I want to go to project settings and I'm going to insert the instructions and I'm hit save. So now it has the instructions. Okay, now, Okay, that's me doing the instructions. So saves all of it, guys. It keeps it all organized. So this is. Ray did this here. So Ray did a prompt here and he goes, how does Eric sell? All right, so now it answered and then I can type in. One of my main strategies is sales scripting. Okay, so now I just jumped in the chat.

39:28

Eric Lofholm

So Ray can now see my chat as is everybody that's in here. In other words, this becomes collaborative. If you

get present to what I'm teaching you. This will make your head explode. Because now if I was coaching Kevin, right? What we would do this. By the way, this project is an example of a data pool. Okay, so several people are typing. So those of you that are typing like Thomas just did a comment here. Thomas, jump into one of these other chats and see how you can chat in there. I also want those of you that are in here to try this under sources, upload a file. Okay, so right here, let's see what this is. File no longer exists. Okay, not sure what happened there, but you can add a source.

40:24

Eric Lofholm

So I'm going to add a source and I'm going to put in the transcripts from. Let's see here. Okay. AI challenge. Okay, there we go. So I just put into the data pool the transcripts from yesterday's class. So what I would do with Kevin is, I would say, Kevin, do you have any scripts? Upload your goals and. And now the AI keeps it all organized. So why am I showing you this? Because those of you that come on Friday to hear about the 90 day growth cycle coaching, the sprint coaching, you and me, what I want to do with you, it's not required. But if you're willing to. I want to create a ChatGPT product like this. And if you're like Eric, I want the coaching, but I don't want to do the product. That's fine too.

41:21

Eric Lofholm

But if you're open for it, I want to create a product like this. And instead of having a bunch of people in it would just be you and me. And it keeps everything organized. And every call you and I do, it gets Recorded. And you and I and the AI, we're going to work together so you could have one of the greatest 90 day runs, if not the greatest 90 day run of your life. So I'm fired up and excited about that and that's happening on Friday. Okay, let me just summarize a few things and then we'll open up. We can do a couple of shares today. If anybody has anything that they want to ask or share, we'll do that in a little bit.

41:57

Eric Lofholm

So the Hub page that has everything about the program, you can find it all@hubpagereplay.com and a few things to highlight the sales Miracles community, that's a free community. You guys can join the Facebook group. That's our challenge. Facebook group. That's free. February challenge replays. That's last month's challenge. We will be doing a community event like this next month. It won't be double your sales. I'm not. I haven't decided what it's going to be yet, but there'll be a community event. Just know that in back of your mind, the last week of every month, there's an Eric Offam community event. Griffin is your AI guide and it's learning about this program, this call, this class that you're in with me so you can interact with Griffin. There's a lead generation AI coach. I'm giving you guys lifetime access to that for free.

42:48

Eric Lofholm

There's a survey button. It'll take you 30 seconds to fill out. I'd appreciate if you'd fill it out if you're willing to. Dream session is booking some time with me. Data pool demo is Friday. CRM demo is Thursday night. Wayne and I will be doing a CRM demo. If you don't have a CRM and you're considering getting one, you want to learn about them, you can join. Or if you have a CRM and you're unhappy with the results that you're getting, come check out that demo. It's going to be great. And then sprint with Eric. That's the class on Friday. All right, I'm going to stop the recording.