

**00:02**

Eric Lofholm

Good afternoon, everybody. This is Eric Lofholm. I want to welcome all of you to our double your sales with AI challenge. Today is day three of three. We're going to go for about 30 minutes today talking about how to double your close ratio. So this is like, all the calls are important or we wouldn't do them, but this one's like, extra important because what if for the same number of appointments you're running, you could close more deals? So I'm not talking about working harder. I'm not talking about running more appointments. That's a different conversation. I'm saying however many. Like, let's say you're doing 10 appointments a month. Some of you do more, some of you do less, but let's say you're doing 10 a month on average. What if during those 10, you're already running, you could start making more sales?

**00:53**

Eric Lofholm

That's what we're going to talk about today. Now, if you do what we talked about yesterday, which is doubling the number of appointments you run, and then if you increase your close ratio, you will more than double your sales, the way the math works on that. So I'm thrilled that you're here. Thank you for being a part of our sales miracles community. And let's jump right into our program today. So we have a new thing, and it's called Griffin, and Griffin is awesome. Griffin is a AI tool to help you get the most out of this class. So when you go to the recording page for this class, you guys probably all know it. It's [hubpagereplay.com](http://hubpagereplay.com) and Vicki did an amazing job of loading up this page with valuable information.

**01:48**

Eric Lofholm

So this is the hub page replay, and there's recording of class one if you missed it, and recording class two if you missed it. And there's the Transcript for Class 1. We talked about the data pools, and you can use the transcript. You can go to class two if you haven't done it yet, you just go to Class 2, you click on that, and then you hit the download button, and then you have the transcript of everything I shared during class yesterday. Right? And so if we go back to hubpage replay and it says griffin, your AI guide. So when you click on that anytime from now on that you hear me talk about Griffin and AI, these are custom GPTs that I'm building for specific things like this class. So this is a Griffin built for this class.

**02:40**

Eric Lofholm

And why I call him Griffin is because Griffin Stone is my alter ego. And that's. Maybe we'll talk about that when I finish training today. I don't know if I'll talk about it or not, but you can study a guy named Todd Herman and you can look up alter ego. It's a very fascinating idea. And I used AI to help me build Griffin Stone, my alter ego. And so Griffin is designed to guide you and help you. So I, I'll show you something I did since yesterday. If we go into the, the back office, if you will, of Griffin, and it says knowledge upload files. So yesterday's transcript is in here, class two, and the day before it's in there. And then what today's class has done, I'll put today in there as well, because.

**03:28**

Eric Lofholm

So when you're interacting with Griffin, it knows everything I covered because the transcripts are in the knowledge. So anyway, you guys can check that out. And what we're gonna do now, we're talking about doubling your close ratio. So what is a close ratio? Your close ratio is how many appointments do you need to run in order to make one sale. So if you on average close one sale every four appointments you run, your close ratio would be 25%, one out of four. If you close one out of five every five appointments you run, on average, you make one sale, then your close ratio would be 20%, one in five. So, so we're all on the same page to double your close ratio. If you were at 25%, if you doubled it'd be 50%.

**04:33**

Eric Lofholm

So if you were closing one out of four now, you'd close two out of four instead of one out of four, you close two, that would be doubling your close ratio. So that's the mindset that we're in right now is how would I go about doubling my close ratio? Now, if you're already closing over 50%, mathematically, you can't double your

close ratio because there's only 100% the way the math works. But the bottom line is, whether you double it or not, you can get better. This is the conversation that I'm in all day, every day. How do we increase close ratio? How do we make more sales? And there are real answers to those questions. Always remember this, in a sales presentation, everything counts.

**05:34**

Eric Lofholm

What time you start, the presentation counts, the length of the sales presentation counts, the clothes that you're wearing in the sales presentation counts. The visuals that you have. If you have visuals, count the quality of the sales presentation, the probing questions you ask, your product knowledge counts, your close counts, your trust and report counts, your preparation counts. So when we're looking at Increasing close ratio. We're really looking at what are, what's every possible thing that I could do to increase my close ratio. So I want you to do a prompt right now in whatever AI you use. And here's the prompt. What can I do to increase my close ratio? Right? I want you to go just do this prompt right now. What can I do to increase my close ratio? Just take that prompt, go put it into AI.

**06:36**

Eric Lofholm

Doesn't matter which AI you use. We'll give you guys two minutes to do that. And then while you're doing that, here's another variation of it. I sell blank. In this case, life insurance. So you would remove life insurance and insert in the one I just put in the chat there you would insert in. You know, you sell cars, you sell real estate, you sell consulting. So pick one of these two prompts, Go over to AI, type in what can I do to increase my close ratio? Or I sell blank. Whatever you sell, I sell blank. What can I do to increase my close ratio? The answer you get, it puts you into my world, right? You're putting on your sales coaching, sales strategist, sales consultant hat, and you're like, oh, wow, I never thought of that one.

**07:53**

Eric Lofholm

Or, oh, I could do that over there. Now, one of the. I'm going to make a free offer to you guys right now, and some of you already have what I'm going to share with you. If you don't have it, though, if you want this, you can just send me an email. And Wayne, if you could put my email address in the chat, it's ericauffam.com and so this here, this is one of the most comprehensive books ever written on sales scripting. This book is over 200 pages. I wrote the book. It's based on Dr. Moyn's work. So we're talking today about doubling your close ratio or increasing your close ratio. And what Dr. Moyn discovered when he wrote his PhD dissertation is one of the things that increases close ratio the most is improving the quality of your sales script.

**08:59**

Eric Lofholm

Now, today we're not going to do a deep dive on scripting because it's a much more lengthy conversation than we have time today. However, I will send you this book for free. You just email me, I'll send you the PDF of it. Okay? Electronic version, ericauphome.com just ask me for the PDF and I'll send it to you. If you're an audible person, the book's on audible. Use one of your audible credits if you like to own the physical book, you can buy it on Amazon. If you like. The Kindle, you can buy it on Amazon. So why am I pointing you into the direction of this book? Because if you strengthen your words. All right, I was on a coaching call earlier today with a client and were discussing, you know, essentially our conversation today.

**09:52**

Eric Lofholm

It wasn't exactly double your close ratio, but make more sales. That was the conversation. And I said, we really need to look at the offer. We need to look at the offer and then we need to look at how are you presenting the offer. If you look at your offer and you strengthen the way you're communicating the benefits of your offer and how you position the offer, that is, it might be the single biggest factor you can have increasing your close ratio. And if it's not number one, it's in the top three. So this PDF, let me show you what you guys can do with this. You can go to, We can go to AI. And I can upload the file being the PDF.

**11:02**

Eric Lofholm

So I get my book here, Sales Scripting Mastery, and in a matter of seconds, it's now in my chat GPT. So if I do a prompt right now, it's going to draw on this knowledge. Now I can also take this PDF and I can put it in a data pool. And that way it's in the data pool. So I can say, you know what are the top three ideas of this book? And in a matter of seconds, it's going to give the answer. Now what's fascinating about this, the PDF of this book might be 10 times more valuable than the physical copy of the book because now you can ask the AI anything you want. Okay, so these answers it gave are my answers from the book. So this PDF is really valuable.

**12:16**

Eric Lofholm

That's my gift to you for any of you that want it. All right, so back to. Here are some ideas on how to increase your close ratio. You can improve the quality of your leads. So what would that look like? That would be maybe a referral. A referral would likely be a stronger lead than a cold call. Or you can do, you could take a page out of my playbook. So what I do is I do content creation as a strategy. So I don't usually look for coaching clients. What I look for are people who want to learn tips to make more sales. So I don't usually market to you and say, hey, do you want to talk about coaching? Sometimes I do, but not most. Mostly I say, hey, you want to Come to this free class.

**13:13**

Eric Lofholm

Hey, here's the replay of this great class. Oh, nowadays it's, here's the transcript. Right. So I'm leading with content. Why? Because now you become more familiar with me. So the more familiar somebody is with you, the more likely they are to buy from you. You can qualify your prospect. So if you sell solar, you could say to the prospect, in order for me to meet with you, I need to meet with both you and your spouse. You both need to be there. And if they go, well, my spouse is working when we have the appointment. Okay, then let's reschedule at a time when you both can be there. So that little qualification increases the closing ratio. You could have them review something like a video prior to your appointment. So you could have upfront things that they do before you meet with them.

**14:12**

Eric Lofholm

Here, I want you to watch this video or I want you to complete this questionnaire. Everything counts. Now this is the home run. Improve the quality of your sales presentation. You can improve your follow up, right? If you get better at follow up and you close more deals on your follow up, then your close ratio goes up. You can do a ride along with successful salespeople. So you find somebody who's really good at selling whatever you're selling. And you say, hey, can I sit in on your presentation? And if they say yes, you can say, if we let the prospect know, would it be okay if I record? And if they say yes? So let's say I'm a real estate agent and I go do a ride along with Tom Daves. Tom Daves has sold over 4,000 homes.

**15:05**

Eric Lofholm

So I'm in Tom Dave's listing presentation. And Tom's meeting with Bob and Mary Jones and he's going to do a listing presentation. And Tom said I could sit in on it. And Tom says to the Joneses, hey, would it be okay if we record for training purposes? And they go, no problem. So now I hit the record button. So what do I have on that recording? The master Tom Davis presentation. And then what do I want to do with the presentation? I want to get the transcript. Why do I want the transcript? So I can put it into AI and then I can say to the AI, create a listing presentation for me based on Tom Dave's transcript. All right, so you can record your presentation as, then transcribe it.

**15:57**

Eric Lofholm

Now, as I'm going through this, you're getting what you're getting right now, but the ideas are faster than your brain can Process it. I'm not saying you're not following and I'm not saying you're not hearing what I'm saying. I'm saying what I'm teaching you right now is deeper than what you're fully getting. And that's why the transcripts are so valuable and that's why I'm choosing to make them available. And today's transcript will be available@hubpage replay.com and there'll be later on today, you download it, you put it into the AI and you say to the AI, analyze what Eric shared today and identify the top five ideas. Now you record yourself once.

That's excellent. How about this? Record yourself five different times because you're going to say it a little differently each time. So now you have five recordings, five transcripts.

**16:53**

Eric Lofholm

You put the five into the data pool and you say, AI, analyze these five presentations and look for where was I consistently effective? Where did I consistently, you know, where are my weaknesses? What can I do to make it better? That's gold if you guys do that. Listen, you're already doing the presentations anyway. All you have to do is just hit the record button and then convert it to a transcription. You go, Eric, I don't know how to convert it to a transcription. Ask the AI how to do it. What's the app that I need in order to get the transcript? The transcripts guys are where it's at a coaching call earlier today and we had this phenomenal coaching call and we're working together for the next 90 days on their 90 day growth cycle.

**17:44**

Eric Lofholm

And, and the AI that the transcript was picking up every single thing that were discussing. So the client doesn't have to keep track of it. I don't have to keep track of it. The AI keeps it all organized and this client's going to have an incredible 90 day run now on tomorrow. Let me, let me promote this right now. Some of you have already registered for this. Tomorrow I'm doing a 30 minute call at 9am Pacific and it's sprint with Eric, your 90 day growth cycle. So what I'm looking for is a small number of you that would like to coach with me or at least consider it for April, May and June. And so what the idea is you're like, Eric, I want to go all in on my goals for April, May and June. I want to really step it up.

**18:36**

Eric Lofholm

And that was the conversation I had with the client today. She's like, I gotta really step it up. I'm like, awesome, let's do it together. So if you'd like to be in that energy with me. And then we. I'll drive the AI, if you will. We'll record all of our calls, we'll keep it all nice and organized, and we'll go out and we'll have an incredible 90 days together. And it's super affordable. So join that tomorrow if you're. If you want to do it live or you can do the recording. And so where this thing is at is with these transcripts. Okay? Now here's the next tip. Upload other people's presentations. So whatever you sell, go on the Internet and see if there's any presentations floating around the Internet, Right? So I'll just show you an example of this and we'll see.

**19:27**

Eric Lofholm

We'll discover this together. And I don't know what. What the AI is going to. What the what. I'm going to google on this one. So I'm going to google. And I'm going to type in PDF Listing presentation, Smarter listing presentations, free listing pitch guide. Okay, I don't know what this. Let's just see what it says. Okay. It's asking me to opt in, which I'm not going to do. Listing, presentation, PDF. Let's see what this says. Okay, I'm just going to look at one more here. Squarespace templates. Perfect. Mike Ferry, one of the top real estate trainers in the world. So there you go. Download. So here's how I do this. I'm going to download this. I'm going to go into AI. I'm going to add it. My client Phil is a real estate agent.

**21:13**

Eric Lofholm

Take this PDF and convert it into a word for word listing presentation, and then it's going to do exactly that. Now, this would be pretty good. We could make this a lot better. Okay, most people that see this. Is it here. Where did I. I lost it. It doesn't matter. You guys saw the PDF. Most people, they're not thinking like this. They're not thinking like this. Okay, I'm gonna see if I can make your head explode. So I want to. I'm gonna show you how I help Gina. And Gina's doing a presentation today. This is. This is the project that Gina and I have. So this is the direction that I'm taking my. My coaching practice where when you and I work together, I don't require this, but I strongly encourage it because it creates so much more value in our coaching relationship.

**22:29**

Eric Lofholm

So Gina's in here and I'm in here. The only person that can see this is Gina. The only person that can see this is

me. So the other day, she's telling me about this. She has a presentation today, it's probably happening right now, and she's selling a \$3,000 product, and she needed help on the close, and so she sell. She's doing a group presentation on Zoom. So here's what I. What I taught her. I said, gina, we're gonna go and get one of my presentations on YouTube, okay? So this is. This is a sales presentation, all right? So we get to the end here, and there's the price, and then there's what's included, and then this is what you're going to learn. This is a framework, okay? This is the bonus, this is the price, okay?

**23:28**

Eric Lofholm

So this is the entire presentation, including the framework. So what. What I. I did with her is we. We go here, we hit more transcribe, show transcript. So over here on the right, this is the transcript. I think every YouTube video has this. Okay, so I'm copying all this, And then I'm going to put it in a word document. Now, when you look at it, that looks really goofy, right? Like the blue and the number, the. The timestamps and all that. But the AI doesn't care. The AI that looks great to the AI. So I'm going to go save as Eric off home closing framework. Okay? Then I save it. Now I'm going to go on Facebook, And we're going to go into. This is the Facebook group for this class.

**24:57**

Eric Lofholm

I'm going to go under files, and I'm going to upload that file, okay? So my closing framework, the whole thing is right there. So if you guys want it, all you have to do is go in the Facebook group, you go under files, and you can get that document. You can upload that into AI if you want to. You go, how do I get in the Facebook group? Okay, I'm going to show you three ways to get in. One way to get in the Facebook group, I put the link in the chat. The second way to get in the Facebook group. Is you go to [hubpage replay.com](http://hubpage.replay.com) and there's a button that says Facebook group. The third way is you go to Griffin, and Griffin's trained on this class you're in. And then you type in, how do I find the Facebook group?

**26:04**

Eric Lofholm

And Griffin's trained, so let's see what it does. And there you go. It's right there. So Griffin's going to be like your new best friend. And if you're a part of Other programs of mine, I'm building Griffins for everything. I'm building a Griffin for Silver Protege, Gold Protege, Platinum diamond, morning sales boost, etc. So like anything involving Eric Offman International, we're going to have a Griffin for all of it. And then that way, any questions you have, you can have your own experience with AI And I want you to think about great at creating your own Griffin. Okay, so back to Gina. So this is Gina's in my project, so I'm coaching her. And we you go under sources in a project and you can add a source and the sources can be files. So Eric off selling using a system. That's the transcript.

**27:06**

Eric Lofholm

Okay, so the transcripts in the data pool and then you can chat with it. So then I did this chat the other day. Let me see if I can find it. I think it's this one here. Okay, so here's the prompt. I'll put the prompt in the chat so you guys can check it out. So we're in the data pool, which is a fenced off area of AI. Only me and Gina have access to it. It has my closing framework, the transcript in there. And I say here's the prompt. Gina is selling a program on a group zoom this Thursday. The investment is \$2,997. The payment plan is 497 times 7 months. The name of the program is Revenuex. The program lasts for four months. We do group zoom once per month.

**28:10**

Eric Lofholm

They also get a 75 minute deep dive to go over their content strategy, funnels, lead magnet, etc. They get access to Gina as needed. Please create a closing script based on Eric Offam's system for the Word document. Eric Offum selling using his system. So what it did, guys, look at what it did. It took my clothes and it built it for Gina on her product and it did it in like two minutes. What this is four hours worth of scripting work. Now if Gina was trying to do this without my help, she could have spent the four hours and it still wouldn't have gotten to this level. That's why she's hiring me and leveraging my 30 plus years of experience. Okay, so then I say to Gina, if you need anything between now and Thursday, let me know.

**29:12**

Eric Lofholm

So she sent me her slide deck. She built a slide deck based on the work we did. I reviewed her slide deck and I said to her, can we hop on a call? And she's like, sure, no problem. So yesterday we got on a very short coaching call and under Sources. Here it says, Gina and Eric doing a short call talking about group selling. So we get on the phone, and the essence of the conversation is this. Gina, great work on the slides. Here's a couple things I want you to do. I want an outcome section in your PowerPoint slide deck. I want the. Some of the wording is. The point size is very small. I prefer that you either remove that or increase the point size. I want strategic storytelling in the presentation. And.

**30:10**

Eric Lofholm

And here's how I want you to do the close. So I'm explaining all that to her. Prior to explaining all that, I hit the record button. Why did I hit the record button? Because I want the data in the data pool because she can only hear what I'm telling her. So as soon as the call was done, within five minutes, I uploaded the transcript. So now Gina can interact with the AI and have a whole another experience independent of me coaching her. Like, this is. This is so next level, guys. And I'm. I'm just excited about it. I'm excited about this. So what am I pointing you to? I'm pointing you to create a data pool for your presentation, upload content into there, and learn how to interact with the AI so it gives you really brilliant insights. Okay, let's see.

**31:15**

Eric Lofholm

We got one more prompt, and. Okay, one more. One more prompt, two more announcements, then we'll take any questions. All right, I've got another prompt for you guys, and I'm going to give you guys five minutes on this one. You can do this with any AI. Okay, the prompt was a little bit too long, so now I got to go back and adjust it. So on Zoom, you can only have a thousand characters in a post. So take this prompt and make it under 1000 characters so I can put it in a Zoom chat. Now, when you're doing the prompt, it asks you, what do you sell? Who's your target customer? What do you offer? What's your close rate, etc. So you're going to want to answer that to the best of your ability. If you don't know the answer, just say that.

**32:50**

Eric Lofholm

You just type in, I don't know the answer to this one. I don't know my close ratio. Okay, so there's the prompt. I'm going to give you guys five minutes on that. So work with that prompt in any AI and we'll see you back here at 11:40. Go ahead and do that for me. Now it. Foreign. Welcome back. I did put the scripting mastery PDF in the Zoom chat. Guys can pull that out of there if you choose to. If you did email me requesting it, I will send that to you via email. I also put another book called the System and that's in the Zoom chat as well. Those, those can be downloaded and uploaded into your data pools.

**37:59**

Eric Lofholm

If you were able to get something good from that prompt or prompts you just did, just type the word yes, the chat if you got any valuable information and if you did get some good stuff from the prompts. What I'm teaching now is to copy what chat said and paste it into a word doc or similar and save it because what chats when chat's responding to you, if you save it, that's data. Well it's data anyway, but it's saved data if you save it and it can be uploaded into a data pool. All right, I've got two last announcements here and then we'll open up the call for some shares.

**38:42**

Eric Lofholm

One is that there is a survey with this class and it takes you like literally a minute to complete it and I really appreciate it if you'd be willing to take out a minute and do that. I just put that in the chat. Feel free to do that now if you want. Or you can do it when class is done, you just click on the link. It's just got a couple of questions and then I just want to remind you again, tomorrow is when I'm going to be going over, working with me in a small group for the 90 day growth cycle and that's going to be awesome. That's tomorrow at 9. You can do that live of the recording. I just put that link in the chat.

**39:16**

Eric Lofholm

So that's going to officially conclude the training and we're going to do this again next month, but it'll be a different topic. I haven't decided yet what it's going to be, but we're going to have a community event next month and you'll get an email inviting you to that. And then the one in June is going to be the mid year planning. I'm not sure what it's going to be in May, but we'll have an awesome one in May. And before we end the call, I'm going to stop the recording now, so let me do that.

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