

Kallzu Live Bootcamp

6 Weeks, 12 Sessions

And 5 Clients Guaranteed!



William Meers

Head Advisor of Kallzu Ads Division



Session 4: In House Call Center

What We're Covering Today



- Mindset Reminder
- In House Call Center Setup
 - Overview
 - Job Postings
 - Interviews
 - Setup For New Hire (Position #1)
- Q & A

Mindset Preparation

Important Notes:

- Follow the training and do what we ask you to do here in the bootcamp.
- The faster you get it done, the more momentum you'll build.
- More momentum = faster results
- Get creative later, when you have the financial resources, the staff and the experience to try new things

Important Notes:

- This is a set of systems to help you build your OWN franchise model
- With this, you'll be able to scale your agency to as large as you want
- You can screw this up 6 ways from Sunday and still be successful
- Let's not do that. You'll be more successful than you "could have been" if we stick to what works first!

Important Notes:

- Every time you break away from what you need to do here, you kill your momentum.
- What happens when your momentum is at zero again?
 - You lose motivation to continue growing
 - You may see results, but not the results you really want
 - You'll have to "re launch the rocket"

Important Notes:

- 5 Clients is a minimum here
- Your target KPI for these systems is to first hit 1 client per day, 5 days per week
- 2nd KPI is to go to 2 clients per day, 5 days per week
- You do not have to implement all of these systems at once (not recommended)
- Work your way through each system. Set KPI tracking, company training and then move forward

Important Notes:

- Your business is a mirror. It reflects from who you are.
- A great mentor of mine told me once: If you want to grow your business, grow yourself!
- Examples of the “mirror effect”
- How do you grow yourself the “right way”?

What We're Covering Today

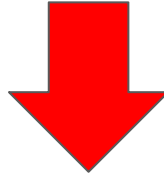
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Overview

SPECIAL NOTE: Hire this position 1st. Close 20+ clients yourself as position #2 then hire out for position #2.

Position #1:
Opener

Using Sales Dialers, asks business owners in your vertical:
Do you need more [INDUSTRY] business right now?



The business owner says yes

Position #2:
Closer

Takes the “Hot Lead” and calls them up as the lead specialist in their area, closes the deal

Job Postings

Interviews

Setup For New Hire Position #1

Important Notes:

- Create a company training site
- Secure it, make it private access to only your staff
- Add in training for Sales Dialers (on their site and via YouTube)
- Add in training for scraping leads
- Start tracking KPIs

Company Training For In House Call Center:

- Position #1 Company Training, Prospecting:
 - City Selection
 - Scraping of leads -Lead Kahuna, Google Maps Contact Extractor and Scrapebox
 - RVMs & VBs -Kallzu in house, leads rain or Sly Broadcast
 - Emails -use templates below this video and sequence -max prog, woodpecker.co
 - Dialer - Sales Dialers

Company Training For In House Call Center:

- Position #2 Company Training, Closing:
 - Daily sales training for an hour
 - Review call recordings at least once per week (Manager does this eventually)
 - Proper follow up sequences (dials, voicemails, follow up dials, emails, etc.)
 - Referral training - how to ask for referrals

KPIs For In House Call Center:

- Position #1
 - 1 city per day dialed per position #1 staff member
 - Minimum 200-600 dials per day in Sales Dialers
 - Time on dialer (daily)
 - # of dials (daily)
 - # of answers (daily)
 - # hot leads in (daily)

KPIs For In House Call Center:

- Position #2 - each day (5 days a week)
 - # of dials to hot leads
 - # DMs
 - # Pitches
 - # Clients
 - Bonus: # of referrals dialed

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Q & A

