



*SO, DO YOU WANT
TO BE A
MILLIONAIRE?
A CASE STUDY
IN SALES*

***ON KATHY GOUGHENOUR
EXPERT VA®/
VIRTUAL EXPERT® TRAINING***

Kathy Goughenour, Founder, CEO, Business Coach and Trainer of Expert VA®/Virtual Expert® Training: sounds like she does it all and for years, she did. Everything from running the business behind the scenes, to sales calls, to providing her training. Kathy stalled out at \$100K revenue. Without increasing revenue, she could not expand on her mission of helping women achieve their vision of wealth.

She was doing all she could but year after year she struggled to upscale her business past that \$100K mark. In 2017, on the advice of her business coach, Kathy hired a salesperson: Me, Eva Harster, CEO of More Time to Profit. In four years, I flipped her no-show ratio, more than doubled her close rate and helped take Kathy's business from \$100K to \$1 Million in revenue.

***"I want to share with the world how amazing Eva is and just how much she helped my business grow through her sales efforts." ~
Kathy***

Kathy did all her own sales and offered only one product at \$5,000. Her no-show rate was 80% and her close rate was 15%. She talked to her business coach about her struggles to upscale. She was told that doing her own sales was not beneficial to her business. In addition, having someone who specializes in sales would allow her to up level.

Kathy, like many business owners, did not want to spend the money on something she could do herself. However, if she wanted her business to grow, she was going to have to focus on developing and providing her services rather than selling them.

In November 2017, Kathy hired me to sell her training program. I started tracking numbers, identifying challenges, and implementing procedures to address those challenges. To increase the percentage of people who showed up for their scheduled call, I sent personalized reminder emails the day before. Letting the potential client know that this was a casual conversation and what to expect also helped put them at ease and talk freely about their needs/wants/desires.

In addition, I switched from telephone conference calls to face-to-face Zoom calls. This further personalized the experience for the prospective client as well as allowed me to read their faces, nonverbals and reactions.

Increasing prospect interaction provided me with direct insight into the needs of the prospect and why they would say “Yes” or “No” to investing in the training program. They also understood that I was a real person, this was a legit program and I had their best interest at heart. My goal was to provide the prospect with a good experience.

Immediately after the call, I sent a personalized follow up email thanking the prospect for joining me and provided them with additional pertinent information. I systemized my follow up process and consistently kept in touch with them. Sometimes it would be a year or more before they signed up for the training. However, my consistency in nurturing the relationship and follow up kept the prospect engaged and eventually paid off for everyone.

“Eva's consistent follow up and follow through really makes a difference in the conversion rates.” ~Kathy

Connecting, qualifying, closing and follow up is crucial to making the sale. However, it was too time-consuming for Kathy to do while also running her growing business. Allowing me to take over her sales resulted in fewer no-shows and more conversions. Plus, Kathy was able to focus on higher-level functions of her business and her revenue increased exponentially.

Hiring me resulted in Kathy's business sales jumping from 15% to 38% and flipped her no-show percentage from 80% to just 20%.

Her revenue went from \$100K to \$300K to \$700K to \$1 Million in just four years. Not only that, but Kathy also saved untold numbers of working hours and literally had ... More Time to Profit.

“I couldn't have grown my business like this without Eva.” ~ Kathy

What's my secret? I genuinely believe in the Expert VA®/Virtual Expert® Training program. I also care about the prospects and their potential for success. I listen and ask questions to discover their wants/needs/desires. We discuss challenges and fears. I don't sell for the sake of selling. I sell because it is a good fit for both parties.

"Eva genuinely cares about me, my business and my potential clients. I LOVE her authentic and ethical approach to selling my training program." ~Kathy

I keep the environment caring, nurturing, and safe allowing the prospect to feel comfortable. They are then able to focus on making an informed decision and not feeling pressured.

I only work with people that offer products and services that I truly believe in. I care about each and every client and prospect. My authentic and honest approach comes across in every sales call I make. With a professional touch, I try to make it not only informative but also fun. This is what makes me successful at what I do.

**Want to know what it's like to work with me?
Ask Kathy! Email her at: kathy@expertvatraining.com**

So, do you wanna be a Millionaire? Let's take your business to the next level. I would love to talk to you and personalize a sales plan for you and your business. Let's put the wind in your business sales and give you ... More Time to Profit.

Contact Me Today for a Free Discovery Call

Eva Harster, CEO, Your Sales Solution

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Eva