

# Testimonials Excerpts



**David:** Bill, it looks like you're on and unmuted.

**Bill:** I am.

**David:** Hey, how are you doing? Thanks so much and for both being patient and also for coming on to both support Michael and Eric and also to help OMGers, and of course as I'm interviewing people, I think we'll will pick up a lot. Ah, hey there Eric, 'cause I see you there.

**Eric:** Great, hey.

**Michael:** Hey, Eric.

**David:** All right. Take it away and tell us where you're at before starting with Michael and Eric and a little bit about what you picked up and the results.

**Bill:** Well, I've been with OMG for three years and it's been great. But what was happening is, I was losing clients and then I had to get new clients. So it was a lot of networking and I did like Mike did, I was doing a lot of networking and, great I, I get to 10,000 then I dropped down to five, that kind of thing. So when I saw this sales machine, well it just opened my eyes, especially with the leads, getting the leads from D7 Leadfinder. That was like the hugest thing. I sent out a hundred emails, I got three demos from that. Okay.

And then the scripting, unbelievable. You could easily close deals, and I closed two deals this, this week just by doing, I did the, the honesty pivot was great. As a matter of fact, I was waiting. I said, I was waiting for Mike to put it up on the, on the script. So I said, you know what? I can't wait. I gotta go. I went to the recording, I striped off whatever he said. And then I did it with the, with this client and he wanted web, he wanted web design, but it was a lot of money, it was \$4,000.

So what happened is, I called him up, I gave him the whole, I read exactly per, word for word what it said, the guy goes, "I'm going to save you some money, \$4,000, we'll go right with the yes, go". So that was, and the guy goes, "That sounds like a great deal".



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And just before that I had gotten from a networking event, four demos right out and how I did, how I got the four demos, I did a small presentation off the value video script and a little bit of a demo. It was like easy. People were coming up and be flipping with the leads. I'm going, I've just never happened before, cause I do a lot of networking and I was like, four right away. I had to call my wife. [crosstalk 00:02:35] I called, I said, and then, then I closed that deal. Yes, I will on Monday and then right after I goes, let me just try Eric's red zone pivot. He said, "Okay,

let me try it.” I did it. The guy said, okay, and I got his credit card number. Boom. It was, all’s I’m saying is, these guys are great to work with. They’re very, encouraging and our group, the group is great.

**David:** Yeah.

**Bill:** And today I got a great tip from [Presan 00:03:05] He said do this and I said that makes so much sense. So it’s a community. That’s why I really, I, these guys are fantastic. It was worth it. Just the deals, I’m going to close the deal tomorrow for sure.

It already paid for that whole year of the training. I mean, I’m like, okay, this has been actually, it ca... Like you said they, this came at the right time for me personally because I had just sold a business and I said, you know what, I need to get more sales. So did to support the family and so it’s just been great. So you know, I would, if I were any of you I would just buy it. It just, I, I did it on a whim, kinda. I saw one vid, I said, you know what, I’m going to buy this, sounds really good. I watched this webinar. Boom. So you know, I can’t say enough.

**David:** Yeah. Great. And what you said really speaks to the, the timing in another way, which is, they’re just, Michael and Eric are so into this right now. The whole, like a lot of the scripts you’re using they created after, in the last month. Like after we did the promotion a month ago, and again, a lot of what you’re using is actually new that they have created just from geos, just like they said. You know, they’re like waking up in the morning and they’re thinking about this stuff.

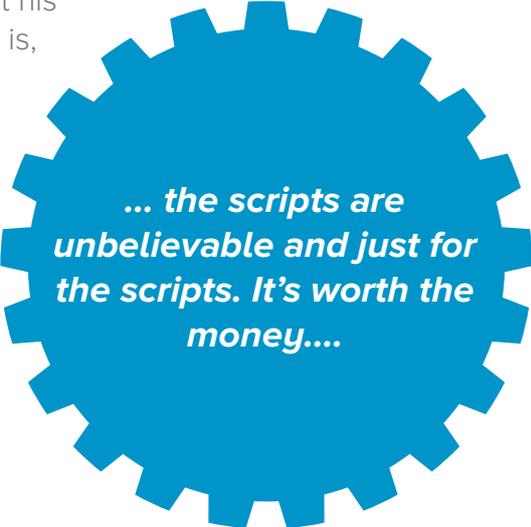
**Bill:** No, it’s, I, I got to tell you, the scripts are unbelievable and just for the scripts. It’s worth the money. I mean, if I had that before I did anything, it’s, I’m just kind of blown away about the whole thing.

**David:** Well, I’ll be too, I know it’s just, it’s a point in time and it’s obviously, uh, just, just such a...

**Bill:** Yeah, this is just starting. I mean I’ve got, I’ve loved doing it, it’s fun.

**David:** Great. Right. Yeah. I had a, a sales coach long, long time ago and she said nobody, nobody doesn’t like, like, like no one dislikes selling. What they dislike is not selling. Right.

**Bill:** Right.



*... the scripts are unbelievable and just for the scripts. It’s worth the money....*

**David:** Everyone likes it once it's working, we just don't like it...

**Bill:** Working. Right, exactly right. [crosstalk 00:04:58] But I had a lot of that, so I had a lot of not sell...

**David:** People think they don't like selling people but... [crosstalk 00:05:02]

**Bill:** Now I've got a couple of in a row. I was like, what? What happened?

**David:** Absolutely love it. Thanks so much for popping on. That was great. [crosstalk 00:05:09]

**Bill:** Thank you.

**Eric:** Thank you. You're the man, dude.

**David:** That was awesome. Okay, let's get Jen on here if we can. If you're, oh, there you are. Hey Jen.

**Jen:** Hey David, how are you?

**David:** Oh, we can even get her on video. Good.

**Jen:** Yeah.

**David:** Great. Talk to us. That's my, that's my interview question.

**Jen:** What's all I think, I think Mike told me that I was the first one to to call in to the closers hotline. So that's kind of an honor. And, and you're kind of like...

**David:** [crosstalk 00:05:44] at least not like a patch or a or anything. Or are these guys too cheap?

**Jen:** Well, I do have, I got a gong.

**David:** Oh there you go. Yeah, that's great.

**Jen:** Yes, or whatever it takes and they got to hear it on today's call in that I called in for the closers hotline where I closed a 2950 for the first payment and then 1495 a month after that. So I'm really excited.

**David:** Okay guys. So Jen, this is an element we talk about civic human performance for just a minute, just a couple of seconds.

So Jen, I told you I was going to bring it for you guys this year. By the way, there's a lot to come in superhuman performance and I'm thinking the last three months of the year, so these will be going for about six months with their

paid ads training. And so I'm doing every other week and it's kind of works out well right now, but I think I'm going to close with the bang and go every week, like the last three months of the year. Lots of great stuff.

But you know, Jen, you wrote to me roughly a year ago to, kind of like Michael, I don't remember exactly when, but you wanted to take things to the next level. And I, I had a couple of thoughts, but they, they weren't there yet, but I had you in mind and a lot of people in mind, but I had you and others in mind with superhuman performance. I really wanted to make it happen this year. And of course I know I'm not, this has nothing to do with obviously me taking credit, but what, what I, thing is it's happening, right? Like, and there's, it's just awesome to see. Because you wanted it to happen. You are kind of a little bit at your wits end with making your client work get bigger, you know, you have a third child on the way, right?

**Jen:** Mm-hmm.

**David:** So you have two running around right now and one kind of kicking around, right? I don't know what I would do if I, if that was the way I, and so...

**Eric:** David.

**David:** I was like maybe wait 18 years, I'm not sure. Yeah. What's up?

**Eric:** Well, actually, I actually, Jen, I'm, I'm not gonna put the whole email out here, but actually let me get my face up here. So Jen actually set up a call with, sorry, she sent an email to Mike Long and me about whether she should do this. This was like six weeks ...

**David:** Yeah, I was on that too.

**Eric:** Do you remember that, Jen?

**David:** And I usually, we usually tell people no if that's the case, but with this I was like, I think I just got to push it, like I think I just have to say I think, yes. You know, like you know.

**Eric:** Can I read a snippet of it then?

**Jen:** Sure.

**Eric:** Of your email but you, you do you not, you might not remember it.

**Jen:** Oh, I remember it.

**David:** She remembers it.

**Eric:** Okay. All right.

“Great interview Mike, Eric and Michael are special guys. Thank you for bringing this opportunity to OMG. I’m sure the offer will help a lot of people like, mmm, will it help me though, right? I’m trying to figure out if this would be a good solution for my situation. I’m wondering if I should invest the time and money resources into this course? I acknowledge that leads in sales are a bottleneck for me. I did Sam Ovens’s course and close my first call with this script. But the regular phone thing wasn’t easy to sustain. I see how Eric does a better job teaching directly how to sell SEO and deal with building the relationship and overcoming objections. His system has elements of being different”.

She means Mike, the art, meaning Michael and I together.

“Time on the phone is challenged with the kids. But if it really were the best move, I could either make calls later to the west coast once my husband was home or hire a part time nanny again. Over the last few months I’ve been taking SEO leads seriously and I’ve appreciated the analysis. But I haven’t closed any new business so I’m still looking for two new clients.”

Wait a second. Did you get two new clients, Jen?

**Jen:** Yeah, I already got two. Now one isn’t recurring, but one is, so that’s good.

**Eric:** Yes, exactly.

**Jen:** It’s more than paid for itself already, far more than paid for itself.

**Eric:** Yup. And you also said, “I’ve also been building lead gen sites which are bringing in leads. That’s very cool. So the lead gen is more flexible than ..., oh, I’ve been working at decluttering and making a profit, making profit of floor. I’m tired of overspending on something that I can’t realistically add to my plate. We have baby...” This is what David was saying, “baby three coming after thanksgiving. So the pregnancy and time after birth will require additional time, emotional, physical resources, et cetera. What do you recommend?”

And so Jennifer, if somebody else was in your shoes, they don’t have to be pregnant or have two kids for sure that, I can’t imagine a tougher job. But if you could give somebody, you know, that same advice, who’s in a similar thought process or situation, what would you say to them?

I mean it’s not like just yes. Like what would, like what would you say?

**Jen:** Right. Well there are a lot of different ways to accomplish what you guys are teaching [crosstalk 00:10:29] What’s that?

**David:** I’m just checking, being honest.

**Jen:** I can be honest?

So I, I would say that, you know, first off the price point, even though \$300 a month is a significant overhead to add to your agency, in terms of the, the income it can help you make is, it's just substantial. Already for me, I mean, I'm really happy with how much it's helped. You know, it's just little, little things that I've changed and, and a lot of things that I've been able to dissolve by learning and listening to Michael and Eric, and I mean, Eric's style of teaching sales is just so, it's not confrontational, it's not, it's, it's very collaborative. And, and that's the kind of person that I am. I mean, I'm in business. Yes, I want to make money, but I also want to help people. And so I think that the way that Eric teaches is something that's very conducive for people who want to accomplish both of those things.

So, you know, even if you're stretched, there are ways that you can make it happen. My husband's hours have gotten worse, but I'll probably be doing calls on Saturdays and my kids have gotten a little better with like time blocks that I can at least step out for a little bit. So...

**David:** Very cool.

**Eric:** Thank you, Jennifer. It's a huge honor that you said that to me. Huge. Thank you.

**David:** Yeah, thanks Jen. I'm so excited. It's so, so great. It was and it was tough when you, when you wrote that and I was thinking about it. I know, you know, you respect my opinion a good amount and, and I don't really like to pile things onto people but yeah, this was just a point in time when I, I felt like it was time to, to say go for it if I, if I could.

**Jen:** Well, one, one other thing that I really saw the value in, and this is something that you talk about, David, is looking for places where you can find those wave intersections where you can get the momentum. Like, I think you gave the example of Mike Long hiring a personal trainer to get over, you know, to kind of hang onto his energy and you know, so I figured that even 'cause, 'cause I hadn't been making sales a major priority. So I figured that if I got into the community and you know, plugged into the trainings and everything that that would give me far more likelihood of actually moving forward and continuing momentum with sales. And you know, it's just a matter of making it a habit and then the rest is easy. I mean getting on the calls with these business owners and following a script, the scripts make it so much more pleasant to work through things and, and I get a much better response from the business owners too. So it's not fumbling around anymore.

**David:** I never would have come up with scripts for you guys on my, yeah, on my own really. I, I wrote a few things. I wrote a little bit in a PDF years and years



ago with OMG like in our first year. But, but what they've done is just the kind of thing I would never ever get to with, with this type of thing. You know, I can give various frames. You recognize frames like questions and seeking understanding and what are the first two people we're talking about with both with Michael and, and Greg. But, but yeah, excellent. And I fit in with all that but, but the details that they've added are just beyond belief. So love it. Thanks so much Jen.

**Eric:** Thank you.

**Michael:** Thank you Jennifer.

**David:** And let's get Carlos. It's Carolus. I've called him in the past, but he makes it simple now, says we just call him Carlos. Hey, how are you doing?

**Carlos:** Yeah, doing well. Can you guys hear me fine?

**David:** Excellent. Yeah, hear you and see you.

**Carlos:** Cool. So where do I start? I joined OMG about one year ago and I was working in a strategic business consultancy and got great results with OMG, but what happened was the company bankrupted. So that kind of led me to losing my job. So I was on my own, right.

So I had kind of a specific amount of money saved up. So I was trying to kind of find a new job and then at the same time work on my business. Well, fast forward, I'm, I was down to my last about £700. So I was like super scared of course. But so what, so I had this client before even OMG and before joining the course, of course, and I called that client trying to kind of sell him but I did not have a specific process or a strategy in place. So I was scrambling all over the place. I was trying to kind of just reason with him and he said no. So then I joined sales machine and it was looking back, it was a huge commitment. Even though the amount of, some of money is like, it's nothing. But it was a huge investment for me at that time.

**David:** Absolutely, yeah, yeah.

**Carlos:** So I called the guy, I did the pitch. So what I did as I just got into the training and I only took the script, so I do not have the time to kind of build a process or run social media ads. What I did, I was just, just took the script. So I called the guy, I did the pitch and then read exactly what's in the script. So I made a logical case, actually did their needs analysis, which is a part in the course that kind of addresses what the client actually needs and wants to reach, like, what are his goals? And so I talked to him. I stuttered like hell, but without me even asking, he said yes. He said, "Carlos, I'm in. So how do we go about this?" And then the first time he said no. So I was, I kind of lost my stuff. "What'd you say?" Oh, like yeah, yeah, so...

**Michael:** Yes, yes ... yes.

**David:** You have to put it in the script, Eric. Like they say yes, your response is say, what did I hear you wrong?

**Carlos:** That was my reaction.

So, it's like ... So I try like, okay, so what I do, I already have access to your site. So let me think about how I should process the payments. So I just, I thought like, well let me just send him an invoice. So I dropped the call and then Eric actually contacted my...

**David:** Oh this is when Eric made the actual video right, in the Facebook group.

**Carlos:** Yes.

**David:** It did everything right on the video camera inside. No, go ahead. God, I'm sorry. I don't mean to give away...

**Carlos:** Yes, no worries. So Eric says like, "Dude, what, what on earth are you doing? Call the guy back and ask for the credit card." So that's what I did. So I called back him for the third time, resold them, did the needs analysis once again, just the actual shorter version of it. Got his credit card and closed the deal. And that was the story. Yeah.

**David:** Now you ran around, ran around the block with a victory lap after that.

**Eric:** Yeah, that's, that's good.

**David:** And these are, you know, again, it's just person after person who like Michael emailed me about a year ago, Jen, couple times, wrote before her sales machine, thinking about it. Then also about a year or so before that, like thinking about how to get some more clients. I didn't know the answer. You know, exactly, I know that I know kind of the overall meta answers, but then this came, you know, I knew that, I knew that this would just be able to talk, but it's just great. I know there's people that have been on and we knows how much.

**Michael:** How much was that retainer?

**Carlos:** Twenty-five hundred a month.

**Michael:** Twenty-five hundred a month?

**Carlos:** Yes.

- David:** How do you like that? Wow, that's good. It's like getting getting two or three clients. I love it. I'm so happy for guys. I didn't know you were so recently at OMG cause you've been on my webinars all. Yeah, that's all.
- Eric:** That's 30k a year man.
- David:** Yeah, that's great.
- Carlos:** Actually David, I have to kind of give props to you since ... When I was working in that company I was really into like all the way and alchemy and from the day one I was kind of feeling this situation in the company and like I knew that that company was going to end some day. And one of your webinars, you talked about eliminating failure conditions [inaudible]. Yes. So one of the failure conditions was to actually, how do you eliminate them? So for me to be completely safe, if I would lose that job was to save money. So that's what I did. And if not for that, I will not be in the position to actually close the client because I would probably be in another job.
- David:** Yeah.
- Carlos:** And the point of that is that eliminating fail conditions is one of these strategies in the script and then the demo like...
- David:** Oh yeah.
- Carlos:** Training is engineered in such a way that you have an answer for every single objection you might hear. So it kind of minimizes the possibility of the deal not going through. And that's what allowed me to sell the client for the third time, to go from a no, to a yes.
- David:** Yeah. They constantly have all the specific applications of, of law, of implication principles and, and the frames that talk about, it's part of how I was so sure that it would be such a good program, you know, without having to specifically try, like obviously last month I hadn't like tried sales machine for myself in the sense of actually getting leads and closing SEO clients. But I knew from the frames that it was going to go really well, and of course they exceeded even my expectations, but, but unbelievable. Thank you so much, Carlos. Awesome. Awesome.
- Michael:** Thank you, Carlos.
- David:** Sorry. Thanks for sharing and congrats, man, that's just...
- Carlos:** I think you're proud of me. Thank you.