

BLUHE PRINTS

The Five Phone Giants

*Copyright © 2020 by Bluhe Prints*

*All rights reserved. No part of this publication may be reproduced, stored or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise without written permission from the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission.*

*First edition*

*This book was professionally typeset on Reedsy.  
Find out more at [reedsy.com](https://reedsy.com)*

# Contents

<i>Introduction</i>	iv
<i>Legal Disclaimer</i>	v
1 SECRET #1 Perfect Clients	1
2 SECRET #2 Wear a Tux	7
3 SECRET #3 Preachers Progress	10
4 SECRET #4 Motivate	17
5 SECRET #5 Close 75%	19
<i>Conclusion</i>	24

# Introduction

These five practices have been the most practical processes that have yielded the most business than any other training I've been involved with. I believe that anyone who seeks financial success, will need to acquire the ability to communicate. The more knowledge you can learn about selling, communicating, psychology, public speaking and the like, then you will have a much easier time. Unless you're in the same town, it's on the phone, or video conferences where the natural part of the process to any business deal begins. International deals require you to be on your best, not just with your own kind but with other types of people from different countries and backgrounds. If you would like additional assistance, Bluhe University members offers free scripts, phone coaching and call center resources.

# Legal Disclaimer

This book is for research purposes only. All of the web pages and advertising is copyrighted by the original owners. You may borrow the 'ideas' in these ads and pages, but you may NOT use any of the actual advertising copy or designs.

You do not have resell rights or giveaway rights to any portion of this Publication. Only customers that have purchased this publication are authorized to view it. This publication contains material protected under the International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the full extent of the laws.

The information service and resources provided in this book are based upon the current global market(s) environment. The techniques presented are known to be the most secure ways to receiving money as a consultant. Because Nations and banking laws are constantly changing, the sites and services presented in this book may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to the consultation market. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earning, income statements or other results, are based on our own experience and are only estimates of what you can

earn and pay for these services listed within the book. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

## SECRET #1 Perfect Clients

For the longest time I would take in random files thinking that the heavens had finally opened and I finally arrived with “the Big one” that would change my life forever! It wasn’t until I realized that if you’re hunting for bear than you need to go where the bears are. And, if you’re hunting for bear, you better bring a big enough gun. If you don’t that bear will eat you for lunch.

Too many of us sit on our front porch waiting for the bear to come to us (like that’s ever happened). Well, it actually has happened to me in real life. Once. I had a house nearby Aspen, Colorado on the top of a mountain ridge. There was a black bear that would come pester our trash can from time to time. I think you get what I’m saying. Don’t wait for the deal to come to you. Waiting for the “someday when” doesn’t work for anybody, in any market. Figure out what problems you like to talk about and become good at fixing them. Find out what kind of people you like talking to and make sure you can:

- 1) Give them VISION to **have purpose** with their time or

money.

2) Give them SOLUTIONS to **save them** time or money.

3) Give them STRATEGIES to **make them** time or money.

If you can offer your client all three, that's what we call a hat-trick. They're easy to sell. After you have a good concept of what kind of person or company that qualifies for all three, then you start looking them up. Here's an example of a product/solution I would pitch to oil companies.

**1) Vision** - There's a way for your oil company to look like a water conservationist hero. It would be great for long term PR while making more money.

**2) Solution** - There's a way for you to reduce water costs by 1,000%.

**3) Strategies** - There's a way for you to license this process so that you can collect off your competition.

Clearly, with clients like oil companies, I needed to talk to CFOs (Chief Financial Officer) or the person who cares about spending and saving money. Begin by analyzing what you're offering, then apply an "on purpose" approach in how you are promoting yourself. Other than online marketing, simply picking up the phone and calling is a great way to seeing if your prospect is a good fit for you.

**NOTE:** You are interviewing them, not the other way around.

It takes me about 2 hours to dial out one hundred calls effectively. Without fail I will get two people (out of the hundred I've called) interested in what I'm saying. Do that everyday for 2 months and you will have talked to 80 people interested in what you're selling. If you're really bad at talking and selling then you should be able to close at least 10% of those people. And that's if you're bad at it. At the end of the two months you should have eight clients on-boarded. You can find them by searching the business you have a solution for, online and by calling their front desk. If you work with a firm like mine, then doing that work would pay you over \$80,000.00 USD in commissions. That is just for talking on the phone, two hours a day for 60 days.

If you're serious about becoming a high level consultant you can start by taking yourself seriously. Put yourself in your perfect clients shoes and imagine the type of service you demand. The payouts on these deals are some of the biggest recorded on the planet and should be treated as such. How would you like to make \$40,000.00 per month talking on the phone? You can. But it starts by knowing who your clients are.

With thousands of different types of businesses available the list is endless. Make it easy on yourself and create prerequisites for your perfect client: Below are examples of my perfect client.

My perfect client has to...

- 1) Be able to pay millions in commission
- 2) Be able to fly me to England if needed
- 3) Be able to pay me upfront for my time
- 4) Be involved in Philanthropic work
- 5) Have over 100 employees
- 6) Be privately owned

- 7) Like trading commodities
- 8) Understand a simple level of Bank Instruments

Make a list of your prerequisites and then commit to them. Live and die by them. Don't divert, there are too many people, businesses and opportunities in this lifetime for you to not get what you are looking for.

After you have found your "perfect people" motivate them into having you solve their problems. Too many people focus on their product and not the problem that they're solving. It's not about your new device or cool technology thingy, it's about getting them motivated to do what you're trying to get them to do.

**TIP:** Big problem + Big solution = Big payout.

## SECRET #1 PERFECT CLIENTS



Once you have narrowed down the type of client you are wanting to work with, create a list of companies that fit the bill. You can search these specific companies online for their Standard Industrial Classification (SIC) on websites like [www.naics.com](http://www.naics.com). The SIC is a system for classifying industries by a four-digit code. It was established in the United States in 1937 and it is used by government agencies to classify industry areas. There are other codes as well, but this one is pretty simple to understand.

I would encourage you to go on the NAICS website and take a look at how easy it is to find companies specifically to your niche. You will be surprised how many companies will qualify

for your motivation.

After you have created a list of companies and their contact information it's time to get in touch! This is where most people freeze up. Well, don't. The only way to do a thing is to do it. Call them and start a relationship. Leave a message, send an email, get to know the administrative assistant. Once you have done it enough times, you will become comfortable and confident. It all starts with finding your perfect client and serving them perfectly.

**TIP:** practice doesn't make perfect...perfect practice makes perfect.

## 2

### SECRET #2 Wear a Tux

When you are putting a call together with a group of people there can be a lot of distractions. People like to talk. So, it is important that you are in control of the call. The best way to ensure control is by hosting a conference program.

Here are a few FREE conference Programs:

- 1) Zoom
- 2) Google Meet
- 3) Webex
- 4) Cisco

Most of these programs will have you pay a minimal subscription to control your desired features. Make sure you know what they're offering before subscribing . These technologies all gives you control to mute people or even kick them off the call if they are not behaving respectfully.

I was on a Zoom call once with four people. We were discussing a large gold transaction worth over One Hundred Million dollars. If there is something that I have learned about

## THE FIVE PHONE GIANTS

successful people, it is that they enjoy choosing who they share their business information with. While on the call I lifted the phone from my ear and looked at the screen shot of the people present. There were ELEVEN people on the call listening to the business transaction! Both acting parties were so offended that the meeting was ended immediately. Unfortunately, we were never able to conduct business together.



If you are going to be dealing with Millions and Billions of dollars then you need to set the table. One way to do this is by doing mirror imaging of Fortune 500 companies. They

create a group called an executive group. Executive groups get together and produce what is called a “Corporate Resolution.” This is an agreement declaring the person who has permission to represent all of their signatures. What do you do if you don’t have an executive team like that?

Well, this is the downside to being an intermediary, because they aren’t incorporated with a group of people and can’t use a Corporate Resolution to enforce their position. However, intermediaries can control and enforce all of their commissions with other documents. These documents are called, Sub Fee Agreements, Primary Intermediary Agreements, and Irrevocable Master Fee Protection Agreement. See “Paymasters guide to the galaxy” for more.

These kinds of professional processes are what it takes to manage and motivate multiple people in a single deal. World Changing transactions don’t happen on accident. They are very much on purpose. If you aren’t able to motivate people on purpose it will be harder for you to obtain your goal.

When working with an intermediary group work the deal professionally with the right documents and put everyone at ease by giving them enforceable agreements that protect their spot. I asked the intermediary group I am working with to sign a Primary Intermediary agreement with me that includes a Sub-Fee Agreement (see more on Paymasters Guide to the Galaxy). This give comfort to the connecting groups which allows me to perform my work professionally. Learn your documents, be the one in control, and put on a tux. It’s time to close a big deal.

## 3

### SECRET #3 Preachers Progress

It was my first season “chain shopping”. If you aren’t familiar with that term, it’s basically when you are thrown into a room with 10 strangers whom you’ve never met with the challenge “to figure the deal out”, or whatever it is that connected you with them.

I was on the phone and I was searching for a substantial amount of crypto currency. The call started out normal, everyone trying to introduce themselves and make sure they were remembered in the conversation. But there was No control, or expectations lined up for anybody. So I took over as graciously as I could and started pressing on into the meeting. Meanwhile, there were some very disrespectful children in the background of the call at the same time. I, being a parent of 5 kids, have built a level of tolerance. I let it go on for a bit until eventually it got so bad I couldn’t even hear myself and became distracted. I abruptly stopped in mid sentence and said,

“Excuse me” The children were still playing in the background.

“Excuse me!” I said a little bit louder.

“Will the person with the children in the background please put their phone on mute! That’s extremely rude!” I finally hollered.

Come to find out, the person that needed to put their phone on mute was the signatory!! The person I was trying to close a deal with! Needless to say, there were many mistakes on that call. But, when everybody arrives together aligned, it works pretty well anyway. Lining out expectations the day before is a very good practices to adopt. This helps with the fluidity of the conversation and establishing authority during the call, increasing the closing ratio of the deal by a healthy amount.

The best practices start with lining out expectations. This is usually handled by an intermediary of some kind. This person should line out good communication for both parties, by identifying the need and the solution, along with a brief explanation of what the process looks like from beginning to end. The intermediary should pre-qualify both parties before initiating a call. This is done by asking questions!

Here are some primary questions I would ask my clients when pre-qualifying them:

1. How do you plan on paying for these services? Cash or Credit?
2. What Bank Do You Use?
3. Where is the Bank located?

I’ve had the opportunity to talk with people from around the world. This has given me occasion to develop an understanding of distinct accents and cultures. Some people have not yet

developed this ear. If you have a hard time communicating with people that speak in another form than yourself, you may find this an obstacle to your success. If this is true for you, find someone on your team who is willing to translate. If you do not have that person, request they provide a translator. I personally rarely provide my own translator. I ask that the client brings their translator to the table. Without CLEAR communication you have nothing. I highly recommend implementing the “Preachers Progress.”

# PREACHERS PROGRESS



1

CONSULTANT:  
"SO WE ARE GOING  
TO TALK ABOUT A  
WATER PROJECT"



2

CONSULTANT:  
"SO, NOW WE ARE  
TALKING ABOUT THE  
WATER PROJECT"



3

CONSULTANT:  
"SO, NOW WE JUST  
TALKED ABOUT THE  
WATER PROJECT"

OWNER:  
"YES, THAT WAS  
NICE."

**Preachers Progress:** *Tell them what you're about to tell them, tell them what you're going to tell them, then, tell them what you just told them.*

Below you will find an example of how the Preachers Progress is used in an email:

**STEP ONE:**

**FIRST E-MAIL:** *Tell them what you're about to tell them*

Hi Mr./Mrs. Smith,

Thank you for reaching out to me. I look forward to our scheduled meeting on: Month / Day / Year and time. On that call we will be going over.

- A.
- B.
- C.

We will be reviewing the (problem) and the (solution). If there are any additional topics that you would like to include, please let me know so that I can add in the appropriate time required for us to discuss your needs without rushing.

Thank you,

Kalib M. Loy

**STEP TWO:**

**PHONE CALL:** *tell them what you're going to tell them*

Once all Parties are on the call. (This should sound like a loose script)

“Well ok! Thanks everyone for being on the call..... I’ve been looking forward to today and I am excited to see if we are a good fit for one another. Mr. buyer (use his name)I’d like to introduce you to Mr. Seller...”

This is where you lift up the Seller and share his/her accolades. “If you don’t know about the seller you should...” More on this in secret #5.

Then you tell them what you’re going to tell them.

“Mr. buyer, Mr. Seller has a solution to your problem that I believe will work very well. I’d like to give Mr. Seller the opportunity to tell you about how he will be able to assist you. Mr. Seller?” This is when you hand off the call to the seller.

Once the Seller is done presenting the solution and answering questions, take back control of the call. It goes like this (assuming it went well)

“Well this is great! thank you both for you time, It looks to me like the next steps are ABC XYZ correct?” Then wait for confirmation.

“Wonderful, Let’s go ahead and schedule the next steps.” Take time here to schedule and lay out the next steps.

“Thanks again, I will be sending both of you a confirmation email summing up this call and including what’s expected next... thank you both and have a wonderful day!”

END Call

### **STEP THREE:**

**SECOND E-MAIL:** *tell them what you just told them.*

Subject Line: Thanks For The Chat

Hi Mr./Mrs. Smith,

Thank you for the chat. We went over A.B.C.X.Y.Z.

We agreed - disagreed with AbC XYZ and here are the steps to move forward:

- 1.
- 2.
- 3.

I look Forward to hearing from you soon,

Kalib M. Loy

With the Preachers Process you have taken control of the progression and given clear instructive communication that sets things in motion. Without this anchor process embedded in your mind, you are like a double minded man wavering in all his ways. Intermediary work takes serious communication and the best are able to influence and control the direction of Billions of Dollars in transactions.

## 4

### SECRET #4 Motivate

Once you have a solution that you can stand behind, it's time to find a client motivated to say yes. This requires followup. The whole purpose of following up with people is that you're trying to get them to do something. Don't lose focus of your goal; getting the client to say yes to your solution. Too many people get lost being friendly and they get overlooked quickly. People respond once they have been properly motivated.

Motivating people is how you get them to do what's needed to close the deal. The day you turn your mindset from a "professional salesman" to a "professional motivator" is the day you'll be ready to motivate everyone around you to make your next million.

You must be a professional motivator when you communicate. If you aren't sure how to motivate people, you can start by learning and surrounding yourself from motivators in places like Public Speaking Events, Young Life or church settings.

**TIP:** if you feel like you are harassing your client, then you can slow down a bit. But not before.

**NOTE:** You should always have a secondary motivation to get them to speak with you, it justifies and enforces value. In an email or voicemail send them something like:

“I also, wanted to check with you about something else that all of my clients are going crazy over. You seemed like someone who would be interested in something like this. I look forward to talking with you soon.”

**TIP:** Try to leave a nugget of information and gift it to the client. They will feel that their time is valued and the chances of them answering the phone the next time, will increase. In an email send them something like:

“There’s a process that your competition is using that’s saving them quite a lot of money that I thought you would be interested in it. Here’s the link. It could make you an extra \$25,000 this year—”

I’ve spent a lot of time analyzing when the best time of day is to contact someone and the short answer is that there is no secret sauce script or full moon magic when working large deals. When it comes to large projects they can require any amount of time at any time. If you get a call at 3am for example, you simply take the call and hustle hard. Just make sure by the end of that call that you have done your job motivating everyone into taking the next step.

**TIP:** It’s no longer ABC = Always Be Closing. It’s now ABM = Always Be Motivating.

## 5

### SECRET #5 Close 75%

The key to this secret is pre-qualifying clients. When I was 19 I had a concrete company with my father. When it comes to doing concrete, it normally starts out by digging a hole of some kind and then throwing four or five guys in together to build the skeleton the concrete will be going into. The most intelligent conversation is normally with the most intelligent guy there.

Concrete began my business culture of a, “Don’t stop until it’s done!” mentality. Persistence to finish the job completely is very important if you want to be a successful concrete company or produce success of any kind. My favorite music teacher use to tell me repeatedly, “Practicing is not good! But Perfect practice is perfect.”

Immediately after concrete I started my own window cleaning company and spent an entire week selling my window cleaning solutions to homeowners, business people, property managers, you name it! I had the persistence to keep going but I ended up failing HUGE. I had talked to over fifty businesses and had zero sales. Something had to change. I couldn’t keep

working for nothing.

The change came when I enrolled in sales school. I learn from one of my mentors, Rich Rudnick, how to pre-qualify people. I now believe in pre-qualifying so strongly that I have applied it to nearly every area of my life. Once you learn how to pre-qualify someone your closing ratio will SKY ROCKET!!

Rich Rudnick had a class which taught people how to close 75% of their appointments. It worked so well that I applied it to a lead providing company I owned. We became the #1 lead provider to the #1 Mortgage company in the United States.

When you are dealing with somebody in person, face-to-face (like a realtor deals with someone in person, a banker deals with someone in person), you are able to feel their energy in the moment. When you are dealing with people over the phone the energy is different. Pre-Qualifying is the approach that will generate success. The bigger the deal the lower the closing ratio, which means more pre-qualifying is involved. The smaller the deal the higher the closing ration and the less pre-qualifying involved. You have to ask yourself, "How much do you want to make?" and "Are you willing to go through the process to get it?"

Due to the complexity of businesses and their solutions I won't be able to give you an example of every deal, but lets look over one that we can all relate to. In 2008 I graduated Real Estate School. As most of you remember, that was a bad time to be in real estate . The words I heard realtors say were things like, "I would have sold a house this month IF they would have qualified." or "I would have sold fifteen houses this year BUT only five of them got approved."

This is a common mentality of people who don't know how

to adjust the pre-qualifying process when different situations arrive. When the deals get harder to get done the more pre-qualifying it take to see the deal through. During the last recession the people who had the most success were the people who were able to pre-qualify their clients well. With pre-qualified clients they were able to move forward in the plans they had lined out.

## THE FIVE PHONE GIANTS



# HOW TO CLOSE

75 PERCENT  
WITH PRE-QUAL

PEOPLE



ARE YOU BETWEEN 35-45 YEARS?  
WITH A FINANCE BACKGROUND

DO YOU HAVE OVER 100M?

OVERWEIGHT AND ALLERGIC TO PICKLES?

WANT TO BE THINNER AND EAT PICKLES AGAIN?

YES!

YES!

YES!

YES!



IF I COULD OFFER YOU A SOLUTION THAT WOULD MAKE YOU LOSE WEIGHT AND RID YOUR ALLERGIES, WOULD YOU BUY THIS FROM ME?

### LIST OF THE PERFECT CLIENT

- BETWEEN 35-45 YEARS OLD
- HAS FINANCE BACKGROUND
- HAS OVER 100 MILLION DOLLARS
- ALLERGIC TO PICKLES
- IS 20 LBS OVERWEIGHT
- WANTS TO BE THINNER AND WANTS PICKLES AGAIN

[www.bluheshire.com](http://www.bluheshire.com)

The secret to close 75 percent of your appointments is to be dedicated to your sales process and to stick on the problems and solutions that you are attacking until you hit 75 percent. When a deal falls apart ask yourself what you could have done differently, asked for, or found out, to keep it from happening again?

You burn it into your process and do it again, and again, and again until you have reached a point where three out of four people in your process say yes! Of course this is easier to manage when you already have a crowd of people that are available to be pre-qualified. That takes work. I would encourage you to find some resources on prospecting.

**TIP:** Here are some **FREE** resources to help you pre-qualify people in your specific niche.

1. Are these personal funds or business funds?
2. What kind of business do you work with? LLC? Corp.? Non-Profit?
3. Is the signatory who approves the deal the same person that signs with the banker at the bank?
4. Have you done this type of transaction before?
5. If you were successful with a transaction before what did you like about that transaction? What did you not like about that transaction?

# Conclusion