

Building Your Personal Sales Plan! (P.S.P.)

Presented by Ryan Dohrn, Founder, Brain Swell Media

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Why build a personal sales plan?

- Any plan is better than no plan
- To create focus
- To reduce stress
- To close more deals

Components of a P.S.P.

- Call To Close Plan
- Prospecting Plan
- Mini-Marketing Plan
- Time Management Plan
- Hosting Meetings Plan
- Client Retention Plan

1. Call To Close Plan

- What is your goal?
- What is your average sale?
- How many calls do you make to get one meeting?
- How many total meetings to a closed deal?

2. Prospecting Plan

- Top 20 to create focus
- Specific/relevant emails to create interest
- Your reputation grows with your repetition

Monday	Tuesday	Wednesday	Thursday	Friday
ACME	Toyota	John Deere	Crains	Kioti
Jammer	Welsely	Colt	Nike	Janskin
Academy	Double T	Diamond	Avis	Carver
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**Research to find
“Connection Points” or
“Conversation Points”**

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The Mansion at Ocean Edge

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The Mansion at Ocean Edge: 2017 Room Prices, Deals & Reviews
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See photos

Ocean Edge Resort & Golf Club ★

4.2 ★★★★★ 168 Google reviews
4-star hotel

[Website](#) [Directions](#)

Address: 2907 Main St, Brewster, MA 02631
Phone: (508) 896-9000

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Tonight Tomorrow

THE BEACH HOUSE SPA
AT OCEAN EDGE



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oceanedge@jpublicrelations.com
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Ocean Edge Opens The Beach House Spa

New Resort Spa on Cape Cod offers unique wellness and party room offerings

Brewster, MA (July 2017) –Ocean Edge Resort & Golf Club opened The Beach House Spa at Ocean Edge, a 4,600 square-foot spa for hotel guests, Ocean Edge Club Members and the public, with a host of services inspired by the natural surround of Cape Cod Bay. The Spa opened in time for Memorial Day and has quickly become an in-demand facility for guests. This July, Ocean Edge Resort and its addition of The Beach House Spa helped it earn the highest honors in Boston Magazine’s coveted “Best Of” issue, as “Best Resort on the Cape.”

“The Beach House Spa was created to address everything we felt was missing on the Cape,” said Suzanne Corcoran, spa developer. “For weddings, we’re a beautiful setting for the bride and bridal party to gather and get party-ready. For hotel guests and locals, we’re a relaxing retreat destination with unique wellness options offered in an unintimidating environment.”

Holistic wellness options include introduction to meditation, drumming on the beach, and

environment.

Holistic wellness options include introduction to meditation, drumming on the beach, and acupuncture happy hour, all which can reduce stress and promote relaxation. The spa also hosts yoga designed especially for men and goga (yoga for golfers).

A noteworthy space at The Beach House Spa at Ocean Edge is the Side Porch, a comfortable, light-filled lounge elegant and spacious enough for bridal parties, birthday parties, book clubs, girlfriend getaways and other celebrations. Dressed in shades of blue, green and sand, the Side Porch offers make-up stations, a blow dry bar, dressing area, and personalized playlist, food and beverage options. Porch Parties are ideal for brides looking for a wellness-inspired atmosphere to prepare for the big day, outside of their hotel room.

The Beach House Spa features six treatment rooms, including a couples' massage room, and offers expert manicures and pedicures, facials and waxing, as well as acupuncture services. The Beach House Spa estheticians create blowouts, updos, and professional makeup application, a combination of beauty services not currently offered under one roof anywhere else on Cape Cod. The modern, luxe spa is also one of the only facilities on Cape



Ocean Edge Resort & Golf Club



Ryan

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oceanedgeresort

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Beach Resort in Brewster, Mass
 4.5 ★★★★★ · Always Open



Brewster, Massachusetts, MA 02631

(508) 896-9000

Typically replies within a day
[Send Message](#)

www.oceanedge.com

Beach Resort · Golf Course & Country

Hours
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Ocean Edge Resort & Golf Club was live.

1 hr · 🌐

Wednesday nights with the Chantal Joseph Trio at The Shark Bah!



544 Views



Ocean Edge Resort & Golf Club at [Cape Cod](#).

9 hrs ·

Summer wedding bliss -- thanks to [Borrowed & Blue](#) for sharing a look back at Maggie & Eric's gorgeous Cape Cod wedding!
(Photos: [Couple of Dudes Photography](#)) #WeddingWednesday



Outdoor Summer Wedding at Ocean Edge Resort | Brewster, MA

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CEO Brian Sweet Media, Founder
Sales Training World

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Elizabeth Petersen commented on this



Rob Ristagno

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1d

Thanks to [Elizabeth Petersen](#) [Gregory Hart](#) and [Julian Rose](#) for your ideas on innovation



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Paul Rudeen • 2nd

PGA Master Professional Director of Instruction Ocean Edge Resort and Golf Club, paulr...
Barnstable/Yarmouth, Massachusetts Area

Connect

Current: PGA Director of Instruction at Ocean Edge Resort & Golf Club



1 shared connection



Elizabeth Stefan • 3rd

Director of Marketing at Ocean Edge Resort & Golf Club
Greater Boston Area

Send InMail



Bryan Webb • 3rd

Resort Manager at Ocean Edge Resort & Golf Club
Barnstable/Yarmouth, Massachusetts Area

Send InMail



Kara Tajima • 3rd

Director of Association Sales
Greater Boston Area

Send InMail

Current: Director of Association Sales at Ocean Edge Resort & Golf Club

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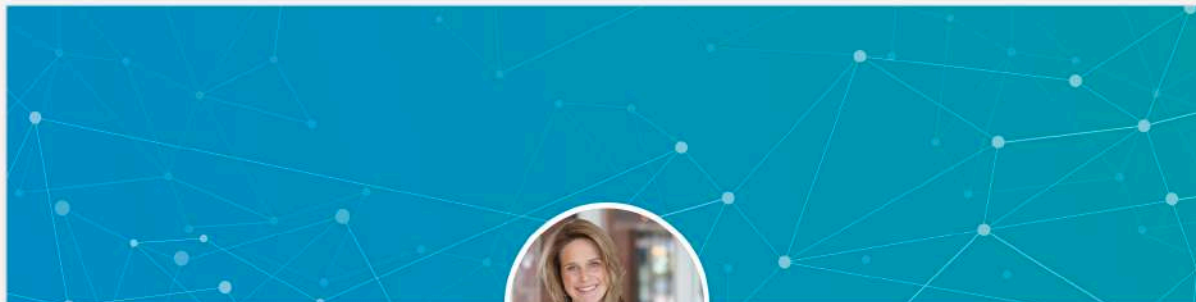


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3rd

Elizabeth Stefan

Director of Marketing at Ocean Edge Resort & Golf Club

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Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have

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3rd

Elizabeth Stefan

Director of Marketing at Ocean Edge Resort & Golf Club

Ocean Edge Resort & Golf Club • Boston University

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Send InMail

More ...

Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have a multi-faceted digital presence in order to succeed in today's economy.

Founder of Hotel Week Boston

Specialties: Digital Strategy, Media Relations, Social Media, Online Marketing, Project Management, Photography, Graphic Design

See less ^

Intr
Hyp



People



ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com



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Experience



Director of Marketing

Ocean Edge Resort & Golf Club

Mar 2016 – Present • 1 yr 5 mos

Boston & Brewster, MA



Founder

Hotel Week Boston

Dec 2013 – Present • 3 yrs 8 mos

Boston, MA

Hotel Week Boston is an annual winter promotion which offers exclusive discounts and packages at Boston's best hotels.

Manage all aspects of the promotion from partner hotel negotiations to online marketing and public relations. Hotel Week Boston has secured up to \$30,000 in incremental revenue for participating hotels and has been featured in Conde Nast Traveler, The Boston Globe, Boston magazine, and Hotel Chatter, among others.

www.hotelweekboston.com

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Senior Marketing Manager

Zoo New England

Jan 2014 – Mar 2016 • 2 yrs 3 mos

Boston

[linkedin.com/search/results/index/?keywords=Hotel Week Boston](https://www.linkedin.com/search/results/index/?keywords=Hotel%20Week%20Boston)

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Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...

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2907 Main St, Brewster, MA

Ocean Edge Resort & Golf Club - Reviews | Facebook

<https://www.facebook.com/oceanedgeresort/reviews>

★★★★★ Rating: 4.5 - 349 votes

-Elizabeth (elizabeth.stefan@oceanedge.com). October 3, 2016 at 2:36pm. Remove. Cynthia Vaccaro Hicks. Remove. Cynthia Vaccaro Hicks Great thank you.

Summer Dreams, now 15% off | Cape Cod Chamber of Commerce

www.capecodchamber.org/hot-deals/summer-dreams-now-15

elizabeth.stefan@oceanedge.com. (508) 896-9000. Summer Dreams, now 15% off. We encourage you to make yourself at home when you stay at Arbor or ...

Ocean Edge Golf Club Course Review - Blogarama

www.blogarama.com/individual.../4670647-ocean-edge-golf-club-course-review

Jun 8, 2016 - If you're interested in membership please contact Elizabeth Stefan at 774-323-6192 or email her at elizabeth.stefan@oceanedge.com.

Resort to freedom.

Ocean Edge Resort & Golf Club - Home | Facebook

www.facebook.com › Places › Brewster, Massachusetts › Golf Course & Country Club ▼

★★★★★ Rating: 4.5 - 361 votes

I invite you to contact me directly so that we can learn more -- Elizabeth.stefan@oceanedge.com.

Thank you. May 21 at 8:10pm. Remove. Golf Ball Finder <3golf.

Summer Dreams, now 15% off | Cape Cod Chamber of Commerce

www.capecodchamber.org/hot-deals/summer-dreams-now-15 ▼

elizabeth.stefan@oceanedge.com. (508) 896-9000. Summer Dreams, now 15% off. We encourage you to make yourself at home when you stay at Arbor or ...

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https://it-it.facebook.com/oceanedgeresort/reviews/?selected_snippet=excellent...

~Elizabeth (elizabeth.stefan@oceanedge.com). 3 ottobre 2016 alle ore 14:36. Rimuovi. Cynthia Vaccaro Hicks. Rimuovi. Cynthia Vaccaro Hicks Great thank you.

Ocean Edge Resort & Golf Club - Рецензии | Facebook

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★★★★★ Rating: 4.5 - 352 votes

Please email me your mailing address and we'll be happy to send them to you this week. Thanks!

~Elizabeth (elizabeth.stefan@oceanedge.com). 3 октомври ...

COMPOSE

Scheduling some time Inbox x



Inbox (538)

Starred

Sent Mail

Drafts (28)

Alberta

Assessments

Coachnet (7)

conferene stuff

Health stuff

Notes

Sales Leads

stuff ordered (11)

Travel (102)



Search people...

Amy Cogan

Andre' Dohrn

Bob Guerriere



Judy Strain tina@yourtango.com via jwmolmtih9tlopr8.x4i95.u-lc
to me

Feb 5 (5 days ago)



Hello Ryan,

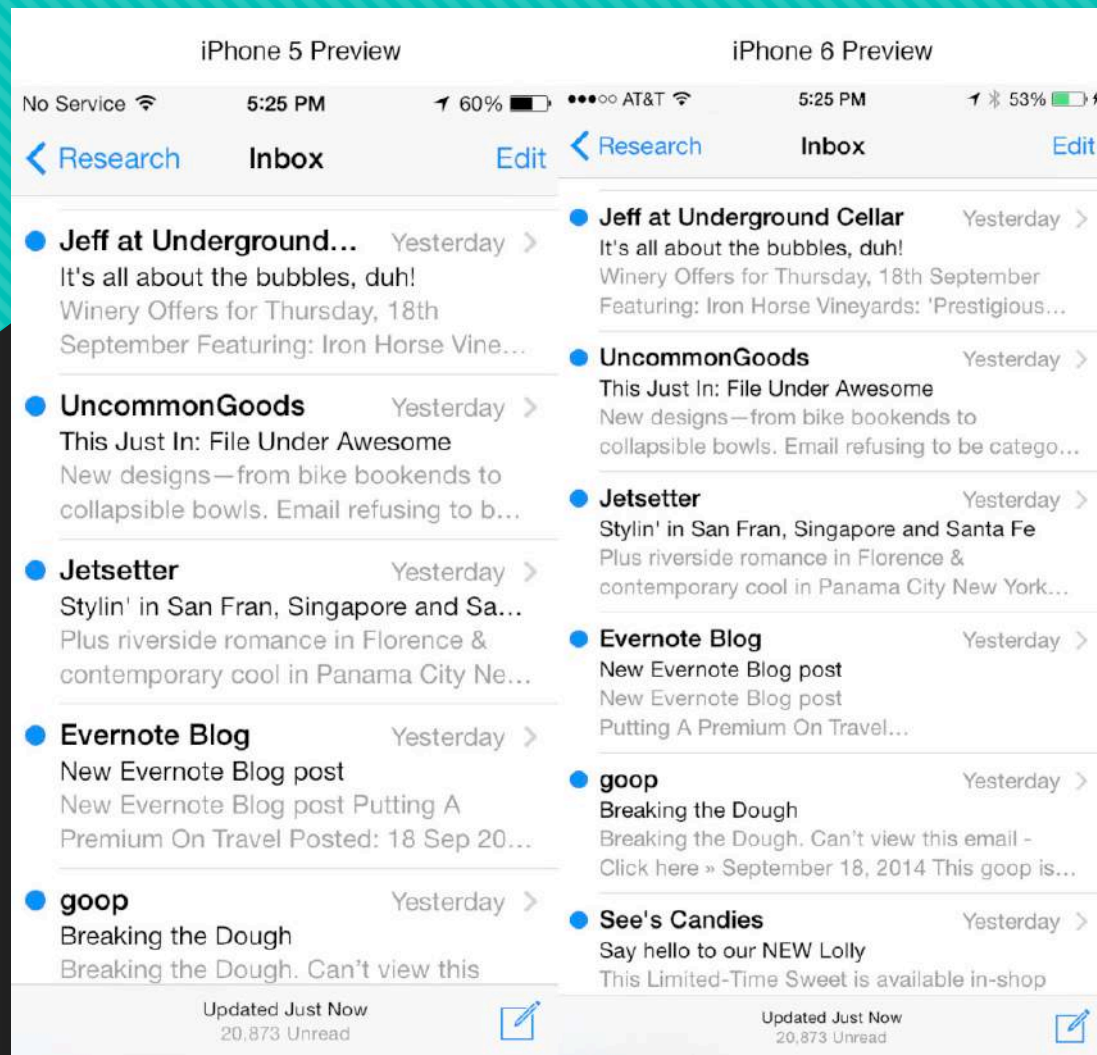
Coaching is an incredible profession. As a coach, you have the unique ability to help clients struggling to activate their lives. You help them "get out of their own way" so it's possible to actually create the life they most desire.

As a profession, coaches influence some incredibly important aspects of life: career, leadership, relationships, parenting, finances, life transitions, intimacy, divorce and health/wellness. Of course there are other more nuanced topics but these are the BIG ones.

Many people want to become a coach. The appeal of working with clients and helping them get past their blocks without chasing the past is great. Yet, the big challenge for coaches is finding clients who are ready to do their work. Many coaches start their business only to hit the roadblock of not having enough clients to make their business work.

That's where we come in.

What we know to be true is that there is an abundance of clients out there: people who are ready



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Best Subject Lines

New idea for you

Quick note for you

Have you considered this?

May 29th?

-competitor- is marketing very well

I was just wondering...

#1: Subject line: May 23rd?

Hi Bob. Before emailing you I did some research on ABC, Inc. I have an idea that could put your XT-200 in front of 170,000 potential new customers. Bob, I feel this idea will be worth your time. 20 minutes is all that I need. Can we meet May 23rd at 2pm to discuss? I promise not to waste your time.

#2: Subject line: XYZ, Inc.??

Hi Bob, XYZ, Inc. is really marketing hard these days. I emailed you a few days ago about an idea that I feel will really give them a run for their money. I'll be in Davenport next week? Could you meet with me for 20 minutes next Tuesday or Wednesday to discuss? I promise to not waste your time.

3. Mini-Marketing Plan

- 4-6 clients
- Three week intensive plan
 - Week #1: Handwritten note with Starbucks card
 - Week #2: Food gift
 - Week #3: Sample ads
- Highly relevant email weekly
- Applicable voicemails weekly

4. Time Management Plan

- Creating Time Blocks
 - Prospecting Block
 - Email block
 - Retention block
 - Follow-up Block

8 AM	8 AM CREATE TO DO LIST UPDATE TASKS
9 AM	
10 AM	9:30 AM MEETING WITH AG SPECTRUM
11 AM	10:30 AM SEND RETENTION EMAILS
Noon	11:30 AM PROSPECTING BIG 50
1 PM	1 PM MEETING WITH WILKINS
2 PM	2 PM CREATE ONE SHEET FOR DATA PROJECT
3 PM	3 PM IN PROGRESS SALES CLIENTS
4 PM	4 PM PROSPECTING BIG 50
5 PM	5 PM SET AGENDA FOR NEXT DAY
6 PM	



5. Hosting Meetings Plan

- Success stories
- Up front relevance
- Critical questions
- Presenting ideas on the spot
- Controlling the follow-up

6. Advertiser Retention Plan

- eMail thank you plan
- Handwritten thank you notes
- Gifts from other advertisers
- eMail business tips from Inc.com
- Active referrals
- Breakfast, lunch, dinner

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