
CONFIDENTLY SELL YOUR PROGRAM

If you need to have a phone call or video chat in order to seal the deal, use this template as a guide for navigating that conversation. You should only need about 30 minutes for this call, since they are already a very warm / HOT lead.

STEP 1: WHAT DO THEY WANT?

- Ask the potential client about their [area of life you're helping with] - have them describe it
 - Listen & Repeat back (from taking notes)
- Ask them WHY this [life area] is so important to them
 - Listen & Repeat back (from taking notes) "SO, your [life area] is VITAL because it provides..."
- Ask them what they REALLY want to see happen in their [life area]-- what is their #1 goal and HOW will they know when they are successful - what does that look like?
 - Listen & Repeat back (from taking notes) "SO, you really want what ... and when that happens, you know you are on your way to... and when you are fully successful it looks like..."
- KEY... USE THEIR WORDS

STEP 2: WHAT IS GETTING IN THE WAY OF THAT?

- Ask "What is blocking you or getting in your way from accomplishing that?"
- Ask them how that block, etc (repeat their words) makes them FEEL. (Thoughts create emotions)
 - Listen and repeat what they said: "SO you are blocked by XYZ and that makes you feel..."
- KEY: USE THEIR WORDS when you repeat it back
- KEY: DO NOT COACH!
- DO NOT ADD ON YOUR EXPERIENCE! "Hm, yeah, I know. I was there. I get it; it's hard." NOPE!! (It makes their block stronger.)
- DO NOT INTERRUPT (even for acknowledgment)! Let them keep talking, and you keep writing. You'll discover so much by remaining quiet.

STEP 3: WHAT IS LIFE LIKE WITH THAT SOLVED?

- Ask them "Once that shifts, what becomes possible for you?" What will they be - do - have?

- Ask them how they will FEEL and what would it mean to them when that happens? What becomes possible then?
- KEY: USE THEIR WORDS when you repeat it back
- KEY: DO NOT COACH

STEP 4: YOUR COACHING SOLVES THAT AND ... THAT HELPS CREATE THAT FUTURE

- This is when you get to put it all together for them... read back from your notes from each part of the conversation...
 - “You’re (redefine them in your niche) and you want (insert goals) and you really want to see it get to this (big vision) but (insert pain/block etc) is getting in the way and (use their words on how it is stopping them)
 - “Once (insert block) is removed you will [insert transformation of BEING] and [insert transformation of DOING] and [insert transformation of what they will HAVE] and their VISION becomes possible.
 - “The fastest and easiest way to remove (X) and get (Y) is (through working with me in my program.)
 - “In this (length of time) program, I will show you and you will learn how to remove (x) so that you finally have (Y) in (length of time) so that you can FINALLY have that (WHY) that drives you.
 - Equate the cost -- money they are leaving on the table, the success in \$\$
 - Let’s get you started ... Give them the start date -- ask for payment to hold their spots

“Remember, the person you’ve been BEING up until now *can’t be* the person making the decisions for the future – you’ll keep getting the same results you’re currently seeing now. If you want real change, YOU must be willing to change.

Consider leading with what it costs per month, not the full pay amount, which may sound scarier to them.

STEP 5: SEAL THE DEAL

*ONCE you make the offer, YOU ZIP IT! You have to wait for their response. Allow the silence. What if their silence means they are searching for their purse for their credit card? 😏

Sometimes, it’s just their personality style that they must object first, so they can really make sure it’s the right decision.

Here's how you proceed...

1. If they are a YES then you proceed with payment. (I wouldn't send them to the sales page to sign up. I'd go to my own sales page and sign up as if I were them, taking their credit card info over the phone. If they object or say "can't I just do that myself?" then absolutely! But I've found that if we can prevent them from having to make the decision AGAIN when they go to pay, it's best.
2. They have a question. Respond to the question, and then make the invitation again.

"That's a great question. Here's [the answer]...Now based on that, would you like to move forward?" / "Are you ready to get started?"
3. They might voice an objection. You need to first discover: Is this their TRUE objection? Use curiosity questions and phrases like "tell me more" instead of trying to immediately slay their objection. *They want to be heard, not convinced.* They want to know they made an empowered choice. If you push the sale, you will see more refund requests later on. Be patient.
4. Then you move into the Conditional Close:

If I was able to demonstrate to you that we could [take care of that objection] would you be interested in moving forward? (This gives you information about the objection at hand, if there are others, and which direction they are leaning.)

Here are a few examples of you "taking care of" their objections:

(No money) Well, if I were able to offer you a (different) payment plan, would you THEN be interested?

Can't afford it? → They are simply not ready to be a client. It's okay, doesn't mean anything. DON'T offer a discount. It creates an imbalance in the power of the relationship. But maybe there's a down sell opportunity...which you could keep in your back pocket for later, if and when you hear the final NO.

"I don't discount my services because it's out of integrity for all of those who have paid full price. Would you still be interested in moving forward?"

If it's a NO →

"I understand, I would love for you to sign up if/when something changes. Please keep me in mind, I will be happy to hear from you at any point." → Bless and release them; move onto people who are really ready for you right now.

If you're getting a bunch of NOs... start asking this: "Is it okay to ask, what's the reason for declining to work together?"

They may decline. Okay, move on.

They may let you know something that you really need to know... something you're saying, and how it's coming across. (Learn to soften our sharp edges.)

"I need to think about it." → This is NOT a brush off!! Move forward because the YES is still possible:

I start by asking if there's anything they think they still don't know / do they have all the information they need to make the decision? This often uncovers another objection. No problem, take it in stride. They're nervous. This is a big decision for them. And they may be judging how you handle this.

"Great, about how much time do you think you need? Let's go ahead and schedule a circle-back call now and that way I can answer any additional questions that have come to mind, and then we can talk about best next steps to working together."

Set a follow up date (and remind of sense of urgency, cart closing, bonuses going away, etc.)

Listen if they talk about a bonus that really interested them. You can negotiate with "special exceptions" if you think that will help seal the deal.