

Sales Conversation

Part 1: Say Hello and Break the Ice

“Nice to meet you.”

“Where are you calling from?”, etc.

I’ll usually chat a little if THEY are chatty. If not, I’ll just say:

“Well, should we jump right in?”

Part 2: Introduce the Agenda and Seed the Offer

“Here is how I typically hold these calls. I’m just going to ask you a lot of questions about your business to determine whether or not (or “if or “how”) I can help you out.

“If there is some way I can help you, I’ll be sure to let you know. [Seeding the offer.] And if I can’t or it’s a good fit, I’ll be sure to tell you what I do know, and try and point you in the right direction. Does the sound good to you?”

“I’m a really straight forward person, and I like to shoot people straight, is it okay for me to be candid about what I see?” Get permission to call them on their BS.

Part 3: Pain (Nightmare) & Hope (Dream)

This is where you find the pain and diagnose the problems that exist, and find out from them how these pains and problems are effecting them in their Businesses and/or LIVES.

WHAT Brought them here:

Identify Their BIG PAIN

“What was it that made you decide to invest the time on the phone today to fix your _____?” (Business, Relationships, lose weight)

Clarify where necessary, talk specifics (Possible probing questions):

- “What do you mean by...?” (Stuck, frustrated, and/or overwhelmed?)
- “Tell me more about that...”
- “How do you know this is a problem?”
- “Why is that Important to you to fix? And why is that important to fix? And why is that

Important fix?”

- “What else is going on.....?”
- “What have you tried to do to fix this? What else have you tried?” · How long have you been dealing with this?

WHY is it important to fix:

Probe Deeper and Wider...

Probing Deeper means having them tell you how these problems are affecting them specifically in their daily lives. Probing wider means listening for and exploring what “ripple effects” the direct problems are having in the other four big areas of life: Faith/Happiness, Family/Relationships, Finances/Money, and Fitness/Health. This is where their HUNGER is.

• “What is going on in your life that is making you decide NOW is the time to _____?”
[Example: Grow your business, find more meaning, lose weight, etc.]

• Why not just stay where you are? (“You’ve been overweight, dateless, not making any money for the past three years, why not just stay there”)

Other possible diagnostic questions for probing deeper and wider:

· “What kind of affect is that having on your relationships? Your Finances? Marriage? Health? Happiness? Stress level?”

· “Is your spouse supporting you?”

· “How else is that showing up in your life?”

- “What is going to happen if you don't change this?”

- “What else is that COSTING you?”

WHAT THEY WANT INSTEAD:

Identify Their BIG WANT (Hope/Dream)

Have them describe their vision of what they want instead.

- “So what do you want instead, what are you really trying to do SPECIFICALLY? What else? What else?”

More specifics:

- “What did you make this month SPECIFICALLY? And how much DO you want to be making

per month?”

- “What specifically do you weigh right now, and how much do you want to lose by when?”
- “How many dates have you been on this week? Month? EXACTLY how many would you like to

be on?”

WHY THEY WANT IT:

Probe Deeper and Wider...

Once again...Why is that Important in their LIVES:

“What is your motivation for wanting to... loose 30 lbs. Why 30? What is that going to allow you to do, that you currently can't • to make \$25k per month? Why 25k? What does that money represent?

“How would things be different if you no longer had to deal with...(the problems they are telling you)

Other Probing questions:

“What would fixing this mean to your Family? Health? Career? Business?” • What would your wife want to do with an extra \$25k/month?

Note:

{Support them in their vision, and let them know its totally possible (if it is), and If they are aiming too low, WIDEN what's possible for them beyond what they might even see for themselves. Give case studies and success stories of other people you've helped—people just like them. REMEMBER: If you have done it, seen someone do it, or have had clients do it, support them in widening their hope of what is possible. Tell how you've gotten similar results as what they want with others. Support and encourage them..}

Identify Their CHALLENGES (Back into the pain)

“So it sounds like you have a pretty clear idea of what you are trying to do

and where you're trying to go. So tell me, why hasn't this happened, yet?

What have been your biggest challenges in achieving _____?” (what they specifically told you they ultimately wanted)

“What else?” “What else?”

Expand the Challenges-Give your diagnosis of what you see going on here.

“Is it ok if I tell you what I see is going on here?” (“Absolutely”)

Acknowledge and agree with the problems they said they had:

“I hear that you have [this challenge] and [this challenge] and [this challenge] (repeat what THEY discussed), but you've actually got much bigger core challenges going on here....”
(Then discuss what those bigger challenges are)

Tell them about what you see as some bigger challenges they are facing. Show them the problem is actually bigger and deeper than expected, but don't tell them how to fix the problem. That's what they will pay you for!

“Do you see that? Does that make sense?” -Get buy-in from them.

Part 4: Confront Status Quo and Their

Commitment to Change

This is a transition to your offer and an opportunity for you to continue to exercise patience and build desire. Resist the urge to coach and close the "GAPS" they are experiencing.

"So, {first name}, how much longer are you willing to wait until you....
(achieve what they just spend 30 minutes explaining is the most important thing in their life)

Examples:

"So, Jon, let me ask you this, how much longer are you willing to leave \$20k on the table every month and not be able to travel during the summers?"

"How much longer are you willing to be 30 lbs over weight and not be as attractive to the women you said you want to date?"

"How much longer are you going to wait till you have the money you need to quite your job?"

"I understand this is something you want, but how committed are you too....?"(achieve what they just spend 30 minutes explaining is the most important thing in their

life)

"You know at the end of the day your gonna have to decide whether or not you really you really want.....(The things they said they wanted to have in their

business and/or life), or whether, or not, you want to continue... (having all the problems and challenges they just told you they had).

"So do you have any questions for me?"

(YES! So what do you do?)

Part 5: Tell Them Your OFFER

A. High Level Transformation and Outcome, FIRST

“So Ultimately what we are doing is helping you XYZ” (what they are their to buy!) -
Position what you are going to be doing as the precise thing that they reached out to

solve.

(Key Point here: It SHOULD sound PERFECT. Position what your services do to be the perfect solution to solve THEIR SPECIFIC problems and how solving those problems with get them to the SPECIFIC outcomes they wanted. THIS IS CRAZY POWERFUL!!)

“Would you like to here a little bit more about that?”

B. Nuts And Bolts of our done for you and coaching project.

“So the mentorship/training/coaching itself is _____ months (or weeks) where we will be...

This is where you can give all the details of your program (weeks/months, number of calls, how it all looks and is set up, etc.) Don't get into too much detail. Keep it relevant to addressing THEIR needs.

C. Incentive based pricing Decide on your incentive based pricing.

“We offer what I call incentive-based pricing.

What that means is we incentivize people on these initial calls to make a

DECISION, and we incentivize them financially to make that decision.

The reason we do that is I take calls, I've got a marketing team that takes calls, and it just costs us a lot of time and money to be chasing around people who we've ALREADY spoken with to find out whether or not they are in or they are out.

So we've just decided to offer financial incentive to help people make that decision. Now what that means financially in dollars and cents to you is this 12 week mentorship is \$3000 a month for the three months. (short pause)..... and that's our any time price.

So you can come back two weeks from now, or you can come back two years from now.... and the price is going to be \$3000/month for the 3 months, or whatever we are charging at the time you come back (if we raise the prices by then).

Now as far as the incentive goes..... on these initial calls we offer two pretty significant price savings off of that.

One option that you have available to you right now is a three-pay of \$2000 a month. That will save you \$3000 and it covers everything we talked about.

Or secondly you can invest one single payment upfront, that covers you for the entire 3 months and everything we discussed, for a onetime payment of \$5000, and that will save you \$4000. “

And then I don't say another word until they speak

Common Objections:

Objection: “How much time do I have to decide?”

“How much time do you need to decide?”

“Is there something in particular you need to think about that we can

discuss right now?” Flesh that out and talk about it. It will likely lead to:

Objection: “I need time to find the money and look over my finances.”

Objection: “I just don't make decisions on the spot” Objection: “I need to check with partner or spouse.”

“Okay great. When specifically will you be talking with your partner or spouse?”, or “When will you be looking over your finances”, or “When will you be sitting down to think about it?”

“Perfect. So you will have spoken with your spouse/partner (or looked over your finances) by noon eastern tomorrow...”

“Awesome, I just friended you on Facebook, just reach out to me there and get enrolled by noon tomorrow and I will hold those savings for you until then.”

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Objection: “I have no money....”

"Okay..."(Silence) "We understand that finances can be a challenge, and we always do our best to work with people in this scenario."

“Let me ask you this, is this something you really want to do? Because if it’s not a good fit, that is okay, too.”

(“Oh no, I want to do it.”)

“So how can we make this happen for you?”

Objection: “I can’t afford it...”

"Tell me more about that." (Let them tell you.)

"OK, so you shared with me throughout the call that this is exactly what you need to do to move forward. So tell me, how is it that you are going to afford to continue without it?"
("I can't.")

"So how can we make this a reality for you?"

[The following two objections are ones we use If you teach something related to business.]

Objection: “I don’t have the money.”

“Isn’t that why you came on the call to begin with!?”

OR

Objection: “Once I make some money then I want to work with you.”

“So tell me how that would work?” (Let them tell you whatever.)

“Okay, so let me see if I’ve got this right? What you are saying is that you are going to continue to do what you have told me is building your business slowly, and isn’t even paying your bills. And you are going to continue to do what’s not working long enough to someday build up a SURPLUS of cash to invest in what will work?”

“Is that an accurate statement?” (Well, that sounds silly, I know.) “So how can we make the work for you?”

Objection: “I need some time to think it over”

“I get that... and I encourage that. We want this to be a great fit for everyone.”

“Can I ask you this? What haven’t we discussed that you still need to think about? That’s why I take the time on these calls. I’m here right now to help you make an empowered decision. While you still have me on the phone here, what questions or concerns do you still have that are

unanswered?” (Discuss those.)

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to

enroll by to get the incentive price.

Objection: “It’s not a good time.”

“Do you mind if I ask you a question about that?”

“When WILL it be a good time for you to start putting the things you said are most important to you into your life?”

Or...

“How will you know when it’s time to start doing and having the things in your life that you just told me were so important?”

Objection: “I need to check with partner or spouse.”

“Yes, I totally understand. That is very important. So let me clarify here. Are you saying you are in, and you just need to get a ‘sign-off’ from your spouse/partner, and then we are moving forward? Or is there something else?”

If yes, say, “Okay great. When specifically will you guys be able to talk?” “Perfect. So you will have spoken with your spouse by noon eastern

tomorrow...”

“Awesome, I just friended you on Facebook, just reach out to me there and get enrolled by noon tomorrow and I will hold those savings for you until then.”

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Note: OFFER to get on the phone with the spouse and discuss, too. It works really well when you do. Just be sure when if they do come on the phone that you don’t start blabbing about you.

Start the conversation by asking “Great, what questions do you have about us helping your husband/wife...(grow their business, lose weight, balance their hormones...etc)?” and address their concerns and questions only.

Objection: “I’ve been in other programs like this and still haven’t gotten the results I wanted.”

“There’s somebody you don’t trust and it’s either me or you. Which do you think it is and let’s discuss that.”

“What SPECIFIC outcomes would you need to see to make this TOTALLY worth the investment of time and resources? What would make this a complete NO BRAINER for you?”

“Thats exactly what we will be addressing”

Objection: “Do you have a guarantee?”

“Absolutely. We guarantee that if you keep doing what you’re doing, you’ll get the same results. So that’s our guarantee.

“Now with that said, we also guarantee that our system works. But if you’re looking for an out before you begin, then we’re probably not a good fit for you because that’s really not the energy that will serve you or us.

“It’s all good either way. Let’s just be clear that you should either commit to this with the attitude that this is going to work for you fully and completely or you decide that it’s not right for you at this time. If its not a good fit, thats totally ok.

“But I can assure you this, people who are looking for a reason for something not to work, usually find it.”

If they are on the fence. The Magic Question...

“Look, the REAL decision you are making isn’t whether or not to coach with me or anyone else out there. That’s really irrelevant....

The REAL decision you have to make is whether, or not, you are ready to commit to (having the things they said they wanted to have in their business and/or life), or whether, or not, you want to continue... (having all the problems and challenges they just told you they had).

THAT’S the REAL DECISION you are going to be faced with, until you are ready to change.

THIS is a magical. It makes the decision about gaining what they want in life, not about coaching with you.

***REMEMBER: They are not making a DECISION to work with you, coach with you, or “buy your service”, they are making a DECISION on whether or not they want to stay stuck were they are, or move forward and gain the things in life they really want.