
HAVE CONVERSATIONS



WHAT TO SAY SO PEOPLE SAY
YES!

It's time to start practicing your "sales skills". Just like anything new, it takes practice to get comfy with sales. But you do have to *ask* people to work with you in order to get clients, so no skipping this important step!

In this weeks challenge, we'll also focus on reaching out to leaders in your industry and BIG opportunities! Remember 25 is the challenge...but even one person a day is a TOTAL win. Yep! #Winning :)

Remember your goal. To get 5 clients by the end of the month. The next 2 weeks will be focused on sealing the deal with all of the reach outs you've been doing.

To get clients you must be...

1. Getting out there (consistently)
2. Providing value & being of service (give, give, give)
3. Making an offer (and following up)

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This is the next step in your funnel.

You've created a clear marketing message, defined your target market, and been doing personal reach outs to connect with new people.

Now we're moving onto the sales process and specifically how you convert strangers into paying clients using consults and conversations.

****Practice this sales process over the next week. If you want to close 5 clients, have at least 10 conversations and invite double that amount into your FREE mini session. Personal invites and reach outs work best!**

Changing Negative Beliefs

Sales and marketing is a BIG part of being a successful entrepreneur so we're going to take a look at your negative beliefs around selling and turn them around to healthier ones that support you in making big bucks and changing the world.

Step 1: Write down the negative belief

Step 2: Turn it around to it's opposite

Step 3: Write down 3 or more examples of why the new belief is true

What are your negative thoughts about selling in general? Do you think it's sleazy, pushy, slimey, awkward? What kind of beliefs do you have about your ability to get clients? Do you believe people won't pay or there's not enough to go around? Write it all down. Turn it around. And repeat your new mantras!

5 Step Consult Process

STEP 1: SAY HELLO & CONNECT

Start with a quick hello and a thank you! Let them know how the call is going to flow so they know what to expect.

Example: “Hey Jill, thanks so much for taking the time to talk with me today about your goals for your _____. Here’s how the session is going to flow. I’ll ask you a series of questions designed to uncover what it is you want most for your _____, with an aim to see how I might be able to best help you move forward. Sound good? Alright, let’s get started”

****Ninja tip:** Treat them as if they’re already your client before you even get on the call. Know that if you’ve crossed paths and are on the phone, then there is something there for you both to benefit from. :)

STEP 2: FIND OUT WHAT THEY WANT

Now you’re going to let your client do most of the talking. Ask powerful questions and come from a place of curiosity. Most people never get a chance to clearly define their goals and dreams (the first step to making them happen)! Here are a few potential questions you can start with.

If you could wave a magic wand and get what you want when it comes to your _____, what would that look like?

What’s important about having that?

What will having that do for you?

How would it feel to finally have exactly what you want?

STEP 3: UNCOVER WHAT STOPS THEM

This is where you uncover what the stumbling blocks are and why they *don't* already have the outcome they want. Ask questions, take notes or simply listen. Again, let them do 90% of the talking.

What stops you from having that?

Where do you feel most frustrated, lost or stuck?

How is it affecting you in other areas of your life?

How important is it for you to solve this problem on a scale of 1 to 10?

STEP 4: OFFER YOUR SOLUTION

Now, if what they're struggling with, lines up with what you offer, then it's a match made in heaven and it's time to offer your services. This step is where you'll segue into how you can help them get what they want. It's time to give them your irresistible offer and ask for that money, honey!

Say things back in their language, using their exact words: "What I hear you saying is you want ABC... but feel ____ because of XYZ, is that right?..."

Then say: I'd love to share how I can help you solve XYZ? Would you be interested in hearing more about how we can work together?

Then tell them briefly about your offer...focusing on results, outcomes and benefits.

Then ask for the sale: "The investment is 497.00 for the 30 day jumpstart and I'd love to get you started this week."

STEP 5: SEAL THE DEAL

This is where you need to map out clearly your process for enrolling clients.

Do you send them a link via email, enroll them over the phone, send them to a sales page?

Once someone says YES to working with you, what are the next steps?

Decide on your method and how you can smoothly onboard new clients.

Map it out and have it ready to go (paypal links, calendar, welcome email, sales page, etc).

****Ninja Tip:** Have a bonus handy to give them as soon as they sign on to keep the excitement high. They've just made a huge step forward in their own transformation!

OBJECTIONS:HOW TO HANDLE THEM

Objections (or worries/concerns) are a part of the sales process.

When we are about to embark on a major change...or even a minor one, the logical brain steps in with fear, doubt, concern. It's trying to maintain the status quo.

Knowing that this is what's happening for your potential client, means that you need to walk them through their concerns, one by one.

Here are the most common objections followed by coaching questions you can ask to help move your future client to a yes or a no.

Whatever's best for them. Either way, you want to help them make a decision!

Objection #1: I can't afford it

"If money were no concern, is this something you want to do?"

This question lets you know whether they even want what you're offering. If the answer is YES, then you can offer to work out a payment plan that suits their current budget & lifestyle.

Objection #2: I need to think about it

"I understand, are there any hesitations you have about moving forward?"

This question allows you to open up the dialogue to see what might be underneath their indecision. The goal is to uncover what else is going on for your potential client.

Objection #3: I have to run it by my spouse

"What do you think he/she will say?"

Again, you're just keeping the dialogue open to see if they've made a decision and just need to share it with their spouse or if they are not ready to move forward for some other reason.

Objections usually mean:

They don't believe your offer will work for them

They don't understand the value of what you're offering

They don't want to buy from you (no control over this one)

Here Are Your Assignments For Week Three

Practice Your Sales Call Process With 5 People (can be family, friends, people you've interviewed, accountability buddy or prospects you've reached out to in the past week). Get comfortable asking for the sale.

Write Out ALL Of Your Negative Beliefs Around Getting Clients & Getting Paid

Reach Out To 25 Big Wigs &/Or Opportunities That Can Forward Your Business & Build Partnerships

Make Offers! Ask People To Work With You. Offer Your Free Session or Your Easy Yes Offer!