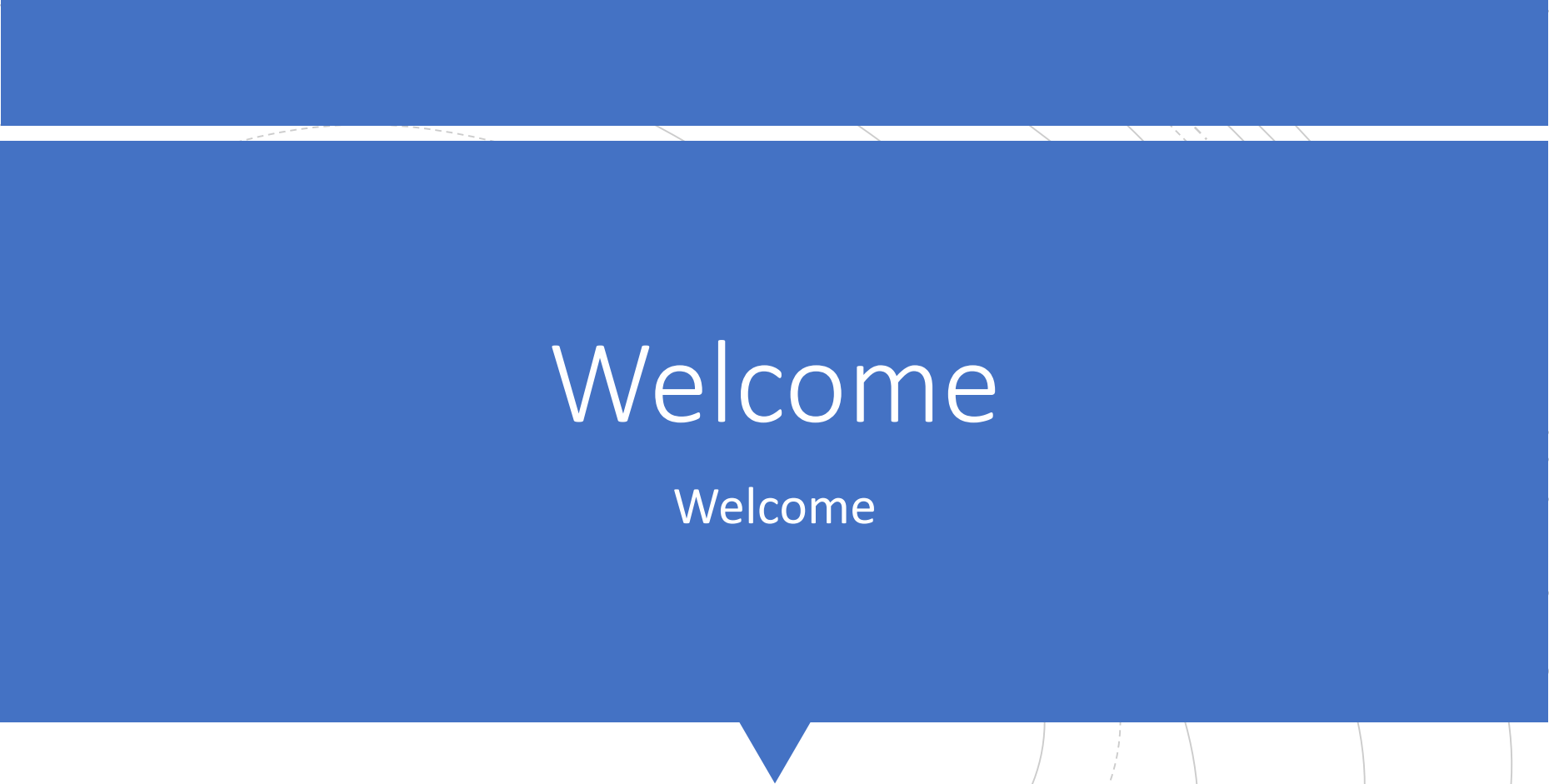




Booking More Clients Session 3

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Welcome

Welcome

Questions

Questions



Review

- Last week: Learn how to generate traffic with your lead magnet. Refine or create your lead magnet that speaks to your optimal client so that you have a steady stream of potential new clients.

This Week Module 3

- Create a strategy/session that does not feel like selling and offers that convert your prospects into paid clients so that you can help more people.

Strategy Session

- Discovery Session, Strategy Session, Coaching Session
- Goal: Prequalifications/Screening up front so most strategy sessions are closely matched already.
- Offer real value in this session but don't go over time and over give.
- Prepare a script (not word for word but a guideline) keep this in front of you during the call
- Never wing it. If you think you are great at conversation- you will get off track. This is about the value that you can give and offer. The worst is for people to hang up and think you are really nice person. You want them to be thinking- they want what you have.

Strategy session cont'd

- Not about convincing. As soon as you feel like you are trying to convince someone, you have lost the sale/opportunity. People do not like to be sold to.
- If you are doing strategy sessions, it is a must to become great at mastering these sessions. All the leads in the world will not overcome a poorly executed strategy session.
- Even if someone is already saying yes, still go through the conversation. This will prevent refunds and disappointments later.

Preparation

- Read the application (if you do not have an application process, put one in place). Make notes.
- Make sure your scheduling calendar is set up with reminders- 24 hours before, one hour before, ten minutes before.
- Center yourself and be focused at least five to ten minutes before call.
- If you have a team. You can have someone else talk to your prospect first with some prequalification questions before they hand over the line to you. One of the questions they can ask is- Is this still a good time to talk? Are they near a computer, laptop, ipad? If not a team member- you can ask the question. If they say, I am on my way to pick up my kid so I might have to get off the call...reschedule. Politely say that the call requires full focused attention, and it is better to schedule it when they are fully available.



Session

- Be fully present. No eating, no surfing, no checking text messages. Water is okay. Channel your highest energy. Use techniques that work for you. Deep breathing, chest thumping, tapping, stretching, jogging in place.
- This is “the show” for you. If you don’t get past this stage, you don’t have a new client. Treat this like it is just as important as your services, or products.

On the phone

1

Make sure it is still a good time, reschedule if necessary.

2

Build rapport. They have already met you, seen your intro information, watched your videos, etc. Deepen the relationship.

3

Give an overview of the call: First ask, is it okay with you if I let know what we will be taking about today? They always say, "yes". That is why they are on the call. Then give the overview

One the phone: Overview

- Script Overview: This session is a no-strings strategy session. First we will talk about your goals and then we will talk about your current situation. We will look at why things are not working for you right now the way you want them to. Next we will talk about some steps you can take to achieve your goals. I will tell you about what I do and whether or not this is a fit for you. If it is a fit, I will let you know how you can get started. If you do decide that you want to get started, I will let you know the next steps. How does this sound to you?
(Everyone says, “good” or they might ask a question or say something like- I am not planning on signing up today (a lot of people say this as a defense mechanism- don’t worry about it.

Their Vision

Next you will ask about their vision (never start with their current problems- they will want to start there, but you can redirect to their vision).

Script: “What is your big dream?” or “What is your vision?” “What is your main goal?” After they describe that. Ask. “What does it mean to you if you achieve this goal? What does it mean to you if you don’t achieve this goal?”

Current Situation

- Ask, “Tell me about how things are going now.” This is where the emotion and frustration comes out. Let them talk. This is where they see the gap or disconnect between where they want to be and where they currently are.
- Restate their current situation to make sure you understand. “It seems to me that what you are saying is...” restate their situation. Ask if you are understanding correctly.
- Then say, If you could solve _____ , _____ and _____ is that important to you?



Offer steps for the solution

Give some steps, resources, ideas (watch your time)

Talk about your solution

- Ask, “is it okay if I tell you about my business and a possible solution for you?” They always say yes.
- Tell them about your business
- Let them know that you feel like they are a fit (if you think so)
- Make your offer (have it in front of you- I will go over offers in the a few minutes) Offer one or two solutions. I mostly offer one- then share about others. When you say- it is \$3000 and I have an opening. Stop talking. Let them lean into the conversation.

Next

- If the answer is yes, I want to start right now, be able to take a credit card over the phone or send a purchase link (if you send a purchase link, you can encourage them to open their email and click to purchase while you stay on the phone- offer a carrot for this). Congratulations.
- If the answer is no, there will usually be a reason- I am too busy, it is too much money, I am not ready. (your application helps address these ahead of time). You can say, if we took _____ off the table, are there any other reasons? Once they give the next reason- you want to get to the next, the next, until finally you are at the real reason-



Most common real reason

- They don't think they can do it. Have examples ready of people who have done it. Use, I know how you feel, I felt the same way, and here is what I found (only if this is true for you).

Ahead of time

- List every objection you can think of and then write down responses. Be prepared for objections. These are sooooo normal.
- If it is money- a payment plan
- If it is time- how does your solution free up time (everyone thinks they are too busy- the truth is we choose what is important to us).
- If they are not ready- when do they think they will be ready to (restate their goal).

A “no” is okay

- Accept no gracefully- remember, you are not here to convince.
- Ask for a time to follow up- if they think they will be ready in two weeks, schedule a follow up call.
- Thank them and affirm the value of the call- go over what you covered.
- After- nurture, nurture, nurture- a not right now can turn into a yes down the road.

The Fit

- You are looking for a fit too, if it is not a fit, get off the phone, you don't have to offer.

The Offer

- Benefit oriented
- Each item has a so you can or so that
- Clear
- A deal
- Juicy bonuses

Thank you



- Thank you