

## **Big Ticket Sales Boutique**

### Call #1 - Attracting Affluent Clients and Creating Irresistible Offers

I'm excited to share with you the secrets of attracting affluent customers and being successful selling high ticket items: coaching, masterminds, jewelry, art, services, etc.

In today's class we will cover: the mindset behind successful strategy sessions, how to attract affluent clients, how to create the application for the strategy sessions, and how to create your signature package so clients find it irresistible.

Although a lot of this is geared toward coaching, this approach works with whatever high ticket offer you make because it's based on consultative selling, which is a way of saying it's about the client realizing they need and want your products and services. This is an approach where the clients sell themselves.

This is NOT about:

- Being salesy
- Having to chase clients
- Manipulating clients
- Convincing them to buy something they don't want
- Talking them into something
- Arguing or debating

What this IS about is:

- Getting the client in touch with reality
- Having the client see the potential
- Changing the clients' perspective from ego and hiding their problems to acknowledging they have a need
- Getting the client out of denial
- Allowing the client to feel a GAP between what they want and where they are
- Having the client pursue YOU

Before we delve into the "how" to attract affluent clients and make irresistible offers, I want to address your mindset. How you are thinking when you talk to the potential client is very important because it will impact the energy of the call. If you are focused on "making a sale" the client can feel it. You don't want to do that. They can sense desperation and that your focus is on yourself and getting what you want, not what's best for them.

I want you to focus instead on the potential clients' "highest good." That means whatever serves them best, whether it's working with you or not, you ultimately care not about making the sale, but about what's best for them.

You DO NOT want to think about yourself. You want to focus 100% on the potential client and what they need. It has to be a good fit for both of you so it's a win-win.

If this is not a fit for either or both of you, then you acknowledge it and move on.

You don't have to make an offer to everyone you have an appointment with. Just because you are on the phone together, doesn't mean this client is right to work with you. You must have the mindset that not everyone is right to work with you. You are checking them out as much as they are checking you out. When you are on the call, you should be seeking to find out if this is someone you want to work with as much or more than the potential client is seeing if they want to work with you.

It's a good idea to say to them, "This has to be a fit for both of us. I don't accept every person I talk to as a client." This also relieves them from any anxiety they may be feeling that you are going to try to "sell" them something.

It's like you're acting as a consultant. If your services are right for them, you may suggest them, otherwise you will suggest something else that may be right for them.

Reasons why you may NOT want to work (turn down) a client may include:

- They are not coachable. Some people can't take direction from others. They know it all.
- They do not listen. If they don't stop talking during your SS call, they won't during appointments either.
- They are too negative. If they are a staunch pessimist, best to leave them alone.
- They don't really want to change their situation even though they say they do. You'll have to read between the lines to hear if that is the case.
- You don't like them. Some people just aren't nice.
- You have a bad "feeling" about them. You don't know why, but you don't want to work with them.
- They don't seem to be a good fit. Could be any number of reasons.
- They have a different belief system or they don't want to hear the truth.
- They are mentally unstable. You know them when you meet them.
- You dread talking to them. Not good! You want to enjoy your clients.

Strange as these may sound, over the last several years, I have had all of these thoughts and have turned down clients for those reasons! You can't make this stuff up! (Laughing).

Another mindset is besides seeing if they are a good fit, you also want to have the mindset that when you are prepared for clients, they will begin to appear.

I resisted preparing coaching packages because I was afraid I would do it wrong, or people wouldn't pay those prices, or I would put people off. The truth is, as soon as I developed my packages, clients began to come to me like crazy. I probably was subconsciously rejecting them or ignoring requests, but as soon as I had packages ready, clients appeared!

If you want to be invited to be a speaker, prepare your speech now. If you want to get more clients, prepare your packages now. If you want more money, prepare to steward and manage it now.

Potential clients are all around you! Friends and co-workers may have been thinking about working with you, they just haven't said it. If you are first starting out, they may be waiting until they feel you are "ready". Having your packages ready is a sign you are ready to accept clients.

I'm asked all the time, how do I find clients?

Here are suggestions on how to find clients:

First, attract clients with social media. The basics are:

Facebook - have a personal and a Fan Page. Fan pages allow you to have more than 5,000 fans. It can be in your business name or your personal name. If you think your business name might evolve, use your personal name.

You can also advertise on Facebook for a free call with you which ends with a strategy session offer. You give them a free hour of information on a topic and then offer a complimentary strategy session.

Twitter - yes, even Twitter can bring you leads! One of the Mastermind members found her attorney on Twitter!

Linked In - Offer strategy sessions in your Linked In profile.

Also Pinterest, Youtube videos, and Ezinearticles.com. Pinterest will allow you to post videos so you can put the videos everywhere on all your social media pages, FB, TW, LI, Pinterest, and Youtube as well as your website.

Besides social media, you can offer strategy sessions:

On the "About" page and "Products" page on your website. It can be on more than one page.

Offer a free strategy session everywhere! Speaking from stage, on your website, in your ezine, in articles, on your business card, etc.

Join a mastermind - many clients came from being in a mastermind with me.

Be interviewed on a recorded call by people aligned with you and not competitive with you. They can market you to their list and you pay them a 10% commission for every strategy session you close. If you collect \$3600, then you pay them \$360.

Speak at events - get your speaking package ready with signature talk, bio, photo, etc.

Offer free teleclasses/webinars with strategy sessions offered at the end.

Have someone email a free offer of yours to their list. Pay them an affiliate fee of 10% if you close a strategy session.

Become a sponsor at an event. Make an offer for a strategy session.

Enter competitions - Stevie awards for entrepreneurs can get you recognition.

Write articles for guest blogs

Create videos

Enter keywords on videos and articles for Google searches

Write an ezine bi-monthly

Of course, you are offering a complimentary 30 minute strategy session with all of these!

What to do when you meet someone in person...

If you meet someone at a conference, don't get into talking about working together in that conversation. Ask if you can book a 30 minute appointment and talk with them later. That way, you have their full attention. You don't want to get into trying to make an offer when their brain is full from the conference material. Wait a few days, but not longer.

You want to be in touch within a day or two to set an appointment. The appointment should be no farther than a week out from your original contact point. If they emailed you on Wednesday, you emailed them Friday to set up an appointment for the following Monday, Tuesday, or Wednesday. Leads get cold fast so you **MUST** schedule appointments while people are excited to talk to you. **Never go past two weeks to schedule an appointment after they have indicated interest.** This is crucial. All your work will go down the drain if you are slow to book appointments.

After you offer strategy sessions, you are going to want to use a questionnaire/application for them to apply to talk to you. It allows you to qualify the client before you

talk. Many times I will have to decline to talk to someone (for example, a college student who has a desire, but no funds to work with me. In that case I refer them to the free content on my website, Youtube, my ezine, etc.).

You want to use Polldaddy.com to create an application. It's free and the link can be pasted and attached to all the social media places I've mentioned. At a minimum, ask their name; email address; city, state, or country; what they would like help with; and what they have already tried. This will give you some basic information to see if it's worth your time to have a conversation.

If it is, email them back and set up a time to talk. I always have them call me for two reasons. First, they are the ones asking to talk to me and psychologically they are doing the pursuing, and two, if they no show, I'm not trying to track them down. I can keep working on my projects with minimal disruption.

Remember, high ticket buyers value their TIME more than MONEY. They make a lot of money, but they are short on time, so keep your appointments to the point and don't think going longer is better. Thirty to 60 minutes should be enough time. Some people are ready to buy in 15 minutes and some at 60 minutes. Rarely have I run over an hour.

In the 30 minute strategy session, you should not be doing most of the talking. Your client should be doing 80% of the talking and you do 20%. All you will be doing at first is asking questions.

Creating packages...

Packages offer clients choices of how they can work with you or choices with your products and services. I recommend you have 3 different packages, but start with one "signature" package to offer clients first.

Your signature package is the reason clients most come to you. It's the most attractive thing you have to offer. It should feature your "best seller" so when you offer it to clients, it's very attractive.

Your signature package needs a name - the results or transformation should be in the name. The "Glamorous Closet" package, or the "Queen of your Life" package, or the "Healthy & Slim" package, or the "Wealthy & Smart" package, "Investor's Art Collection" package, or "Get Known and Attract Clients" package, or the "Fill Your Event" package, or the "Communication Magic with Men" package, or the "Legacy Jewelry Collection" package, or the "Passion For Your Career" package, etc. It can be the same as your business name and it often is.

You want to include at least 3 things in your package: time with you (bi-monthly or monthly calls), an audio, a pdf file, a sample of your work (like a print of a painting if you're an artist, supplements if you're a nutritionist, etc). I give away a Wealth Journal to clients as well as an audio about the most attractive investments. Sometimes I give

away an infoproduct - CD's and transcripts - or a ticket to a live event. You want to have a variety of mediums, not all the same. Calls, an audio, and an ebook for example.

Think of 3 things you could offer as a package. These aren't things you have to create - you may have them laying around. You may have a collection of photos of glamorous closets you put together in an ebook. You may have favorite articles about self-care. You may have recorded a free teleclass. Think of what you already have or could put together easily. If you like it, chances are your clients will like it too!

12 45-minute calls, a pdf report, and an audio recording of you talking about the topic, for example. If you're just starting out in your business, you will probably feel like you have to offer more calls to create value. As you have your business longer, you can shorten the number of calls from 12 to 7 gradually over time, which will give you a raise. As you work with clients, you'll find out what works and you won't need to be spending so much time with them. You'll probably find like I and many other coaches and mentors did that you can get them to the same result with fewer classes once you have experience doing it.

Now, for pricing.

I recommend you begin charging \$100 to \$300 an hour for your coaching time. More if you're experienced or if you have the confidence to ask for more. If you started out with 12 45-minute calls at \$300 each, that's a \$3,600 package. Since the pdf and the audio don't cost you anything, you don't use them in your calculation of the package. This is not the calculation for the client, it's the calculation for you to figure out what to charge.

You don't reveal your hourly rate to the client, EVER. If they ask, say you don't charge by the hour, you charge for packages.

It's not about how many hours you work with them, it's about their transformation.

For example, you start your signature package at \$3,600. Over time if you drop the number of coaching calls from 12 to 6, now your hourly wage is \$600 an hour. You've just given yourself a raise and you still can give the client a tremendous transformation.

To become a million dollar a year entrepreneur, you will need to get to the point of charging \$1000 an hour for 83 hours a month (that leaves you time for vacations and you also can't bill every minute of every day). You work a little over 2 weeks a month on average and make \$1 million a year. That's \$17 per minute!

Your time is the most valuable thing you have, so make sure you protect and respect it.

You also want to make the price an attractive price point. So if you are going to charge \$3,600, make it \$3,597. Ending in a seven is more successful than a nine and people perceive the price as less expensive if you make it 3 dollars below the next hundred dollars.

So, we covered the mindset behind strategy sessions, how to attract affluent clients, how to create the application for the strategy sessions, and how to create your signature package, and how to price them.

Your homework for next week is to create your package and post it on the Facebook group page. Come up with your three parts of your offer (calls, pdf, audio, etc.), your price, and say where you are going to market it (Facebook, on your business card, etc.).

Next week, we will cover how to conduct successful strategy sessions. It's all about asking a series of questions, it's not about talking them into it. It's great because when done correctly, clients realize they need to work with you and ask YOU to work with THEM! They sell themselves.

## **Big Ticket Sales Boutique**

### Call #2 - Strategy Session Sales

Review from last week...

Your signature package is the reason clients most come to you. It's the most attractive thing you have to offer. It should feature your "best seller" so when you offer it to clients, it's very attractive.

Your signature package needs a name - the results or transformation should be in the name. It can be the same as your business name and it often is.

You want to include at least 3 things in your package: time with you (bi-monthly or monthly calls), an audio, a pdf file, a sample of your work (like a print of a painting if you're an artist, supplements if you're a nutritionist, etc). You want to have a variety of mediums, not all the same. Calls, an audio, and an ebook for example.

Think of 3 things you could offer as a package. These aren't things you have to create - you may have them laying around. Think of what you already have or could put together easily. If you like it, chances are your clients will like it too!

Packages offer clients choices of how they can work with you or choices with your products and services. I recommend you have 3 different packages, but start with one "signature" package to offer clients first.

Now, as for pricing, you don't reveal your hourly rate to the client, EVER. If they ask, say you don't charge by the hour, you charge for packages.

It's not about how many hours you work with them, it's about their transformation.

For example, you start your signature package at \$3,600. Over time if you drop the number of coaching calls from 12 to 6, now your hourly wage is \$600 an hour. You've just given yourself a raise and you still can give the client a tremendous transformation.

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You also want to make the price an attractive price point. So if you are going to charge \$3,600, make it \$3,597. Ending in a seven is more successful than a nine and people perceive the price as less expensive if you make it 3 dollars below the next hundred dollars.



Your time is the most valuable thing you have, so make sure you protect and respect it.

Okay, now it's time to move on to Class #2 - the questions to ask during strategy sessions so clients will sell themselves.

This is a consultative selling approach so you won't feel like:

- You are talking someone into something they don't want
- You have to "convince" them
- The energy is you against them
- You're doing something to someone else
- You have to "find" people to convince

Rather...this is going to attract people to you. Remember I talked about Polldaddy.com and having people apply to work with you? I also suggested to make an appointment for the sales conversation - DON'T do it on the spot or while distracted at a party or a conference.

If you meet someone at the store and they ask what you do and are interested, do not go into a lot of detail. Give them your tag line and tell them you'd be happy to discuss their personal situation later by offering a 30 minute complimentary strategy session. Offer to send them an email to set up a time.

Don't ask their phone number, people are resistant to people calling them and will feel it's a sales call.

Don't give them your card and ask them to contact you. They will forget. You be the one to send them an email. If they don't respond, fine. But they might - and you may get a client.

When people contact you on your website or on social media, you're going to have people complete a Polldaddy.com form to apply to talk to you. I recommend putting the link to the Polldaddy form everywhere! On your FB page weekly, on your FB About page and Notes page, on your Website About page and Products page, on your Linked In page, on Pinterest, on your radio show info, on guest calls, in your ezine, etc. You'll be surprised how many clients you get from these sources!!!

The application is short and simple. It simply asks their name, email address, what their problem is that they want to talk to you about, and what they have already tried.

This helps to get the client in touch with their reality and get out of denial. Ego has us cover up our problems and deny they exist. We say "we're fine" or "everything's great" even though it's not. Having them fill out a form gets people in touch with the truth and shed their ego.

If you are speaking to a group and are talking for less than 90 minutes, I recommend you offer only a Strategy Session and some free gifts. DO NOT try to sell something because you don't have enough time to make the sale. Don't offer a package or product.

If you are offering a strategy session after a speaking engagement, take a sheet of paper and put two columns on it: Name and Email Address, and pass it around. Also offer some free gifts like a free pdf file or ebook or recording. That will help you get more names on the list. Let them know you will be adding these names to your email list and also contacting them by email for a complimentary strategy session. I always use the word "complimentary" and not "free". "Free" is for less affluent people and also can sound like there are strings attached.

As I mentioned last week, you want to contact them within a couple of days and try to schedule the strategy session no farther than a week out. Leads get cold very fast and if you don't get them scheduled right away they will lose interest and feel pursued by you rather than that you are responding to their request. It's imperative you schedule them right away. It will dramatically increase your closing ratio.

You can use systems like Timedriver.com or others to schedule appointments, that's fine. I prefer to contact them directly or have my virtual assistant do it and offer them two times to talk to me - one time on two different days like 3pm Tuesday or 11am Thursday. Usually that works without having to go back and forth too much or even at all. I don't use Timedriver.com because I want the flexibility to be able to change my schedule and not be locked in to their calendar and feel like I can't change the allocated times you've sent out for the week. Whatever works for you is fine, but don't feel like you have to be high tech, I'm not!

I always have the prospective client call me, at the appointed time. That way, psychologically they feel they are pursuing you because they have the questions. I don't give any prior instructions or format or structure to the calls. I offer 30 minutes and simply ask what it is that led them to want to talk to me? I keep it that simple.

They will start out by telling you something that may or may not be their real issue. You want to be a GREAT listener here. You will NOT be doing any talking or teaching or coaching, that is NOT what this call is for. The purpose of this call is to see if the two of you are a good fit. You will be asking a series of questions to find that out.

You can ask questions or repeat back what they have said to you, but you cannot **answer** questions yet.

The first two questions you want to ask are:

"What led you to want to be on this call?" and "If things were going perfectly for you in this area, what would your life look like or how would your life be better?"

What those two questions are really asking is “where are you now” and “where would you like to be?”

That creates the GAP. The GAP is what they must understand to get out of ego and realize they need help.

You must create the GAP before moving along. If they don't at first answer the question or identify a GAP between where they are and where they would like to go, don't move ahead.

They may say, “I have a messy closet that's full of old clothes I don't wear and I'd like a closet that is functional and even glamorous so I feel great getting dressed and find clothes easily”, would be the illustration of a gap.

OR

“I don't feel well or have much energy and I'd like to lose 30 pounds.”

OR

“I'm having trouble getting attention and romance from my husband and would like our relationship to be the way it was when we were first married.”

OR

“I used to be happy going to work and now I loathe it. It's hard to get out of bed. I'd like to feel like there's some reason I'm doing what I'm doing and it's connected to the reason I'm on the planet.”

OR

“I've been a good saver all my life, but my retirement account was my house. Since the housing bust, I don't know what to do to create money for retirement.”

OR

“I love art/jewelry and I have a lot of it. I'm ready for something personalized to be created just for me and my family.”

OR

“I have a business that's doing well. I just feel like I'm not very well known. It's hard to fill events and I want to build my list and get my name out there with social media.”

Catch my drift?

They see what their limitations are and that there's a GAP they need help with. That's where you come in. **BUT, you're still not going to talk!!!**

Not yet! You're going to ask more "what" and "why" questions because you want them to really think about all the things that haven't worked for them. This is increasing your value because they are realizing you will do something different than they have already done.

So...you want to ask more questions.

What else have you tried?

Why do you think this hasn't worked for you?

What other problems have you experienced?

What is the biggest reason you haven't succeeded?

Keep asking questions and letting them talk. You are learning and they are realizing they need you! It's a win-win!

I take notes while they are talking during the strategy session for two reasons: 1) I will have a record of the call in case they become a client, and 2) I have the exact words regarding their pain that they used and I can use that in my marketing. It's like getting free marketing research. I keep a "Strategy Session" file and when they become a client I move that form into their own file with their name on it.

Let them talk for 15 to 20 minutes or more, if you have time. You may want to go 60 minutes and allow them to talk for at least 30 minutes. The more they talk, the more success you will have.

They will realize the GAP they may have thought was small, is really as large as the Grand Canyon!

They will see for themselves why they really need you. This is not a gimmick or a trick or manipulation. It's getting them in touch with reality and removing them from their EGO smoothing things over and telling them it's ok.

They are realizing their situation is NOT OK.

There will come a point where they are pretty talked out and you have no more questions.

The next thing is to wait, wait, wait...and let THEM ask YOU how you work with people and what you charge. **Do not offer this if they don't ask you.**

They will say something like..."I'd really like to hear how you work with people."

Great!

DO NOT offer this information until THEY ask YOU. That is crucial.

Once they ask you, you can say something like:

“I work with people just like you and \_\_\_\_\_” (here’s where you will fill in the blank with whatever it was they said they needed). Examples are: I help people gain energy and lose weight, invest for retirement, fill seats at their events and become known, bring back the closeness and romance in their marriage, etc.

Then tell them about your signature package...

“I do this in my \_\_\_\_\_ (“Wealthy & Smart”) signature program. It includes 12 45-minute \_\_\_\_\_ (wealth building) sessions where you learn how to \_\_\_\_\_ (create a wealthy mindset, avoid mistakes investors make, how to invest like billionaires, where you can build wealth now, etc). Normally, it’s \$7,500, but I like to reward people who are fast decision makers because I’ve found they are often my best clients. If you sign up today, I’ll give you a fast action scholarship of \$2,500 and your investment will only be \$4997.”

**Then be silent and let them think.**

While the silence can be deafening on your side, it is necessary for them to process it and think. Do not talk. Do not say a word. Resist the urge to speak first. If you speak first, you lose. That is an old negotiating technique.

They may say, “Great! When can we get started?” Then take payment over the phone and schedule the first call right then. Make the first call no more than one week away.

OR

They may have questions about what you teach, in which case you can clarify and answer them...”Is it once a month or every two weeks that we talk? Can my husband be on the calls too? What if I have a financial advisor?”, etc. They may have lots of clarifying questions. Clarify whatever it is they ask...

“Is the \$2,500 Fast Action Scholarship only for today? What happens if I don’t buy today?”

You say: “It’s completely worth it at the regular price of \$7,500 and that’s available to you anytime, but the \$2,500 Fast Action Scholarship is only available for my clients who can make decisions quickly and know this is for them, so I only offer the \$2,500 savings today.”

I’m not going to address how to overcome objections yet, because we will do that next week.

Once in a while, someone will just go on talking about themselves and not ask you how to work with you. It's rare, but it happens. When it happens, I don't make an offer. I don't tell them how to work with me or quote any prices. I thank them and get off the phone or refer them to my free stuff. That is not a coachable client.

Once in a while, you may also have someone who tries to control what they will pay you, before you even tell them your price, they offer you a price they are willing to pay. Thank them and get off the phone, they are not a coachable client.

You may also hear them say they don't have any money, they are on a fixed income, they have just lost their job, or other such statement that they aren't in a position to pay you now. That's ok. You can choose to make an offer anyway or sometimes I do "pro-bono" work. It's free.

The other day I had a strategy session and the woman told me she has a business but can't afford to take a salary. She had come from a talk I did for an entrepreneurial group and didn't fill out a Polldaddy.com form or I already would have picked up on that. So I made the decision to give her a little coaching on creating a luxury brand and refer her to my Create Your Luxury Brand info-product and my free blog articles. I didn't tell her about my signature program or quote a price.

Next week I'll tell you what to say when price is an objection, like "that's too much, I can't afford that", etc., but that wasn't the situation here. I could tell she really didn't have the money to afford my services, and so I gave her things she could do for free that would help her. I also reviewed her website and gave her some free tips about how to attract the affluent.

In most cases, you will just need to clarify your services. They will probably be taking notes, so you may need to repeat yourself. You will also need to make sure you have customized your answers to address their specific needs. Make sure you are telling them the exact solutions to the problems they have, assuming that's what you can solve for them.

You don't want to do much coaching at all on this call. You can make comments like, "I hear that from a lot of my clients" or you can comment on why things they have tried don't work, but don't go into starting to solve their problem. For that they will need to pay you. The most common way people mess this up is they try to coach people on this call and give them all the answers. That's not what the call is about. The call is to see if they and you are a good fit. You also want to show empathy and understand why what they have tried hasn't worked.

"I can see that your relationship is not what it used to be and many women are in the same boat because we are using our masculine side of our personality more than our feminine. Women need to learn how to become feminine again." Do you see how you are giving them information without solving their problem or coaching them? You are

simply making a factual statement, not telling them how to do it. The what and the why, not the HOW.

Next week we will cover how to respond to objections. Objections are reasons they give you that they can't work with you. You may have clients who tell you they can't afford you. If you do this properly, that won't happen to you. You may choose to not make offers to people who can't afford you, but if you are listening and asking questions, you will only make offers to people who you know can afford you. I rarely get a price objection.

Remember this phrase: PRICE IS ONLY AN OBJECTION IN THE ABSENCE OF VALUE.

That means if they are objecting to your price, you haven't shown them enough value about how you can help them or perhaps you have not gotten them in touch with their pain. They must be real with you and get past their ego to get in touch with their pain. You may have interrupted them or not listened enough. You may have offered the price and product/service delivery before they asked you for it. Go back and ask more questions about their situation.

If they get on the call and ask right away, "what do you charge and what are your services?" You need to tell them you don't yet know if you are a fit to work together. First you will need to ask them questions. Just like you don't expect a doctor to prescribe medication without an examination, you can't tell if you can help them until you talk to them and understand their situation. Then get into your questioning and listening.

Next week we will cover objections like:

I have to think about it  
I have to ask my husband/Significant Other  
I can't afford it  
I'm too busy  
Maybe later  
It's too expensive

I look forward to talking about those next week.

Have a great week!

## Big Ticket Sales Boutique

### Call #3 - Overcoming Sales Objections

To review last time, what do you do to set up a strategy session? When you meet someone and they ask what you do and are interested, do not go into a lot of detail. Give them your tag line and tell them you'd be happy to discuss their personal situation later by offering a 30 minute complimentary strategy session. Offer to send them an email to set up a time. Have your Polldaddy.com link attached to the email.

When you have the call set up, have THEM call YOU at the appointed time.

The first two questions you want to ask are:

“What led you to want to be on this call?” and “If things were going perfectly for you in this area, what would your life look like or how would your life be better?”

What those two questions are really asking is “where are you now” and “where would you like to be?”

That creates the GAP. The GAP is what they must understand to get out of ego and realize they need help.

What else have you tried?

Why do you think this hasn't worked for you?

What other problems have you experienced?

What is the biggest reason you haven't succeeded?

I take notes while they are talking during the strategy session for two reasons: 1) I will have a record of the call in case they become a client, and 2) I have the exact words regarding their pain that they used and I can use that in my marketing. It's like getting free marketing research. I keep a “Strategy Session” file and when they become a client I move that form into their own file with their name on it.

Let them talk for 15 to 20 minutes or more, if you have time. You may want to go 60 minutes and allow them to talk for at least 30 minutes. The more they talk, the more success you will have.

The next thing is to wait, wait, wait...and let THEM ask YOU how you work with people and what you charge. **Do not offer this if they don't ask you.**

They will say something like...“I'd really like to hear how you work with people.”

Great!



DO NOT offer this information until THEY ask YOU. That is crucial.

Once they ask you, you can say something like:

“I work with people just like you and \_\_\_\_\_” (here’s where you will fill in the blank with whatever it was they said they needed). Examples are: I help people gain energy and lose weight, invest for retirement, fill seats at their events and become known, bring back the closeness and romance in their marriage, etc.

Then tell them about your signature package...

“I do this in my \_\_\_\_\_ (“Wealthy & Smart”) signature program. It includes 12 45-minute \_\_\_\_\_ (wealth building) sessions where you learn how to \_\_\_\_\_ (create a wealthy mindset, avoid mistakes investors make, how to invest like billionaires, where you can build wealth now, etc). Normally, it’s \$7,500, but I like to reward people who are fast decision makers because I’ve found they are often my best clients. If you sign up today, I’ll give you a fast action scholarship of \$2,500 and your investment will only be \$4997.”

**Then be silent and let them think.**

While the silence can be deafening on your side, it is necessary for them to process it and think. Do not talk. Do not say a word. Resist the urge to speak first. If you speak first, you lose. That is an old negotiating technique.

They may say, “Great! When can we get started?” Then take payment over the phone and schedule the first call right then. Make the first call no more than one week away.

OR

They may have questions about what you teach, in which case you can clarify and answer them...”Is it once a month or every two weeks that we talk? Can my husband be on the calls too? What if I have a financial advisor?”, etc. They may have lots of clarifying questions. Clarify whatever it is they ask...

“Is the \$2,500 Fast Action Scholarship only for today? What happens if I don’t buy today?”

You say: “It’s completely worth it at the regular price of \$7,500 and that’s available to you anytime, but the \$2,500 Fast Action Scholarship is only available for my clients who can make decisions quickly and know this is for them, so I only offer the \$2,500 savings today.”

From here, there may be more objections or not. I will tell you that if you are getting a lot of objections, that means you haven’t done a good enough job at asking them questions that get them in touch with the GAP. Perhaps they glossed over the gap and didn’t give

a vision of what would happen if they had their ideal scenario come true. It is crucial that you make sure they answer this.

If they say something like, “everything is pretty good now, I just need a little help”, first of all they don’t know if that’s true or not since you’re the “doctor” and they are the patient. You can say, “If everything is great already, then why are we having this call?” They must get beyond their ego. If they are not willing to do that, you can terminate the call at your earliest convenience.

For example, I had a woman who wouldn’t create a gap. She was also highly negative about all her former mentors and coaches and had a lot of limiting beliefs. I decided she wasn’t someone I wanted to coach, so I offered her a free “Creating your wealthy mindset” ebook and 30 days of email affirmations. She wanted me to quote her a price, but I didn’t and told her she would be well served to listen to the free material I would provide her. One thing I have learned is you’re better off being particular about who you accept as a client because if you aren’t it will backfire. If they are too negative to work with you, then no amount of work will make them happy and it’s a lose/lose for everyone. Don’t take their money. You’ll be far happier by serving those who are a good match with you.

Also, you don’t have to make an offer on every call. If you decide you don’t want to work with the person for whatever reason, just prescribe them what you think will help them. If that’s only a free ebook and affirmations, that’s ok. They will be surprised you didn’t sell them something, but that’s not all bad.

Before we start with our new information and cover the typical objections you hear from prospective clients, I want to cover a few points about your mindset. Mindset is the most important foundation. If you feel insecure or unconfident, people can feel it. If you are being self-centered, people can feel it.

You may feel apprehensive before your strategy session call. There is no need for this IF you are focused on the other person, which is where you should be. Your thoughts should be around your intention to help them with their problem, not on wanting to “make a sale” or “make money.” That is the first important mindset when getting on the phone with a client. You may know this intellectually, but still be acting different on an emotional level. Make sure both are aligned.

You want to think about THEM and their highest good. What will be best for them? You are simply asking questions with the hope of getting to that answer. If you are feeling nervous, you are focusing on YOURSELF and not them. You might be worried about what to say or if you’ll make the sale. Change your perspective to wanting to help them and you will no longer feel nervous or apprehensive.

It’s the same thing as a boy wanting to ask a girl out on a date. If he gets all nervous, she can tell. He’s better off by just focusing on her, listening to her intently, and giving

her his full attention. No focus should be on himself or she can tell and it's a turnoff. It's no different with a client!

You also want to feel confident that you know your packages before the call. Study up on what you have to offer. You may have a signature package that you offer, plus some variations. For example, it may include 10 calls about nutrition but you may offer certain items if they want more energy and others if they want to lose weight. Have a menu of well-thought out items that you can decide on as you are doing the call. Again, it's one basic package, but you have the ability to be flexible to their needs and their pain. You may have certain audio recordings that you will want them to listen to, based on what they tell you. That would be part of your package. You want to be able to customize it just a little bit if necessary, but not have to change the whole package. So have a cheat sheet of your basic package and some variations you can make by the phone when you're talking.

Alright then, on to objections:

If they get on the call and ask right away, "what do you charge and what are your services?" You need to tell them you don't yet know if you are a fit to work together. First you will need to ask them questions. Just like you don't expect a doctor to prescribe medication without an examination, you can't tell if you can help them until you talk to them and understand their situation. Then get into your questioning and listening.

If they object that the price is too much:

Remember this phrase: PRICE IS ONLY AN OBJECTION IN THE ABSENCE OF VALUE.

That means if they are objecting to your price, you haven't shown them enough value about how you can help them or perhaps you have not gotten them in touch with their pain. They must be real with you and get past their ego to get in touch with their pain. You may have interrupted them or not listened enough. You may have offered the price and product/service delivery before they asked you for it. Go back and ask more questions about their situation.

What if they say: I have to think about it

Then I would ask, is there something I can clarify for you? The reality is, you are the only one who can answer their questions. If they are not sure, then something is not clear. You want to come from a place of not being attached to whether or not they say yes or no, but to help them make a decision. You can tell them, "I'm not attached to what your decision is, but to help you make one so you get to a "yes" or a "no".

They may be confused and not sure what to ask. You can help them figure that out. I was at the Farmer's Market a couple of weeks ago and a woman there had organically

grown nuts like almonds and cashews and she had treated them with a special procedure. I had never heard of it and I asked her about it. I was trying to figure out if they were healthier in that form or what the advantage was. I asked her that two different ways and still wasn't clear on the answer. I wanted to buy them, but I didn't because I wasn't clear. It may help to rephrase their question to be sure you answer it or at the end ask, "Did I answer your question?" You may think you did, but really didn't if they didn't say they are ready to buy.

Another objection is: I have to ask my husband/Significant Other

What you want to ask is, "Have you decided to do this and you are seeking their OK, or are you wanting them to help you decide?" If they say they know they want to do it, then set a deadline and your first appointment. It's best to ask, "When do you think you will be able to talk to them?" If they say "tonight" or "tomorrow", you can say "I will hold this price until 4pm tomorrow. If I don't receive an email from you by then, the price will revert back to the regular price." That way you've given them a deadline.

Sometimes they need to check with their spouse/SO and sometimes it's a stalling technique. If they say they want them to help them decide, then you need to offer to answer or clarify things again. There's no clarity they will get from their spouse usually. Remember, the best time for them to make a decision is when they are on the phone with you because that is when they have all the information. They don't need to think about it. In most cases, more time causes no sale. Get them to come to a yes or no while you are talking if you can.

Another objection is: I can't afford it

Sometimes that's true, but sometimes it's an indication they are not feeling an urgent need. Or perhaps you haven't shown them how they can solve their problem. You may ask, "How much is it costing you emotionally to not have love in your life and to be alone on holidays?" or "How much is it costing you to keep buying new clothes because you can't find what you already own?"

Now I want you to do an exercises. I'll give you a couple of minutes to take out a pen and paper. Take a moment to create your own line for "How much is it costing you to not (have what your services are) \_\_\_\_\_."

"How much is it costing you to kill your soul in corporate jobs because you don't pursue your passion and purpose?" "How much is it costing you to not sell your seats and programs?"

Another objection is: I'm too busy

This is a pretty weak excuse. Busy-ness is one of the weakest excuses when they can't think of anything else. Again, I would ask, "Are you saying this isn't a priority for you I

thought you wanted to \_\_\_\_\_?” You want them to connect with the importance of their goal.

Another objection is: Maybe later

I'd look at the “I'm too busy” objection again. You could ask, “Is it important to you to accomplish \_\_\_\_\_ (your goals)?”

Again, the idea is not to talk them into it. The idea is to connect them with their pain and provide a solution. You won't close every one, but the more you practice, the more you'll get to 30%, then 50% then 80% closure rates. If you practice, you'll get to the point you'll know whether or not they are meant to work with you in the first few sentences of the conversation!

The main thing is to realize the ball is in your court whether or not to make an offer. You don't have to make an offer to everyone, nor should you. Only if it's a good fit for both of you. There's no shortage, there's no lack. If they don't work out, someone else will come along.

Be marketing your Polldaddy link all the time...on your website, FB, Linked In, Twitter, etc. Offer a strategy session after speaking. Get the client one-on-one with you on the phone - it's 10 times more powerful than trying to have the conversation in person.

Can you think of other objections?

Remember, one of the important keys to success is the fast action scholarship. Ideally, you want it to be 50% higher than your price. If your real price is around \$2,000, (really \$1997) then your price before FAS is \$3,000. Take 50% of your price and add it to your real price to get the FAS price. If your real price is \$10,000, then your price before fast action scholarship is \$15,000. That way it works out to a 30% discount off the FAS price.

Real price x 50% = FAS

$3000 \times .5 = \$1,500.$

Real price + FAS = FAS price before scholarship

$\$3000 + \$1500 = \$4500$

Price is \$4500 with a FAS of \$1500, so \$2997

Let them ask YOU how much it is. If you bring it up, they may not be ready for it. The most common reason why people have lower closing ratio's on SS's is they rush the offer.

If you're asked them questions and they've talked for 50 minutes, then *you* can bring it up!

It's a good idea to practice with each other before you really do a strategy session. Get a friend and hone your skills!

OK, everybody have a great weekend!