



OFFER CRAFT TEMPLATE: CONVERSATIONS

If you have a well-designed offer - and after taking the Art of Offer Craft, you should! - every chance encounter you have with a potential customer turns into an opportunity.

For example: When you go to a conference, networking event, or social gathering, and someone pops the dreaded "What do you do?" question. you'll be able to tell them something relevant and interesting about your offer.

But first. four important things to note:

1. This is not necessarily a "sales conversation." It's just a conversation. Your goal is to make the other person aware of the transformational opportunity you offer, and create an open loop for further dialogue in the future.
2. Most likely, your conversation will not play out according to a script. Word-for-word sales scripts are not ideal. so we've structured this template as a set of talking points for different phases of the conversation.
3. Before you start, make sure you know the essential information and links you'll need to share with people if they're interested. And go through your entire payment process yourself at least once. so you understand exactly how it works!
4. Throughout the conversation. keep the focus on the person you're talking to. If you find it difficult to discuss your offer while focusing on their needs. Then maybe your offer isn't a great fit for them.

You have two main objectives:

- First, you need to determine if you're dealing with a high-quality prospect: someone who could actually use your offer.
- Second. if they are a good fit. then you need their permission to follow-up: email address, business card, phone number, etc.



Once you have a conversation started (and if you want to start one. it's as simple as saying "Hello!")...

Build Rapport

- Refer back to any interactions you've already had with them in the past. For example, talk about the last time you spoke to them. or about the community or group that you met them through.
- Keep the focus on them. Ask how they're doing. what they've been up to lately. and so on.
- Listen carefully to their responses. and if they still seem like a good fit for your offer, then you can move on to the second phase of the conversation.

Introduce the Demand Narrative

New possibility

- Talk about how things are right now and why you think a change (the Transformation) is necessary.
- Briefly explain what problems your offer solves, and the conditions that make that change possible now. even if it wasn't before.
- Ask them how often they've had that problem, and how they've tried to solve it in the past.

Special snowflakes

- Tell them who your offer is for. i.e. what type of person has the Motivation to seek this Transformation.
- Discuss how well they fit that description of the ideal customer. then outline the Mechanism and how it will work for them specifically. with their unique challenges
- Address the objections you're able to anticipate. and any other objections that come up at this point in the conversation. (For extra advice on handling objections. scroll down to the end of this template!)
- Show or tell them whatever elements of the Proof are most relevant to their situation and their objections.



The after picture

- Go into more detail about the outcomes you're promising. the Transformation that your offer delivers.
- Show or tell them the after picture that other people like them have achieved through your offer. using your past customers' success stories as further Proof that it's attainable. (If you don't have any customers yet for your offer, look back at the Proof module of the course to see what other forms of proof you might use.)

Get Feedback on the Demand Narrative

- Ask if this all sounds like something they might be interested in.
- If they say "No." thank them for their honest feedback and ask if they'd mind telling you more about why they wouldn't be interested. so that you can understand how people feel about your offer.
- If they say "Yes." move on to explain the details of your offer...

Make the Offer

Sometimes - but rarely. so don't count on it happening all the time! - you will run into someone who is so interested and so motivated that they will want to buy right away, before you've even finished explaining the details of your offer.

If that happens, you don't need to go into a lot more detail about what the offer involves. Just make them aware of the essential logistical facts such as how much it's going to cost, and any key dates or limitations they should know about. Then move right along to one of the two next step options below.

Most of the time, they won't be so forward, and you'll discuss your offer further.

- Tell them more about how the offer came to exist: share a brief version of your origin story and why you decided to create the offer.
- Remind them of the Transformation your offer promises and walk them step-by-step through the unique Mechanism that makes it all possible. Tell them



exactly what they receive as part of that Mechanism: what will you give them or send to them?

- Remind them of their Motivation and tell them the price of your offer, then explain your guarantee as Proof that there's no risk to trying it out.
- Finally make the call to action by asking something like:
 - "Would you like to get this for yourself?"
 - "Would you like to join this program?"
 - "Would you like to sign up for this service?"

Next Step Option 1:

Agree to take their money and give them your offer

Only do this if there's a way for you to close the deal on the spot, with money changing hands. (For example, maybe you can pull out your phone and load up the checkout page. or have them PayPal you the money right then and there. Or get a cash payment.)

The reason for collecting payment on the spot is simple: even if you get an enthusiastic "Yes" from a potential customer, if it takes time for you to arrange their payment. then they may have changed their mind by the time you get back to them. And there's no easy way to come back from that and turn that "No" back into a "Yes."

--> If they go ahead and buy your offer at this point, then you're all set.

--> If you're not able to collect payment on the spot, go to Option 2.

Next Step Option 2:

Arrange a follow-up conversation

Tell them that you want to make sure 100% this is the right fit for them. so maybe They'd be interested in having a follow-up phone call or coffee meeting to talk about it? There would be no obligation to buy. and you'd be thrilled to sit down and go through the offer in more detail. Arrange a date and time with them. and follow up with an email to confirm the details of your next conversation.

If they say "No" to a follow-up conversation:



- Thank them for the time they've already spent with you, and ask if they'd mind telling you more about why they wouldn't be interested in discussing it further. so that you can understand how people feel about your offer.

If they say "Maybe" to a follow-up conversation:

- Ask if they'd mind sharing with you what the reasons are for their uncertainty.
- See if you can address those objections (using the tips below)

If they agree to a follow-up conversation. book a date and time.

--> If they say "No." ask them why, and get their feedback.

--> If they keep saying "Maybe." recognize that it's really a no. and treat it as such - ask for feedback about what's stopping them from being fully interested.

Tips For Handling Objections, Maybes and Hesitations

However excited they are about your offer, some potential customers will still say "Maybe" - and that's okay. Change is scary, and avoiding a choice just so things can remain the way they are is easier than saying "Yes" and doing something new. even if the change is desirable.

You need to be ready with answers to the most common objections, and we have you covered.

Addressing an objection is a two-part process:

- First. empathize with and acknowledge your customer's concerns. This is not just a tactic for manipulation - be genuine!
- Then, diffuse said concerns by providing a compelling reason why they should join despite it. or by flipping the objection itself on its head.

Let's go through some examples of how this might work...

Objection: *"I'm not sure. I'll have to think about it."*



Response A: "I can understand that, but I don't want to leave you to waste a bunch of mental energy on this. How can i help you reach a decision, or, when should I reach out to you for an answer?"

Response B: "I understand. and I'd love to give you as much time as you need to think about it. That said. I only have [X] available and I anticipate they'll go pretty fast. So if this problem is something you care about solving. I'd love to see you take the plunge. And if not, there's not much point in your mulling it over for days. So how can I help you decide?"

(if your product or service has a deadline after which it will no longer be available, or after which the price goes up, this is a good time to remind them of that.)

Alternatively. you can finish this one with. "Would you be able to give me an answer by {day}?"

Once again, the goal here is to to get a definite yes or no if at all possible, by being both empathetic and assertive.

Objection: *"I don't have time."*

Response: "Yes. I'm very aware of that, and that's why I've designed this product/service to accommodate people who have limited free time but still want to achieve all these goals. Here's how that works..." [Then explain how your Mechanism will help them]

Objection: *"It's too expensive."*

Response A: "Yes. it is a significant investment. That's exactly why it will deliver the results you want. [Explain the benefits and potential results of your product/service]

Response B: "I understand that it's a significant investment. And if you look at it in the long run, you will see that it's going to make/save you X times more money."



Often, people who are overly concerned about price are a poor fit to begin with. But if price objections come up again and again, it could be a sign that your promised Transformation isn't compelling enough for your target audience, or that there's a misalignment between the perceived value and the price you decided on.

A final word of advice about handling objections:

Get rid of the word "**but**."

Notice that in the examples above.

The message is not "*Yes, but...*"

Instead, it's "*Yes, and...*"

It's a small change to make in your approach, but it makes a tremendous difference in helping the person feel heard and understood.