



INE INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

Attracting and Enrolling Clients

Dr. Ritamarie Loscalzo

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Attracting Clients

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Joint Venture Opportunities

Attracting Clients Online

Attracting Clients Online

Enrolling Clients

- ✓ Offer a free consultation
- ✓ Offer a reduced fee consult
- ✓ Offer consults as a bonus to other people's programs
- ✓ Offer consults in other people's newsletters
- ✓ Offer consults via speaking engagements
- ✓ Offer consults to your contacts via a newsletter or directly calling





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Enrollment Conversation

- ✓ Establish rapport
- ✓ Explain how the call will go
- ✓ Ask questions to explore their desires and needs
- ✓ Ask about what's holding them back
- ✓ Establish the gap between here and there
- ✓ Show them how your services can close the gap





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Irresistible Offer

- ✓ Results they desire
- ✓ How your package will help them achieve
- ✓ Where they will stay without your help
- ✓ Excellent value
- ✓ Bonuses
- ✓ Instant signup incentives



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Handle And Transform Objections

- ✓ I can't afford it.
- ✓ I want to think about it.
- ✓ I have to talk it over with my partner.
- ✓ I think I'm pretty healthy already. I'll just do it on my own.
- ✓ I'm too busy now; it's not the right time.



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After They Say YES

- ✓ Enroll them
- ✓ Celebrate
- ✓ Deliver your program and get results
- ✓ Ask for a testimonial



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