



# Skype Consultation Structure Notes

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## Introduction

The following notes will stand you in good stead when talking to a prospective client or even negotiating a deal of most kinds.

You'll see that there's no "selling" involved. You aren't persuading so much as helping the other person to shift their perspective so that they can see that taking your offer is a very good idea.

Bear in mind at all times that they, as someone who knows that he or she will soon be asked to part with money, will be asking themselves these 3 questions in the back of their mind:

1. What's in it for me?
2. What could go wrong?
3. Can I do this?

All buyers - yes, you and me too - have this mindset before deciding on a purchase. The following ideas are designed to arm you with all the insights and psychological tactics you need to more than adequately respond to those questions. In fact, you'll knock them down before they ever get asked!

I suggest you read this text through once and then go through it again more slowly - perhaps several times. Take notes, and print a copy and use a highlighter to mark out key points.

This is powerful stuff, and will put you streets ahead of the average marketer!

## Objective

Your outcome is to gain rapport and to make an offer that would be crazy to resist; the proverbial "no-brainer."

I have steered away from making this a script for several reasons:

1. No two calls are ever the same anyway, and you'll need to flow and tailor the conversation to whomever you're speaking with.
2. My conversational style, vocabulary etc. won't match yours, so you'll sound unnatural.
3. Learning something "parrot-fashion" won't help you nearly as much as understanding what you're doing and why you're doing it. Once you have understanding you can improvise, because you'll know where you're heading, even if you have to take the occasional detour to get there.

## Main Points

If a prospect has agreed to talk to you, it means they have a problem of some kind which they believe you can help them to solve.

Your job, therefore, is to get them to tell you what that problem is in as much detail as you can.

Once you know that, you have some very valuable information, but that is NOT the point at which to make your offer!

A lot of people make this mistake, (it's a classic in MLM pitching). "Oh, your grandmother has a wart on her nose? I have something that could take that away and you could make a lot of money from too ... "

DON'T do that!

Think of it like this:

Your prospective client is stranded on some kind of Hell Island. Across the stretch of ocean, almost on the horizon, is Heaven Island. It's too far to swim and they don't have a boat, plane or helicopter.

YOU are going to help them across. But before you can do that, you need to know not only what it's like for them on Hell Island, but what they believe life would be like on Heaven Island.

(Thanks to my friend and mentor, Travis Sago, for the imagery.)

## What To Ask - And How To Listen!

You're going to have a conversation, where for the most part you'll do a lot of listening.

I want you particularly to learn to listen for something known as "nominalisations" - which is a fancy word for giving an abstract concept a name.

For example, suppose I say to you, "Let's go out and have fun!"

Now, we don't know each other, so whilst my idea of fun might be a wild party and getting drunk, (it isn't, but let's pretend), yours could be front row seats at the ballet.

“Fun” is a nominalisation - internal shorthand for a concept, but everyone’s will be different.

In the kind of conversation you’ll be having, you might get some negative nominalisations mentioned. For instance, the person might say, “The situation at the moment is really dreadful.”

Now, you don’t know what they mean by “dreadful” - that’s their nominalisation - and all you have to do is mirror it back to them!

“The situation is dreadful?”

Use their word! Don’t say, “Oh, things are awful, are they?” That will break rapport. By mirroring back their exact word and phrasing they feel understood. (Trust me. It works.)

And they’ll then divulge a whole lot more information.

“Oh, yes. The twins will be fifteen this year. We’ve always dreamed of sending them to (some expensive college), but I just don’t know how we’re ever going to get the fees in time. My wife’s hinting that I could do more overtime to bring in some extra cash, but frankly I’m exhausted ...”

*Now* they’re telling you what life is like on Hell Island!

But you’re not done yet!

You could go deeper by mirroring again.

“You’re exhausted.” You don’t even have to inflect that as a question.

Again, they’ll reveal more.

“Yes. I’ve been thinking of going to the doctor, but if he signs me off sick our money will drop even more ...”

Or you could explore the history a little. For instance:

“Have you tried anything else, apart from working more overtime, to generate those fees?”

“Well, we set up that website, but it costs about as much as makes to keep it going ... we’ve been thinking of abandoning it, but we have a few loyal people on our mailing list who love it, so we haven’t had the heart ...”

And on and on.

Now you have a pretty good picture of Hell Island, but you aren't done yet.

You want to know more about Heaven Island and that journey across the water.

The phrasing that is often helpful to discover this is, "What would it mean to you ...?"

So you could say something like, "It's such a lovely ambition to send your girls to (that) college! What would it mean to you - and your family - to be able to send them there?"

Again, listen and use the mirroring technique to get them to reveal more.

You also should be listening for what's being left out.

For instance, in this example, this guy is talking all about sending his children to college but hasn't mentioned himself at all. We know he has a wife who wants him to work harder, but as things are this chap feels like he has the world on his shoulders.

So you could ask him about himself.

"What else would it mean for you to be able to send the twins to college? For you and your wife, I mean?"

"Oh, well ... we want to do some travelling before we're too old. We'd both love to explore India. We're both just old hippies at heart, you know!"

And suddenly he's painting a picture of his "Heaven Island" for you.

Now all you have left to do is show him a way to cross the water!

## **Constructing The Offer**

Here is where you want to dig into their assets. I don't mean how many stocks and shares they own, I mean their online business assets.

They presumably have some kind of web presence or you wouldn't have even found each other, so ask about that.

"Tell me more about your website - and what was the idea behind it when you first thought of it?"

If they have any kind of mailing list, find out about:

- How many people are on it
- How often they communicate with them
- When was the last message they sent
- Whether they've ever sent any offers - and if so, how much they make/have made per offer, roughly.

You DON'T need to know stats like open rates! (I'll explain why a little later on).

Now, the answers to these questions will vary enormously, but even a dormant list can, to some degree, be resurrected with the right offer and approach.

If they have no list, you may have to explore and evaluate whether whatever the offer is on their website is worth talking to them about buying some traffic, (e.g. with Facebook ads), but this is a more difficult road.

If you've contacted newsletter owners, there should be some kind of a list, or, if it's very new, some potential for a list.

You can also ask them if they're sending any traffic to the opt-in page and if the list is growing at all.

Now you're going to explain to them how the list, like any community, is made up of individuals, (just like them), some of whom will respond to one offer and some who will respond to a completely different offer.

For example, let's say there's a list of 2,000 people who signed up for a dog training guide. So we can probably assume they all have - or have had - dogs, and they all like dogs.

But some will have dogs and children. Some will have a boisterous dog but may be elderly or disabled. Others will be facing the loss of their dog. Some will live on a farm, others in a tiny one room apartment.

Their needs and problems will be VASTLY different. Their budgets will be different too.

Let's say you send out an email with the subject line, "Are Your Kids Safe With Your Dog?" and inside you've got some offer related to that topic.

Do you suppose the childless people are going to open that email? Of course not - because it doesn't apply to them!

But the 200 people on that list who have a dog and small children too probably will - and you'll make a few sales.

The next week, you see an article about how dogs can help people with arthritis and a product you can sell to go with it. Now you're going to appeal to an entirely different sector of that list.

A few days later, you come across something about turning your pedigree dog into a show champion ... which the mongrel owners will all ignore, but the pedigree owners may love.

The key point to get across is to stop the list owner treating the list as an amorphous mass. It's a collection of individuals, each with their own Hell Islands and Heaven Islands.

Once you get to know them a bit better, some of the offers you send them wouldn't even have to be dog related!

That's why you don't need to know about open rates. Different sectors will open according to the offer and the subject line.

The list is a major asset.

Other assets may include their own skills, knowledge and experience. A person who's comfortable making a "talking head" video to post on a sales page, for example, has a great asset compared to somebody who's never made a video or is camera shy.

Find out what each individual's strengths are, and as they reveal each one, acknowledge it (out loud.) "Oh, that's great. We can really do something with that."

Take notes as you go along - believe me, you'll want these - and write down the assets. Again, you can let your prospect know that you're "just jotting that down."

Now, here's what you're going to explain to them.

Within every list is pent-up demand. The only reason anybody joins a mailing list is to solve some problem or other. And the only reason anybody buys anything is also to solve a problem. (Yes, even buying the groceries! It solves the problem of being hungry next week!)

Problems are the marketers true currency - and the good news is, they're never going away.

As soon as you solve one problem, you create more of them.

(Motor cars solve the problem of personal freedom to travel ... and create the problems of congestion, pollution, maintenance, safety issues ... and so on.)

So now you can explain to your prospect that within his list are lots of people with frustrating problems, and since that list will be people who are sharing some kind of knowledge or expertise in some way on the internet, it's a pretty fair bet that they're hoping to make some money out of what they know.

Their problems will include:

- Finding enough traffic
- Converting traffic into sales
- Repeat business
- Making enough sales to justify the means.

Make these points and make sure you have understanding and agreement that this is almost certainly the case with many of them on the list.

So you can now ask, "Wouldn't it make sense if you could offer them a way to make high ticket sales of just a few customers? Instead of selling lots of cheap items to many people, what if two or three people each month would pay say, \$1000 or \$1500?"

That's the offer your prospect will be able to put to his subscribers. He'll then want to know how to do that, and you can explain that you have a "kit" and a short course to take him through - and that he will also get a few people from his list to pay him four figure sums.

## Naming Your Price

You will need to answer any questions your prospect has before getting to this point. Your price is up to you, but be clear, decisive and authoritative when you deliver it.

Never, ever apologise - or sound apologetic for your price.

If you are going to show people how they can make \$1k to \$3k a month (that's \$12,000 to \$36,000 *extra income* a year for life), it's not unreasonable for you to charge \$1,500 for that information, is it?

You may want to split the payments up, or allow a little wriggle room for negotiation, but remember people are paying for results.

## The Elephant In The Room

The big bogey-man bugaboo thingy that gets in so many people's way is fearing that "they don't know enough" to charge this kind of money. In other words, your *credibility*.

I'm talking to YOU, about you and about your prospect, who may also express such self doubt.

If you have got as far as this consultation call, the prospect already holds you in some high regard, so your credibility issue is 90% dealt with before you start.

If you're new to this and you're directly asked for some background proof or experience, you can say that you've just launched this brand new approach or program and that the first five people who enrol will be the luckiest of all because you'll be able to work in depth with them.

Always turn the situation to your advantage. The bottom line is, they're not going to get this information or training from anyone else, so you hold the ace card.

Which means that you can take it away.

If you get a real sceptic asking you for lots of proof or guarantees, realise that they're very interested to buy ... and their real insecurity isn't about you - it's about them!

Coaching isn't something you can guarantee results with because you have no way of knowing how the client will use it. As I pointed out to one client, it's like asking a car salesman to assure you that you'll drive safely if you buy his car!

The salesman has no control once you're behind the wheel.

But you can guarantee that you'll deliver the tools and the instructions for how to use them!

My inclination is NEVER to persuade. If you try that, you'll just sound desperate and insecure.

Your posture and position should be that you know you can deliver on your promises, and it's fine if they don't want it. (Which is true.)

Simply say that you understand their concerns. Then tell them you feel you've been fair and transparent about your offer. Ask them what they think you should do next.

This is a make or breaker, and will usually work in your favour in terms of securing the deal. If it doesn't, be thankful that you got out early because that person would have caused you grief!

It works because by stating that you think you've been fair, it implies that they are calling your offer in some way "unfair." People don't like to feel that, so they'll often capitulate and accept your position and offer.

(Of course, you DO actually have to have been fair and transparent! Otherwise you'll get your bluff called big time - and you'd deserve the verbal pasting you'll get! So be warned, this IS dynamite, but as long as you're playing by the rules, you'll be fine.)

Your credibility is NOT the question - it's their insecurity, their worry that they won't have the self discipline to see it through. You've got a system that works - all they have to do is use it. It's that simple.

In that light, there's one more tack you could take before calling time on a sceptic.

Ask them to imagine somebody who's training to run a marathon. They're on a treadmill and today their goal is to run ten miles. When they get to nine and a half they're tiring. The question is, do they need a coach standing by that treadmill encouraging them to push through, telling them they can make it and keeping them on target?

The answer to that is, "No." They don't need a coach. But it would make a *massive* difference to have one there.

This story neatly illustrates that you aren't there to do the work for them. You'll be there to get them over the hurdles and through the tough times, to answer their questions and offer encouragement and support.

That's what they're paying for. Or not. It's up to them. If they're still floundering, walk away.

## A Final Word On Pricing

With all of the above said, there are times when it's clear that someone genuinely wants your service but just doesn't have the money.

There are no hard and fast rules about how you should handle this, but here are a few guidelines.

1. NEVER give it away free. (Okay. That's a hard and fast rule.) If you do, *neither* of you will value the service, results will be poor or non-existent and you'll spend your time beating your head against a wall for quite literally nothing.
2. You can ask the person to make you an offer, (which you could accept as a deposit or part payment.) If they then tell you that there really isn't a spare dollar, my advice would be to advise them to make some cash and come back to you another day. Spending the grocery money isn't a good idea - ever.
3. You have to live too. If the offer is too low for you, explain that you have bills and overheads like everybody else and say, "I can see your offer is very genuine and fair, given your circumstances. I just don't see how I can do that." Then wait - even if

there's a long silence. Really. Do some more waiting if need be. They'll come back to you with a better offer almost every time. It's best to have a minimum figure in mind before you even start, so you can repeat this process several times and if you stick with it you'll usually get your price. It's more about you being disciplined - this won't work if you cave in early. Or, of course, if the other party really doesn't have any more to offer. But it *usually* will - so it's worth a try, and it avoids the need for you to use the word "no."