

FAITH2INFLUENCE'S

10-STEP SALES PROCESS



**A HIGH-INTEGRITY WAY TO GROW
YOUR CHRISTIAN COACHING BUSINESS**

THE AUTHOR

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Founder and Leader of Faith2Influence. He helps Christian Coaches optimize their business models, pricing, and sales strategies so that they can scale their income and their impact. Justin's coaching business did over **\$250,000** in revenue in his first year as a coach. He has held thousands of high-ticket coaching sales calls and sold millions of dollars worth of coaching programs through his **high-integrity sales process**.

Faith2influence has been hired to do sales for Pete Vargas, Pedro Adao, Dan Miller, Jennifer Allwood, Ray Edwards, David Bayer, Jon Acuff, Dr. Dharius Daniels, Dr. Shannon Irvine, and several other 7 and 8-figure coaching businesses.



Connect with Justin for more sales strategies

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10-STEP SALES PROCESS

THE HIGHEST-INTEGRITY, HIGHEST-CONVERTING SALES PROCESS IN THE MARKET PLACE

Welcome, Christian Coach!

Congratulations on taking the first step toward mastering high-integrity sales! If you're here, it's because you're passionate about helping others and have a valuable talent to offer. But let's face it – sales can sometimes feel **sleazy, manipulative, or even dishonest**, which can conflict with the values you hold as a christian coach. That's where we come in.

At Faith2Influence, we've developed a high-integrity, high-converting sales process specifically designed for Christian coaches.

WHY IS A HIGH-INTEGRITY SALES PROCESS SO IMPORTANT?

INTEGRITY OVER EVERYTHING

As Christian coaches integrity must be our guiding light. In every decision, every conversation, and every transaction, let your commitment to honesty and righteousness be clear. When your clients see your integrity, they'll trust you more and feel confident in the value you bring.

STRIVING FOR WIN-WIN SOLUTIONS

In every sale and negotiation, aim for outcomes that benefit both parties. This is not just about making money – it's about creating opportunities where everyone wins. By focusing on mutual success, you foster trust, collaboration, and goodwill, which strengthens both your business and your relationships.

10-STEP SALES PROCESS

-OUTLINE-

- 1. STATE:** (Get into your peak emotional state before the call begins through a pre-call ritual)
- 2. RAPPORT:** (30-90 seconds of welcoming conversation to open the call)
- 3. PRE-FRAME:** (Set the call structure, highlight a decision being made by the end, and get consent to sell)
- 4. MID-CALL OBJECTIONS:** (Often skipped with a strong pre-frame, however, if people object, this is how we respond)
- 5. DISCOVERY:** (Ask curious questions about the prospect's present and past)
- 6. VISION:** (Ask curious questions about the prospect's most empowering future)
- 7. THE GAP:** (Find the problem that could stand in the way of the prospect fulfilling their vision)
- 8. POTENTIAL FUTURES:** (Ask questions to reveal what will happen if the prospect's problem remains unsolved and what becomes possible if they do solve the problem)
- 9. COMMITMENT:** (Confirm that the prospect is committed to solving the problem)
- 10. 6 O'S OF CLOSING:** (Make your offer, curiously and thoughtfully respond to any questions or objections)

10-STEP SALES PROCESS

-STATE-

1.STATE

When you feel good, you'll get better results. We can intentionally choose to enter our peak emotional state before beginning our sales calls...

Imagine Kerri Strug's Olympic Gold Medal clinching vault after twisting her ankle, or Michael Jordan's "flu game" in the playoffs. There is no **external** circumstance that can hold you back from being at your best **internally**, if you are committed to stepping into your peak emotional state.

Before every sales call begins, choose to elevate your emotional state by practicing your "pre-call ritual."

Create Your Pre-Call Ritual

1. What are the three words that describe you when you're at your best? Ex. courageous, calm, peaceful, confident, energized, etc.
2. What actions help you feel these emotions? Ex. prayer, deep breaths, jumping jacks, standing in a power pose, listening to a favorite song, affirmations, meditation, etc.
3. Commit to honoring your pre-call ritual as a first step before your sales conversations.

KEYS

Uncommon leaders take uncommon actions. Having a pre-call ritual may seem silly to you at first, but it's important and it works. Commit to this practice before every call.

10-STEP SALES PROCESS

-STATE-

1. STATE

If you want to dive deeper into the “State” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Your Pre-Call Ritual

Learn what you should do right before a sales call, coaching call, or speaking opportunity to get into a peak emotional state!

Listen on iTunes or Spotify

Just right-click the logo and open link in new tab or scan the QR code.



10-STEP SALES PROCESS

-RAPPORT-

2. RAPPORT

This isn't the time for heavy questioning – save room for that in the discovery phase. Take 30-90 seconds to evaluate your prospect's energy and learn their communication style. Then meet them where they're at and transition to your pre-frame.

*"Hey, how are you?", "How has your day been so far?",
"Is this still a good time to connect?"*

Myth: Rapport = finding common interests so that the person likes you.

Truth: Rapport = deep listening beyond a person's words, and building trust through communication and shared language.

*Instead of common interests, listen for **volume, pace, emotional state, and language patterns.***

From this place, you now have the ability to **pace** and **lead** the conversation.

Get into rapport by mirroring your prospect's volume, pace, and emotional state (while honoring your authentic leadership voice). Create space for them to be received and seen, while also leading the conversation forward.

KEYS

Meet them where they're at.
The leader of the conversation is the person who transitions from small-talk to the real outcome of the call first.

10-STEP SALES PROCESS

-PRE-FRAME-

3. PRE-FRAME

This is the most important step in the sales process. A strong **pre-frame** establishes you as an authority while you set the structure of the call, highlight the decision that will be made in the conversation, and receive consent to sell.

Pre-Framing the conversation is professional, thoughtful, and impactful. It also builds trust through transparency.

This is one of the only parts of the sales conversation that should truly be scripted. Write your pre-frame out, optimize the language, and then practice it again and again until you have it memorized. After that, you can focus on how you say what you say through your delivery of the words.

Outline

1. **Pre-frame the pre-frame**
2. **Why (who, what, how)**
3. **Outcome**
4. **Structure**
5. **Decision**
6. **Yes**

KEYS

Memorize your pre-frame

Once you've got it dialed in, you can make minor adjustments to fit different lead sources and sales situations.

Communicate with confidence

This comes from practicing your script and mastering the process.

10-STEP SALES PROCESS

-PRE-FRAME-

3. PRE-FRAME

Sales Call Template

1. Thanks for taking the time to connect with me today. To make the best use of your time and mine, I'd like to set a simple structure for this call. Would that be all right? (*pre-frame the pre-frame*)
2. Perfect, we're connecting because **{share about lead source: "You were referred by...", "I know you are...", "You responded to my Facebook post...", etc.}**. (*why? - WHO connected us*)
I help **{insert mission statement}**. (*why? - WHAT value I provide*)
3. My outcome for this call is to get to know you and to discover whether or not it would be a fit for us to work together. (*outcome*)
4. The way that I'd like to get to that outcome is by asking you some questions about where you're at right now, what your vision for the future is, and what some of the challenges are that you're facing. From there, I'll give you some perspective based on what I hear, and if it seems like a good fit, I'll explain more specifically how I work with my clients. (*structure*)
5. Then you and I can decide... either to work together or not work together... and either way is fine. (*decision*)
6. Does that sound good? (*yes*)

10-STEP SALES PROCESS

-PRE-FRAME-

3. PRE-FRAME

Simple “Coffee Meeting” Template

Thanks for taking the time to meet with me today!

I would love to learn about you and your business, share a bit about what I do, and see how we can support each other.

Are you open to that?

KEYS

We should **pre-frame** all important conversations of influence.

Some pre-frames are more complex and some are more simplistic; learn to deliver both. Aim for transparency, never hide the outcome of the call, workshop, webinar, challenge, retreat, etc. Always ask for consent to the process you laid out.

10-STEP SALES PROCESS

-PRE-FRAME-

3. PRE-FRAME

If you want to dive deeper into the “Pre-Frame” step, listen to the **Sales Strategies for Christian Coaches** podcast episode below.

EPISODE: The Most Important Step of the Sales Process.

Learn how to pre-frame your sales conversations so that you can create more trust, lead the call well, receive consent to sell, and open the door to your next client with transparency.

Listen on iTunes or Spotify

Just *right-click* the logo and open link in new tab or scan the *QR code*.

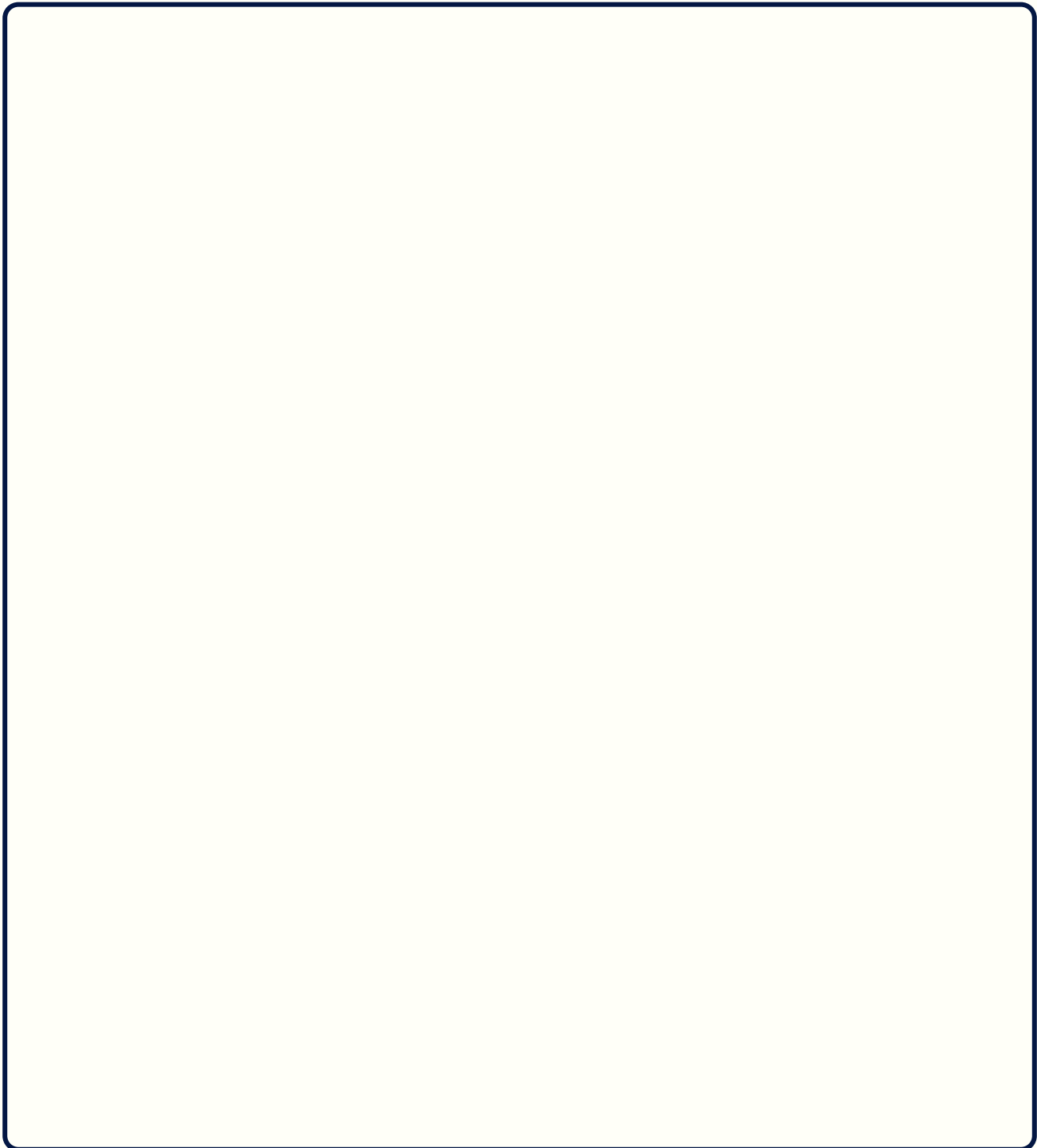


10-STEP SALES PROCESS

-PRE-FRAME-

3. PRE-FRAME

Write out your pre-frame in the space provided:



10-STEP SALES PROCESS

-MID-CALL OBJECTIONS-

4. MID-CALL OBJECTIONS

This step is usually skipped as we move directly from our pre-frame into discovery. On occasion though, during the call, someone will object, prior to the offer. The objection will either be explicit, meaning clearly stated, or implicit, meaning that you feel the objection (like hesitation, skepticism, or someone being in a rush) even though the prospect hasn't said it out loud.

When this happens, most sales reps simply push forward through the resistance or abandon their process and allow the prospect to lead. Each of these is a highly ineffective strategy. When approached the right way though, **a mid-call objection has the potential to build trust and even increase the likelihood of a sale being made.**

The next time you receive a mid-call objection, try this instead:

1. Validate the objection.
2. Explain, answer, or otherwise respond to the objection in a calm, thoughtful, and confident way.
3. Get consent to continue and/or offer your prospect an "out".

10-STEP SALES PROCESS

-MID-CALL OBJECTIONS-

Mastery Opportunity: When you memorize your pre-frame and master the “art” of how you deliver it, you’ll rarely receive a mid-call objection. If you are receiving these objections often, it means your pre-frame and/or mindset needs to improve.

Examples:

Explicit Objection- “How much is this going to cost?”

Response- “That’s a great question. If I were in your position, I’d probably be asking the same thing. The truth is, I’ve helped people for free with tools like my podcast, and supported other clients for hundreds, thousands, or even tens of thousands of dollars. I don’t know yet how we should work together or even if we should work together, which is why I’d like to go through this process of getting to know you, your goals, and your challenges during this call. After that, I’m confident that we will be really clear as to whether or not this is a fit, and I promise to share exactly what I would recommend and a clear price so that we can decide what to do next... Are you open to that process?”

10-STEP SALES PROCESS

-MID-CALL OBJECTIONS-

4. MID-CALL OBJECTIONS

Implicit Objection- {They seem to be in a rush}

Response- “Hey, can we just pause for a second? I feel like I’m noticing that you’re in a bit of a rush, and I want to check in on that... Is this still a good time for our call?”

Prospect Response- “I didn’t realize how long this was going to take. I’ve got a hard stop at the top of the hour...”

Response- “I totally get it! That gives us about 10 minutes. What I would like to do is ask you a few really direct questions and then share a bit more about how I work with my clients. After that, we can simply decide whether or not to have a second conversation. How does that sound?”

KEYS

Remain calm, thoughtful, and confident.

Address problems head on, without fear, knowing that you don’t need any one sale. You are abundant and God will continue to provide for you.

10-STEP SALES PROCESS

-MID-CALL OBJECTIONS-

4. MID-CALL OBJECTIONS

Explicit Objection- “I don’t feel comfortable answering a personal question like that...”

Response- “I totally get it. If I were you, I would probably feel the same way, like, who’s this stranger asking me deep and personal questions?! Let me explain, the reason I’m asking these kinds of questions is because, as a coach, I can only help my clients if they are willing to share honestly about where they are at and where they want to go. I’m really good at helping people go from A to B, but only if I can very clearly see A and B. That’s why I ask so many personal and direct questions. If you’re willing to go through this process with me, I promise that this conversation will be confidential, and I’m sure that I can help you find clarity and give you some valuable coaching on this call, whether we work together or not. That said, if this process just isn’t for you or you can already tell that I’m just not the coach for you, that’s totally fine, and we can just end the call early. What would you rather do?”

Giving them an “out” - Here is a real offer. Your tone is important... You are not giving them an ultimatum. Make sure you respond to mid-call objections calmly and softly, while displaying confidence at the same time. That’s the balance we are seeking here, and it actually has the effect of making people want to work with you more than they did before. This process, done well, establishes you as a trustworthy professional.

10-STEP SALES PROCESS

-MID-CALL OBJECTIONS-

4. MID-CALL OBJECTIONS

If you want to dive deeper into the “Mid-Call Objections” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Responding to Unexpected Objections

How should you "handle objections" as a Christian Leader on sales calls? What should you do when the objection is unexpected?

Listen on iTunes or Spotify

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10-STEP SALES PROCESS

-DISCOVERY-

5. DISCOVERY

Ask curious, open-ended questions that will help you understand their current reality (and the past experiences that led them to this moment), especially in regard to the topic you coach on.

Begin with something simple like *"So, tell me about yourself"* or *"So, tell me about your business"* or *"So, tell me about your marriage"* etc.

Notice what they talk about and where the emotion or energy is in the words... After that, "follow the thread" and ask layers of curious follow-up questions. Oftentimes, the truest responses and the greatest leverage for action are revealed 2-3 layers below the initial, surface-level conversation.

Flow through this step freely and conversationally, but also know the few questions you must ask to qualify whether or not you can help them and begin to notice some of the opportunities for them to level up.

Notes:

Be curious... Curiosity sounds like: *"Why is that so important to you?"*, *"How long has that been going on?"*, *"How did that make you feel?"*, *"Tell me more..."*

You have the opportunity to create the space for someone to feel truly seen, heard, and understood here. This is a beautiful gift for us to give people, whether they buy or not.

Remember, this is a conversation. Prepare key questions, but allow things to unfold naturally.

10-STEP SALES PROCESS

-DISCOVERY-

5. DISCOVERY

If you want to dive deeper into the “Discovery” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Discovery on your Sales Calls

Listen in as we discuss the important "Discovery" step in your sales process.

Listen on iTunes or Spotify

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10-STEP SALES PROCESS

-VISION -

6. VISION

"Tell me about your vision for the future, what do you really want?"

This stage of the sales process is very similar to discovery. The primary difference is that it is future-focused rather than past/present-focused.

Hold the intention of asking questions more deeply and curiously than they are used to during **both** the discovery **AND** vision stages. This will help them find clarity and feel appreciated.

The prospect should be doing the majority of the talking during these stages; Think 80-20 or 70-30. Your job during the first stages of the sales call is to ask questions and listen with presence. You may want to take notes in a journal as they share!

You'd Be Surprised...

To know how many salespeople will go through the discovery and vision steps **without** really listening to the prospect. They are simply going through "checklist questions" and thinking about what they're going to say next or how they will use what was just said to achieve their own outcome, rather than listening deeply.

Let's aim to be uncommon and give the gift of full-presence listening and curious care to our prospects here.

KEYS

Understand what they REALLY want.

Talk 20% - Listen 80%

10-STEP SALES PROCESS

- THE GAP -

7. THE GAP

"What's the biggest challenge standing in your way of fulfilling that vision?"

In some cases, your prospect will answer this question perfectly on the first attempt, and you will feel confident that you and they have identified the most important problem for them to solve. This step can be very short.

In other instances, they might give more of a surface-level answer or be off-base in properly prioritizing the changes that they need to make to achieve their goals.

When it feels like there is a deeper truth to be uncovered, one strategy is to simply respond with... *"Interesting. What else do you feel is standing in the way?"*

That process could be repeated 2-3 times if necessary. Once they land on the answer that feels most true, you can respond with... *"YES, that feels really important. I think that is a key problem for you to solve to make everything else easier!"* After that, you can move forward.

10-STEP SALES PROCESS

-THE GAP -

7. THE GAP

(Continued)...

Some of our prospects will simply have a “blindspot”, which is why they may need you as their coach in the first place. While it is best if they can identify and share their biggest challenge, it is absolutely okay, and even necessary, for you to help them see the true gap if they can’t get there on their own. As an expert in your field, you may be able to see the answer more clearly than they can. When this happens, using suggestive and humble language can help...

- *“Can I give you some feedback?”*
- *“Have you ever considered...”*
- *“You might consider...”*
- *“What do you think of...”*

Etc.

10-STEP SALES PROCESS

-THE GAP-

7. THE GAP

If you want to dive deeper into the “The GAP” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Finding The Gap In Your Sales Conversations

To maximize high-integrity sales, we must help people identify the key problem they need to solve to achieve their goals. Listen in for how we execute on this important sales step.

Listen on iTunes or Spotify

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10-STEP SALES PROCESS

- POTENTIAL FUTURES -

8. POTENTIAL FUTURES

At this point, you and your prospect have identified the greatest challenge holding them back from achieving their goals. What a gift you've given to them! The next gift that we are going to give to your prospect on the sales call is **the opportunity to visualize what will happen if they don't solve that problem, and what becomes possible if they do.**

Our minds can't tell the difference between something that is real and something that is vividly imagined. Let's lovingly invite people to experience the potential pain of not solving their problem during a safe, 5-minute conversation, rather than slowly over the next 5 years. After that, let's invite the polar opposite realizations around what life will be like if/when they do solve the problem. This step has the potential to uncover the exact leverage that your prospect needs to actually move into action and change their life forever. Whether they work with you or not, finding that leverage can be one of the most impactful outcomes of the sales call for your prospects.

10-STEP SALES PROCESS

- POTENTIAL FUTURES -

8. POTENTIAL FUTURES

It works like this (After the Gap has been discovered): Using this curious language can help...

- *“How long have you been dealing with that challenge?”*
- *“Let me ask you a question... What would the consequence be of not solving this problem?”*
- *“And then...what would happen?”*
- *“How would that feel?”*
- *“Who else would that affect besides you?”*
- *“And how would that feel?”*
- *“Wow, thank you for sharing!”*

On the flip side:

- *“What would be possible if you conquered this challenge?”*
- *“And then what would happen?”*
- *“What else?”*
- *“How would that feel?”*
- *“Who else would be impacted by this?”*
- *“And how would that feel?”*
- *“I love that, thank you for sharing!”*
- *“This sounds pretty important...”* (Transition to Commitment Step)

10-STEP SALES PROCESS

- POTENTIAL FUTURES -

8. POTENTIAL FUTURES

KEYS

Ask enough questions for them to truly feel the potential of both futures.

Listen with full-presence, empathy, and love.
Bring genuine excitement and encouragement to the conversation of what is truly possible for them when they solve their key problem/challenge.

10-STEP SALES PROCESS

- COMMITMENT -

9. COMMITMENT

This is the time to test to see if they are committed to solving the problem that they told you they wanted help with. *“My question for you is this... how committed are you to solving this problem?”*

If they are committed, they are now ready to receive your offer. **Remember, you can only help someone who is committed to solving their problem.**

If they truly aren't committed and they aren't interested in prioritizing solving their challenge to achieve their goals, then they aren't your client. No need to make an offer. You might simply share, *“I understand. I can only help people who are committed. If this becomes a priority in the future, reach out. I'd love to help you! In the meantime, I'll be wishing you the best. Thank you for meeting with me today. Do you have any final questions before we wrap up?”*

Many people, however, may hesitate to share their full level of commitment because they are scared... Here is how to respond: *“I get it, commitment is scary. Let me ask you this, if you knew you didn't have to do it all on your own, if you had all the support, coaching, resources, and community you needed to solve this problem, would you be willing to do your part?”* If they respond “yes”, say, *“That's good enough for me!”*

10-STEP SALES PROCESS

- STEP 9 & 3/4 -

Step 9 & 3/4 (Yes! This is a Harry Potter Reference)

Statement of Certainty: If someone is committed to solving the problem, and you are confident that you can help them solve the problem, it's important to tell them that here, as a transition to the offer. Try this:

“Awesome. If you are committed, I’m really confident that I can help you solve this problem! Are you ready to hear how I work with my clients?”

10-STEP SALES PROCESS

-COMMITMENT-

9. COMMITMENT

If you want to dive deeper into the “Commitment” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Helping your Prospects Commit

In this short episode, we teach you how to help your prospects commit to taking action on your sales calls so you can close more deals, grow your coaching business, and grow your impact.

Listen on iTunes or Spotify

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10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

1. Offer

- a. Remain in a confident, calm, and peaceful emotional state as you share your offer. This becomes easier as you get more reps; imagine how confident you'll be after the 10th time, the 100th time, the 1,000th time.
- b. Share the details of your program.
- c. Highlight how parts of your offer will help them solve their specific challenge and achieve their goals.
- d. Be sure to share the heart behind your offer as well. ❤️
- e. Share the price and ask for the order. Remain confident, calm, and peaceful. Take your time. Pause for a moment between the price and the ask. Try this: *"And the program costs \$1k per month for the year, or if you pay in full, I will give you 2 months for free and it's only \$10k. I'm really confident that we will be able to achieve your outcome together... Is this something that you'd like to do?"* (Alternative to the direct ask could be: *"What kinds of thoughts or questions do you have?"* With this strategy you are inviting objections and will still need to directly ask for the order once you've worked through any questions or concerns).

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

2. Objections

a. It's really fun to hear people say "yes" immediately after you make your offer, and sometimes that's exactly what will happen. Most of the time, however, your prospect will have some questions or objections. This isn't a bad thing. In fact, it's a completely normal part of the buying process for most people when they make big decisions like this.

One of my mentors, Jake Merriman, used to say, "The amateur hears an objection, and they panic... The master hears an objection, and he says, '*Ah, an objection, to be expected...*'" Be the master. In fact, be so open to objections that you build trust by creating a safe environment for people to share in. This will ultimately lead to greater influence, greater positive impact, and more sales.

KEYS

Maintain consistent energy from the beginning of the call through closing the deal.

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

3. Okay

- a. Make it okay for them to have a question, a concern, or an objection.
- b. Take a breath.
- c. Validate their objection: *"I totally understand, it is a big investment."* or *"I totally understand, I would want to talk to my spouse about a decision like this, too."* Etc.

4. Outcome & Ownership

- a. Ask curious questions to understand the objection.
- b. Consider pointing back to the truths they shared on the call.
- c. Lovingly coach them on making decisions that align with their vision.
- d. Help them own the truth.

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

5. Open and Optimize

- a. If your original offer no longer seems like a fit for them, consider making an alternative offer (dropping down if you have a lower-priced program, switching to a simple 1-on-1 offer, etc.), offering an alternative payment plan, or including a bonus that you believe this client needs to overcome their fear to move forward.
- b. **Remember, your job as a sales leader is to make it easy for the right people to say yes.** We aren't trying to get the wrong people to say yes or trying to "force" the right people to say yes. Simply do what you can to make it easy for the right people to say yes, and then move on if it's not a fit.

6. Offer

- a. If/when an objection is resolved or a new offer is made, you must once again ask for the order: *"How does that sound?"* or *"Do you want to do that?"*

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

Notes:

Objection handling is a complex and delicate step of the sales process. It should be handled with thoughtfulness, tact, and love. We should also be bold enough to fight for people and for their dreams. A word of encouragement or challenge is sometimes exactly what people need in these moments. Discerning how to serve each unique prospect during this part of the sales process is a skill worth developing. This should be a conversation.

There is no script for it (not if we want to be authentic).

Sales Mastery usually takes repetition as well as coaching and guidance. You may want to consider joining our Sales School Membership. [Click here](#) for more details.

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

Keys to Ending the Call Well:

- If your prospect says yes to your offer, collect payment on the spot, even if your program doesn't start for a few weeks or a few months. They secure their spot with payment. My preference, even with a pretty payment link, is to share my screen and type in the info for them, processing the payment together. Without a pretty link, I simply fill out the payment info on stripe (a credit card payment processor) to complete the order.
- Try this: *"Awesome, I'm so excited to work with you! For our next steps, I'd like to gather a couple of things from you, including your best email address and your payment info, and then I will get you added to the calendar invites for your program and share additional onboarding details. What is your best email address? Perfect. How do you spell your name on your credit card? And what are the numbers on your card?"* {Collect everything else you need and move to onboarding details}

*Note, roughly 1 out of 50 new client sales will prefer to fill a payment link out by themselves instead of processing the order with you; In that case, of course, you can simply send them the link.

10-STEP SALES PROCESS

- 6 O'S OF CLOSING -

10. 6 O'S OF CLOSING

Keys to Ending the Call Well:

(Continued)...

- End every call with “yes”, “no”, or the next call booked. If they want to think about it, talk to their spouse, pray, etc., that is fine, but you must have a 15-30 minute decision call booked on the calendar, ideally scheduled within 3 days.

Language example:

- *“Sounds good, how long do you think you need to pray on it and talk to your spouse?”*
- *“Can you make the decision by tomorrow or would Friday be better?”*
- *“Great, let’s schedule a quick decision call for Friday then, so that we can jump back on Zoom, I can answer any questions that may be lingering, and we can decide together how to move forward. Sound good?”*
- *“Great, would 10am or 2pm work better for you?”* {Send a calendar invite}

10-STEP SALES PROCESS

-PRE-FRAME-

10.6 O'S OF CLOSING

If you want to dive deeper into the “6 O’s of Closing” step, listen to the Sales Strategies for Christian Coaches podcast episode below.

EPISODE: Closing Belief

How your belief affects closing and when you explicitly share your belief with your prospects

Listen on iTunes or Spotify

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READY TO BUILD THE FOUNDATION FOR YOUR \$100K COACHING BUSINESS?

(WHILE HONORING YOUR CHRISTIAN VALUES)

How To Create Your 100K Business "4-DAY CHALLENGE FOR CHRISTIAN COACHES"



SIGN UP FOR ONLY \$7

You want to create a business that impacts lives, but you're unsure how to start. Do you really want to know what it takes to build a \$100K business?

If you've been struggling with questions like:

- **Who is your target audience?** Who should you help?
- **What is your offer?** How should you price it? What should you include?
- **What's holding you back** from making more money and more sales?
- **How do you open a sales call** with confidence and conviction?

Then the **100k Business Design challenge** is for you! If you're just starting your business, these challenges are normal – but you don't have to stay stuck.

Sign up [here](#) for the \$100K Business Design Challenge and learn how to create a business that is both **financially successful and impactful**, while staying true to your Christian values.