

Stand Out and Get Paid Like A Rock Star™

Strategy Session Selling: EPIC Sales Process

**EPIC: Empower your Perfect Customer to Invest in Your
Coaching, Consulting or Creativity**

Your Mind Set:

- Trust your people to know what is valuable to them, what they need and what it is worth to them (after you reveal the gap and show benefits).
- Psychologically it is a proven researched fact we as humans do not move or change unless we are in pain. (need the tension)
- When you look at this conversation as sacred: they have a hurt and are suffering and you have something to help them heal (No matter what you do).
- We drastically underestimate our power and contribution. You are afraid of manipulating, but you are contributing: don't make that wrong anymore.
- This is an inquiry: your job is to listen with an open heart/mind and ask questions. 80% listen 20% talking....
- This is NOT a free coaching/healing/working session (but it can be a healing experience when they are listened to in this deep way)
- You want a yes or no....committed but not attached to the results.
- You are interviewing them too!
- This conversation happens at a scheduled time, 99% of the time on the phone/Skype NOT at a networking event.
- What you believe you can sell..don't believe it won't sell it. 100% based on your belief system. (David Neagle)
- You give the gift of clarity.
- This conversation is also a tool: an incredible resource to collect more verbiage and powerful marketing language from your Rock Star clients
- Without sales, you do not make money, period.

Script

Open the conversation/enrollment session:

Set expectations and your intention, choose 1:

- I am excited to get to know you and my intention in this session is to see where you are right now with (your business/life/whatever you solve) where you want to be and see if
 - my programs are a good fit for you
 - too see if we are a good match together
- My intention in this session is to see what can give you the biggest leap in your _____ this year and I will ask a few questions to see where you are and how you can get there. How does that sound?

Clarify their problem/gap/pain:

They need to see clearly where they are now and where they want to be and through your amazing questions you will help them to see it. This is the gift of clarity!

Ask them **direct questions** about their life and results they are having right now (These questions come from the problem that you solve and the pain points you see your clients experience).

Begin with these starter phrases and then tailor them to your perfect Rock Star Client:

Get to exact results first:

Exactly what is your income in your business?

How exactly is your life at this moment?

How exactly are you feeling in your current job?

What exactly are you doing to get out of the job you are in now?

What are you feeling with this diagnosis...How are you dealing with this diagnosis
How has not having a significant other effected your life? or Why is it so important for you to have a significant other?
What have you experienced with this food allergy? Can get specific: What is it like going to restaurants with a food allergy?
What have you tried already to lose the weight? (programs, diets etc)
How is your personal power?
What has it been like to put your career on the back burner all these years?
As a military spouse what have you sacrificed?

Follow up questions to take them further:

Always ask these:

*****What has the cost been for you around this (emotional, physical, financial, relationships)? (When you ask about financial get a specific number, if they say they don't know ask their best guess, it is probably accurate)

*****How committed are you to making this change from 1-10? (an 8-10 means they are committed and are a potential buyer)

Then choose from these follow ups:

How long have you lived with this?

What is your goal?

How long has it been for you?

What has that been like for you?

Tell me more about that

Why is this so important to you?

How much longer are you willing to live your life in this way?

*****Always ask a question about cost and commitment*****

(With cost questions: you are challenging them and it will be uncomfortable. Remind them that you are their coach say "In this conversation I am your coach and I am committed to you and your transformation (or whatever word feels right for you here) and to help you get there I have to ask you challenging questions but they will help you to get super clear...)

Other results /impact:

How has this effected your life, relationships, career, family
What have you done to solve this problem?
How has this diagnosis effected your life, family, relationships, career?
How long have you been this frustrated/angry/sad?
What more would you need to be successful?

Acknowledge their pain/feelings!

Wow that must have been painful/frustrating/hard/scary

Help them see where they want to go.....help them see the solution they want:

Ask:

Where do you want be?
How do you want to feel?
Why is this important for you?
How would this (the outcome they want!) transform your life, family, income, business
What does success (or whatever they are after) look like for you, describe it to me...paint me the picture
What do you want instead?
How would your life change if you had that?

You have helped them see the gap: where they are and where they want to be:

If they have not asked you specific buying questions like: How much does it cost for coaching? What is your process? What does a session look like? How long will it take? What does it include? When will retreats be? What kind of results have you had?

Then Ask: How do you think I can help you? or Do you have any questions?

Gets them to ask you for what you do, you get to clarify any questions...so they can see it clearly that what they need is you or not.

Ask, Make an Offer, a Solution to Their Problem

Make your offer when they ask how much or how to work with you. Remember special offer with today only special (it is literally how we are built, we act on incentives). Here is what you say:

Ask: "I have a recommendation for you is it ok if I run it by you?"

Or if they ask how much is your program or how much to work with you...

1. Give **benefit** laden description of what you are offering (**not** my session is 90 minutes, we will do tapping....etc) (summarize their challenge where they are now and where they want to go, then give a benefits description) (THIS IS THE STRATEGY that they wanted and can choose to say yes to and do on their own or they can say yes to you supporting them)

SCRIPT: Say it like this: "based on our discussion your challenge is this and you want to go here (their goal) and this is the strategy I recommend to get you there (give them some strategy points here from your process which you also discovered from discussion). In my (name program or process or package) I can take you through it step by step, (pick one: so you don't have to do it alone, or so you can get there faster, or so you don't have to reinvent the wheel, to save you tons of time and effort). If you want (state their goal) this is the proven process to get you there.

Sample SCRIPT: Based on our discussion, we discovered your challenge is you want more clients and 10 would be awesome. This is the strategy I recommend to get you there: you need to master the skill of selling, get out from behind the computer, meet people at networking events, give them powerful description of what you do, get appointments for strategy sessions, start speaking to get more clients, and create a video mini series to collect names and emails to build your list. In my EPIC sales process I can show you step by step with scripts exactly how to do that so you can get there faster. If you want 10 more clients and even more than that, this is the proven process to get you there. (Or this is where you provide another resource)

2. Say the total (retail) investment first (also if you are just starting out this is the amount that you will want to charge and if this is your first go around you may want to discount it....)
3. Pause for a moment

4. Give your reason for your today only special/scholarship/discount/fast action bonus. For example: Since you were referred by so and so I am offering a bonus price, since it is my birthday I want to gift you with, since I know folks who take decisive action are my best clients I am offering a discount for those people, or whatever reason you may give a discount based on your service/product) (I can give a whole another talk about this but it is beyond the scope of this call...all you need to know is that you need some kind of bonus, or scholarship in order to help them make a decision. You create your packages with the max investment you would love to get paid and then you can create a discount that keeps it at a wonderful rate as well.
5. Say the today only investment and stop talking. ***Leave the tension and awkward silence. Say nothing until they talk again....(tension is internal from them and pressure is external from you...pressure means you are pushing too hard)

Follow up with:

How would you like to pay?

When would you like to book your first session?

If they are not your perfect customer or they are not ready for your coaching: offer another resource...could be your videos, your video series, your free ebook. If they haven't implemented have them read the books on their shelves and work through it, work through the program they already have, or your resource is a person other than you

Dealing with concerns: 3 basic issues/concerns people have:

- not enough money
- not enough time
- I need to think about it

I can't afford it or not enough time:

******Money is never the problem!!!! it is about change, beliefs and vows.... It is up to you to help them see that their choices and decisions have created where they are today..without a different strategy they will get the same results...they need to come to this conclusion on their own with your guided questions.**

They may not see the value yet:

Begin to bring back the costs that they articulated in your discussion:

Sample scripts:

During our conversation you told me it was costing you this and this, you told me you are committed at a 9 or 10, I know most people are not this committed at a 9 or 10 in their life but when they are, they find a way to get what they want. This sounds like something you really want. Do you mind if I brainstorm ways with you where you can find the money to get what you really want.

Please help me understand, you said you want to change (articulate what they want from discussion) Are you willing to go another year living your life in this way? (in this question if they gave you their specific issues then say it back to them...Ex: are you willing to go another year feeling like you have to drag yourself around because you have no energy?

Help me out here, you said it cost you \$10,000 because you are stuck in your business, are you willing to be in the same situation next year?

Help me understand, you said that your family is miserable because you are sleeping all the time, always in pain because of your stomach aches, you are crabby... how much longer are you willing to deal with this?

How has not making the time to do this (whatever the solution is) costing you?
Make them give exact numbers/results

Powerful questions!!

If not now when?

If not with me (or with this program) then with who (or which program)? I am committed to helping you find a strategy...

Tell them: Give yourself permission to say no (then stay silent. Sometimes they need to know it is ok to say no, then they can get clear and may decide that your coaching is really what they want)

I have to ask my spouse:

Honor their commitment to making financial decisions with their partner.
HOWEVER:

Ask how long they will need to talk to spouse.

If they say til 9PM...tell them: Fine, let's go ahead and process this, you can give me your information and credit card info. I will wait until 9PM..If I do not hear from you I will assume you are ready to begin coaching (or whatever you do) and I will process the payment. If your spouse says no, then I will shred your credit card info. Let's begin by giving me your credit card number. OR you can ask are you ready to move forward?

If they say no..then they are not going to sign up with you. There needs to be some trust established both ways..if they do not trust you to not process their card, they are probably not your perfect client.

Need to think about it:

Can mean they don't want to regret the decision:

Ask: anything else you need to know to make the decision? Then move to the I cant afford it section....

REMEMBER:

You want a yes or no....committed but not attached to the results.

Remind them of your today only on the phone special offer. If they say no, that is fine let them know they can contact you later and your services are totally worth it at the regular investment. (in other words: get off the phone and the special deal goes away)

Breath and smile.... you did it!!!