The Client Conversation

How To Talk To Your Clients So They Enroll In Your Coaching Packages

with James Mielnik
What We Are Going To Cover...

• 10 important mindsets to quickly build confidence so you can have Client Conversations
• A Complete Client Conversation process you customize to start enrolling your clients
• 5 Tips & Tools of the trade
• Question & Answer
My Story

• I’ve had thousands of client conversations in my career
• I was first introduced to client conversations when I took a summer internship as an advertising director
• I fell in love with them because I got paid to help people
My Story

• I quickly learned everything I could on the topic and kept taking jobs where I could interact with clients and help them make buying decisions

• When I started working with Eben my role was to have client conversations and help people enroll in our training programs

• We are now business partners, and I am focused on growing Eben Pagan Training
We Have To Have The Right Mindset

• We instantly get turned off when we can tell somebody is just using some kind of canned sales process on us or reading from a script

• It’s very salesy and instantly gets our defense up and back against the wall and we get that icky feeling

• Think of how you felt last time somebody tried to put you through a canned sales process. We hate that
We Have To Have The Right Mindset

• The key to enrolling lots of clients when having client conversations is to make the entire process natural.

• 90% of the game is played above the shoulders – I can give you all the tips and techniques in the world, but unless your mindset is aligned, they won’t work.

• I’m going to give you 10 Important mindsets to build confidence, align your thinking and have very natural Client Conversations.
Mindset 1: Client Conversations Are A Natural Part Of Getting To Know A New Client

• Client conversations are just another conversation with a person

• The difference between a client conversation and a normal conversation is you will be asking most of the questions

• You don’t have to be a “born salesperson” to learn how to be great at enrolling clients

• Like learning any new skill, taking action and practice is key

• Talk to prospects everyday
Mindset 2: New Clients Are The Oxygen Of Your Business

• Most of us are conditioned to feel bad about sales, sales people, and asking for money

• Professional sales is different and shouldn’t fall into this stereotype

• Your coaching practice needs sales (and money) in order to operate

• Having more resources is how you will be able to serve more clients and make a bigger impact in the world

Virtual Coach
Mindset 3: Your Enthusiasm Is Contagious

- You really believe in your product/service and the results it gets
- Transfer of emotion is a big part of sales
- You can’t fake truly believing in your product/service, clients can pick up on it
- Think about the last time you ate at a great restaurant, read an amazing book, or tried something you really like, and then told your friends
Mindset 4: Your Role Is To Support Somebody Through The Steps Of Becoming A Client

• Successful client conversations is a process

• There is no one word or magic phrase that will get your client to enroll

• Client Conversations is a process your client has to go through to arrive at a buying decision
Mindset 5: Rapport Is What Gives Your Client Confidence In You

• Selling is an intimate and emotional process. You are essentially holding your client's hand and they are trusting you to support them through a buying decision.

• Before they will say “yes” to your product, they have to trust and have confidence in you.

• There was a study done on top salespeople which found they had the ability to qualify and build rapport faster than others.
Mindset 6: You Are A Trusted Advisor, Not A Salesperson

- A sales person is most interested in what is in it for themselves and the commission they will make, and will make decisions accordingly.

- A trusted advisor always acts with their clients interests as their top priority.

- If you are on this training you very likely already have this character trait, and it is a huge advantage for you.
Mindset 7: As A Coach Your Role Is To Help People Figure Out What They Want

- A client needs the help of a trusted advisor to figure out what they want, and how to get it
- You help somebody discover what they want by asking great questions and leading them through the Client Conversation process
- Think of yourself like a detective during this part of the process
Mindset 8: You Are The Conversational Leader

• Your prospect is hiring you as their trusted advisor to understand their situation and help them get their desired outcome, you have to be in control of the conversation to do this

• Just like when you lead a coaching client through a transformation, you have to lead your client through a client conversation

• Leading is what inspires confidence in your client
Mindset 9: Listening Is One Of Your Most Powerful Tools

• This is counterintuitive and not obvious because most people think selling is talking up your product or service

• Deeply understanding your client's situation and what outcome they are looking for is how you build trust, connection and become a trusted advisor

• “If you can explain somebody’s problem better than they can, they will automatically attribute you as having the solution” - Wyatt Woodsmall
Mindset 10: Your Client Makes A Buying Decision, You Don’t Sell Anything

• This is what makes client conversations so easy and natural

• When a client conversation is done correctly, We don’t have to “sell” anything, our clients will arrive at a buying decision on their own, with our support

• People hate to be sold, but love to buy things

• Our job during the client conversation is to be our client’s trusted advisor and to lead them through the enrollment process
6 Step Client Conversation Process

“Help enough people get what they want, and you’ll get what you want”
- Zig Zigler
Client Conversation Overview

1. Build rapport with your client
2. Discover what your client wants to achieve over the next 90 days/1 year
3. Helping your client understand the why behind their goals
4. Uncover the biggest challenge, problem and frustrations holding your client back from reaching their goals
5. Offer value, create an “aha” moment, and give recommendations
6. Enrolling your client
Step 1:
How To Quickly Build Rapport & Get To Know Your Client’s Situation
Why Is This Important?

• Top sales people have two characteristics others don’t have
• The ability to qualify prospects quicker
• The ability to build rapport faster
Client Conversations Is A Process

• The steps build on each other and this is the foundational step
• You can’t speed up the process. Think dating or meeting new friends
• The more rapport you build, the easier and more successful your client conversation will be
You Are A Trusted Advisor

• Sales people will talk up and sell their product to anybody anywhere

• A trusted advisor makes personalized recommendations

• To make great recommendations you need to deeply understand your client and their situation
Building Rapport Allows You To Ask Personal Questions

• Client conversations is a personal and intimate experience
• Building rapport allows you the connection you need to ask deeper and personal questions with your client
• Mindset reframe if you are uncomfortable asking personal questions: For a doctor to help, you need to share personal details, the same is true with client conversations
What Is Building Rapport?

• Definition: a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

• Building rapport is gaining trust and connection with your client and lowering the automatic defense system of your client so you can help them.
What Is Building Rapport?

• Being vulnerable
• Being genuinely interested and caring about your client
• Learning about them and their situation
• Ultimately, establishing yourself as their trusted advisor
How To Quickly Build Rapport

• The famous book “How to Win Friends & Influence People” by Dale Carnegie simplifies things into showing a genuine interest in people and getting them to talk about themselves
The 3 Steps I Use To Build Rapport

1. Ask open ended questions and be genuinely curious about the answers
2. Listen, listen, listen!
3. Repeat back what I heard to make sure I understand and somebody feels heard
What’s Even More Important Than The Questions You Ask...

- How you ask them
- Conversational, friendly tone
- Genuine interest
- This is going to set the stage for your entire Client Conversation
Be Upfront & Very Transparent

• There can sometimes be a lot of tension when doing a client conversation, for both you and your client

• When you give your client an outline of what you will be doing together and getting their permission, it makes things so much more natural

• For example, how you feel when your dentist tells you what they are going to do, before actually doing it?
Mindset I Like To Have When Building Rapport

• I deeply care about my client
• Imagine myself as a mix between a doctor and detective uncovering what is going on for them
• Asking a lot of probing questions to start building a picture of what their situation and challenge looks like
Example Questions To Start Building Rapport

• How did you hear about me?
• Tell me a little about your current situation...
• What are you currently working on business-wise?
• How long have you been doing that?
• Are you doing any other training or coaching right now?
• What have you done in the past?
• What did you like about it, and dislike about it?
• Will anybody else be joining you in this coaching?
Something To Remember…

• It should be a conversation and sometimes people don’t like to elaborate, so you have to prompt them
• “Oh, interesting, tell me more about that…”
• If you guide and lead the conversation, your prospect will tell you everything you need to know
“Hi, this is ______ calling. I’m calling for ______.

Hey ______… great to meet you…

If you’re all set, let’s jump right in so we can make the most use of our time together, sound good?

Great…”
Script

“Before we get started, let me give you a quick overview of what we’ll cover today and the format for our call...

I’m going to ask you some questions about what you’re working on, then we’re going to talk about your goals together and I will help you make them as concrete as possible. Next, we will talk about your biggest challenges and what’s holding you back.”
“Once I have a really good understanding of all this, I’ll be able to make some great recommendations that will help you overcome your challenges and achieve your goals faster, and if I have additional resources that can help you, I’ll let you know… Sound good?”
“OK great. So ______, before we start, let me ask you really quick, what is your history with me and my company?

Have you gone through any of my training or other content?”
Somebody will typically say, “Yes, I’ve been through ______ program(s)”, or “I was referred by ______ other expert” or “I saw some videos or other free training”, or “I’ve been on your list for a while but never bought anything”.

You ask these questions to figure out how well somebody knows you, and how much content of yours they have seen – and also if they have any of your other training.
“Ok got it – and so ______, tell me a little about your current situation?”

This question is usually quite revealing and will tell you how sophisticated your prospect is, how clear they are, what type of experience they have, what they are currently doing for work, what they have tried in the past, etc. Depending on their answer, you might ask them a follow up question to get more information:
Script

For example if you were a business coach and somebody said, “Right now I’ve been studying a lot online and I have an idea I’m trying to get up and running in the fitness niche with a partner of mine… We have a really good idea and I’m an expert in it, but I just don’t know how to market it, etc.”

You might say, “Nice, and are you doing that full time? Or do you have something else you do during the day full time, or…?”
Script

Digging deeper like this you are trying to understand the commitment level, how serious they are taking this, how much time they are spending on this project, if this is how they support themselves, etc.

Depending on if somebody already has a business or not, you might ask them to elaborate even more.
Script

For example, if they don’t have a business or it is unclear, you might say, “So do you have a business or are you looking to start one?”

Then you might ask, “and have you tried anything in the past or is this your very first time starting a business?”
Script

The key here is to be very conversational and ask as many open-ended probing questions you can. This will give you the background info you need to help you build a profile of your client, and their particular situation.
How To Practice

• You want this inquisitive nature to become automatic and natural
• Get in the habit of asking people questions
• Every time you meet or encounter somebody new take the opportunity to ask them questions to learn more about what they are up to, and be genuinely interested
How To Practice

• Be creative and make your own opportunities by talking with people while waiting in line, etc.

• Brainstorm and write down several questions you can ask your ideal client to learn about their situation and problems

• Try and talk to one new client every day
Step 2: Discover What Your Client Wants To Achieve Over The Next 90 Days/1 Year
Why Is This Important?

• Most people don’t have clarity on what they want

• Once somebody gets clear on their goals and what they want, you can show them how it is possible for you to help them achieve their goals

• Helps you build rapport and further position you as their trusted advisor
Bridging The Gap

• What you are doing in a client conversion is finding out the current situation of your client, where they want to go, and what is stopping them

• Positioning your product or service as the solution

• To do this you need to have a very good understanding of their goals

• Your client is on an island, and wants to get to another island. The boat they will use to get there is your coaching
Future Pacing

• Most people have to see something before they can believe it

• By supporting somebody getting crystal clear on their goals they will start to create an image in their own mind

• Your role is to help bring that picture to life and show how they can achieve it
What This Looks Like...

• Your client writing their goals down on a simple document you can both see
• 90 day short terms goals
• 1-3 year longer term goals
What This Looks Like...

• As the trusted advisor of your client, helping make sure their goals are realistic

• Ensuring the goals are specific, measurable, and tangible. This is what most people have difficulty with and where they need support

• Making sure your client feels good and is excited about what their goals are
Script (What To Say To Your Clients To Help Establish Their Goals)

“OK, so now, let’s talk about your goals and what YOU want to accomplish. We’ll get really concrete on what you want to accomplish for both the short term and the long term.”
Script (What To Say To Your Clients To Help Establish Their Goals)

“... And here’s the thing, the better job we do helping you get really specific goals, the easier it will be for you to achieve them. See, most people don’t give any thought to their goals so they don’t know what they are working towards... we don’t want that to happen to you and instead we want you to be laser focused and know exactly what it is you want to achieve, so let’s figure that out together right now, sound good?”
"Ok, let’s start with shorter term goals... what would you like to accomplish within 90 days from now? What is something you would you be really excited about if you woke up 90 days from now and had achieved or overcome?"
Most people aren’t very good at this, and some might not even know what they want, so you will probably have to support them. The key I find is helping people be as specific, measurable, and tangible as possible.
If somebody says, “I want to make a lot of money”, help them nail that down to a specific amount.

If somebody says, “I want to have a better relationship”, help them figure out exactly what that means.

If somebody says, “I want to lose weight and be healthy”, help them get clear on exactly what that looks like.
Script

A great question to ask is “how will you know when you have achieved ______ goal?” Or simply asking, “how can you make that more specific? How can we measure your progress?

Okay great, those are excellent goals, ______ and I’m going to be able to show you some strategies to help you get there as fast as possible.”
Next let’s work on some longer term goals…

What would you like to accomplish 1 year from now? Say we are having this conversation 1 year from now, where would you like to be?

Fantastic, those are excellent goals.”
“Now let’s think even longer term and fast forward 5-10 years from now… what will you be doing and what do you want to have achieved?

Great job, ______... do you see how just the simple exercise of giving some thought to your goals helps give you so much clarity, because you actually KNOW what are you aiming towards?”

Just having goals and targets puts you ahead of most people out there who want to do ______.
The Key To Supporting Your Client Creating Their Goals

• Being conversational
• Leading with questions
• Asking clarifying questions to help somebody be specific, measurable, and tangible
How To Practice

• Start by writing out your own goals if you haven’t already!
• Ensure your goals are specific, measurable, tangible
• Talk with some of your clients and help them with this exercise. Help them get clear on their goals by making them specific, measurable, tangible. This alone will build up tons of goodwill
• Practice with a friend
Step 3: Helping Your Client Understand The “Why” Behind Their Goals
Why Is This Important?

• People make buying decisions emotionally and justify with logic.

• Goals are logical, the reason behind those goals, the “why” is emotional.

• In order to enroll somebody, you have to know their "hot buttons”, why do they want it, what are they doing it for, what does it mean to them, etc.

• Their reason why is what you will tie everything back to.
Who Else Is Involved In The Buying Decision?

• Often times somebody else is involved or will be influencing the buying decision of your client.

• Understanding the reason why goals are important to somebody will help you uncover anybody else who might be an important part of the buying decision.

• Significant other, friends, family, business partner, etc.
What You Are Trying To Do Is Get Below The Surface

• Most answers you get when you start asking questions will be surface level responses
• What you want to do is dig deeper, and keep digging to get to the core desires and motivations of your prospect
• Think of it like an onion trying to peel back the layers
This Is A Very Intimate Experience

• This is why it is important to have rapport

• Important to keep in mind what you are going to be talking about is going to be one of the most important things in the world to your client

• This is something your client thinks about often, but probably never gets to talk about or express; they will thank you for it
What To Say To Understand Your Prospect’s “Why”

• The key is to be very easygoing and conversational
• Low and slow tone
• You can dig deeper by continuing to ask why
“Now the next step is even more important, _____... We need to figure out WHY these goals are important to you.

This is so important because as you move toward _____ result, you’re going to have ups and downs, you’re going to have a lot of success, and you’re going to run into some roadblocks.”
“In my experience working with _____ amount of people, those who stay on track and are able to push through anything are the ones who have a strong WHY behind their goals.

They have something deeper than just their goals motivating them...”
“Right now I’d love to help you find YOUR why....
So, why is ______, ______ and ______ important to you?
Tell me a little more about that....”
Script

“Okay, and what will that allow you to do that you can’t do now?
How will your life be different with ______, ______ and ______?“

etc.
“Thank you for sharing that, ______.

I can now really understand why _____, _____ and _____ are important to you.

_____, do you see why this is so important to get clear on the why behind your goals?”
How To Practice

• Talk with your clients
• Practice with a partner
• Have a partner practice with you, so you can see what the experience is like
• Write down the why behind your own goals
Step 4:
Uncover The Biggest Challenges, Problems, And Frustrations Holding Your Client Back From Achieving Their Goals
Why Is This Important?

• “If you can explain somebody’s problem better than they can, they will automatically attribute you as having the solution”
  -Wyatt Woodsmall
Understanding The Problem Is The Key To Adding Value

• In the next step we talk about creating an “aha moment” for your client.

• The better you understand somebody’s biggest challenge, the more value you will be able to create for them.

• Truly understanding somebody’s problem shows you care, and demonstrates you are their trusted advisor.
What you want to do is...

• “Being able to enter the conversation somebody is already having in their own mind”
  – Robert Collier
Thinking Like Your Client

• Getting inside the mind of your client and truly understanding and feeling what they are going through and what it is like to be them

• Asking great questions to help you understand your client’s challenges

• Being able to profile your client into one of the paths you typically encounter
What You Want To Keep In Mind

• Similar to the last step, the key is to dig deeper by asking several layers of questions

• Oftentimes your client won’t know or fully appreciate the cost of their challenges

• You want to uncover what the implications are of any problems or challenges your client is facing
Camp Out In Your Client’s Nightmare...

• The problems and challenges your client faces is what will motivate them to take action

• Your job is to help them see and experience just how bad things are

• And how bad things will be if they don’t take action and do something different

• This might be uncomfortable, but stick with it
“So _____, let’s talk about some of the things holding you back right now. What would you say is your biggest challenge right now? Tell me about it… And what does that prevent you from doing?”
“What other challenges is this causing you? How does it make you feel? How does this typically play out for you? Take me through what it is like on a day to day basis… What else? Tell me about it…”
Script

“And what does that prevent you from doing and other challenges it might be causing you?”

Continue until you uncover all the implications.
Script

“_____ thanks for sharing these challenges I can see how frustrating these are and the good news is I have a few recommendations I think will really help you out. So let’s recap what we’ve talked about so far to make sure I understand your challenges correctly…”
Step 5: Create An “Aha” Moment For Your Client, Give Value, And Make Recommendations
Why Is This Important?

• Most clients will be skeptical when speaking with you and have their defense up

• Think about a person at a cocktail party who introduces himself and then immediately hands you a business card trying to sell you something

• The fastest way to lower defenses, and continue positioning yourself as a trusted advisor is to offer value
Why Is This Important?

• In the previous step, you uncovered and learned about your client’s biggest challenge

• This is a serious pain point for them and something they want to solve

• If you can give them a useful suggestion that becomes an “aha” moment, they will naturally want more, and be interested in your product or service
What Is An “aha” Moment?

• Usually a simple tip, technique or suggestion that can immediately help your client with their biggest challenge

• Your “magic bullet” or best secret usually works really well, don’t be afraid to give it away!

• Something that is easy for your prospect to implement and do right away
 Doesn’t Have To Be Elaborate

• It is better if it is short, sweet and to the point
• It’s very good if it is counterintuitive and makes somebody completely rethink how they were doing things before
• You want enough so you get an “Aha” moment, don’t keep training and teaching
• Instead, ask your client if they can now imagine how much easier things could be now that they know this?
Other Value You Can Give

• If you have a couple other suggestions that can genuinely help your prospect, give these too.

• 3 max is what I find works best so you don’t overwhelm somebody

• You want to act as their trusted advisor and generally have their best interest as your top priority so they leave the client conversation feeling like they got a ton of value, even if they didn’t purchase anything from you
Example Of An “aha” Moment

• Somebody who wants to write a book

• They will typically think they have to sit down and write hundreds of pages, and could never do it

• It is an “Aha” when they learn they can outline the 10 biggest challenges their client is facing, record the answers and then transcribe the recording as their first draft
Here’s How To Structure Your Recommendations...

• Remember you are the trusted advisor for your client, so without trying to sell anything, what are 2 or 3 great tips and suggestions you could make given their situation to really add value?

• Wait for an “aha” moment
Here’s How To Structure Your Recommendations...

• If you don’t feel your client is a good fit for what you have, now is the time to tell them.

• If you do feel they are a good fit, and you have something to offer, you can suggest this as one of your recommendations.
People Like Options

• If your client is a good fit for what you have, and you only have one option for them, it doesn’t give them much choice

• As their trusted advisor, I like to outline 3 possible options they can take to help them get their results

• I lay them out for them this way
“So _____, the way I see it you basically have three choices to help you reach your goals and get the results you want. The first choice is you can go pay somebody to do it all for you. This is going to be the most expensive option, the good thing about it is you will get it done the fastest, the only bad thing about it is it will cost you the most amount of money AND more importantly you won't know anything about how to do it yourself.”
“The second option is you can do everything by trial and error and learn everything yourself. This obviously isn't going to cost you anything, but it will take you a long time because you'll be spending your time researching and trying to figure out ______. Plus... I've worked with ______ amount of people, and the people who do things trial and error actually spend more money in the long run, because you will likely make 1 or 2 critical mistakes you wouldn't have made if you were getting some help and that will cost you more money in the long run.”
Script

“Here's the 3rd option, and this what I consider to be the best and would recommend to you based on your situation. You get a combination of both, so you find a coach that you really like, who is doing as close to what you want to be doing as possible, and who has already figured everything out, then you get coached by them, get their training and don't try and reinvent the wheel. They have already done all the hard work for you!!!”
“This way, you have the roadmap and blueprint and you spend your time implementing it yourself and getting _____ results you want. The great thing about this option is you will know exactly what you should be doing at each step along the way.”
Why this is so important is because as you are trying to reach _____ goal, you should know everything that goes into it. You want to know all the different components and how they work. Does that make sense to you?

Okay great... based on your situation that’s going the best option, so let me take a couple minutes and help you understand a few different coaching options I can offer you to help you achieve _____."
How To Practice

• Think of your ideal client and the top 5 challenges they generally face

• Write down some magic bullet tips you could recommend to somebody to overcome each of these challenges

• Talk with customers and prospects every day
Step 6: Enrolling Your Client
Why Is This Important?

• You can’t help and serve your client until they decide to enroll with you.
• This is why as your client’s trusted advisor, if you can truly help them, you need to do everything you possibly can to inspire your client to enroll.
Why Is This Important?

• Often times your client will have questions and concerns before enrolling and it is during this stage of the client conversation you address them

• Objections are a natural part of the enrollment process
What Does It Mean To Enroll Your Client?

• When your client says yes to enrolling with you, it means they feel you have correctly identified their problem and understand it.

• They trust that you are the one that has the solution to help them reach their goals.

• They have made the investment in what you are offering by giving you payment.
Here’s How To Make Enrollment Easy & Natural

• You have already done all the hard work!

• If you have followed the previous steps, and your client is a good fit for your coaching, enrollment should flow naturally from here because your client will see the value and want your help
Here’s How To Make Enrollment Easy & Natural

• This is why in most client conversations you don’t have to “hard sell” but rather guide your client to making a buying decision

• During the enrollment process it is very important to remain calm and confident

• It is important you lead the conversation and ask your client to enroll
What You Say

• Based on what you told me about your biggest challenge and wanting to achieve _____, the next step is for you to enroll in my coaching program, so we can work together and I help you achieve your goals…

• Let me take a minute to help you understand the option I think would be best for you, and how my coaching packages work…

• Explain the package you feel would be the best fit for your client and why
What You Say

• Explain the benefits and tie them back to your client’s desires and challenges

• Reverse the risk by saying, “Now the great thing is I stand fully behind my coaching packages, so when you register today, if for whatever reason you aren’t happy after the first session, you can just let me know and we can reverse everything

• Enroll your client by asking, “Does that sound reasonable to you?”
Overcoming Objections

• The key with objections is to realize in most situations they are simply your client needing more information or having questions.

• To handle objections, first agree with them, then repeat it back to make sure you understood it correctly, and then offer a solution or another way to look at it.

• Then ask for the order again.

• Often times you will have to overcome a couple objections with your client, this is perfectly normal.
How To Practice

• The biggest mistake most people make on enrollment calls is not asking for the order

• You can practice this by getting comfortable asking for things in sometimes stressful situations

• Next time you are buying something at a store, just try asking for a 10% discount to get use to asking for things in a sales situation

• Talk with your clients!
Tools Of The Trade
Tool #1: Your Voice & Tone

• The words you say are only 7% of communication, the rest is how you say it.

• Your client will feel whatever you are feeling.

• To make your client conversation easy and natural, you want your voice and tone to be easy and natural.
Your Voice & Tone

• When you are getting close to enrolling your client is when this is particularly important

• Most people have the tendency to speed up and get excited when enrolling a client, this is when you want to slow down
Tool #2: Tie Downs

• Getting a client to say “yes” to enrolling in your coaching is getting them to say yes multiple times throughout your client conversation.

• You do this by “tying down” questions, key thoughts, and your sentences by asking your client to agree.

• Example tie downs: “Does that make sense?” “Right?” “Do you agree with that?”

• Don’t overuse them.
Tool #3: Social Proof

- Often times we humans do things simply because we see others do them.
- Anytime you can show your client that several other people are doing the same thing it will make your client conversation and enrollment process easier.
Social Proof

• This is why testimonials and case studies are so powerful
• Use as many examples of social proof in your client conversation, especially toward the end
• Example, “What most of my successful clients choose to do is…”
Tool #4: Easy Close Questions

• The more you can make your client conversations easy and natural the more clients you will get to enroll

• Closing is usually a high pressure situation, but you can make it easy by using these two phrases:
  • “Based on what you told me, the next step is…."

• Make a suggestion or recommendation and then ask, “Does that sound reasonable to you?”
Tool #5: Silence

• Most typical salespeople talk more than they listen
• In a successful client conversation, the client does most of the talking
• When you ask your client to enroll, the best thing you can do is remain silent until they answer
Q&A