

Client Getting *Sales Conversation*

INTRODUCTION

This *Client Getting Sales Conversation* is where we start. As you progress through **Ramp Up** you will likely add in new layers to this as your sales skills improve.

Your aim in a sales conversation is to create the best possible outcome for your potential client and to help them see their own situation clearly so they can make a decision.

It may be that the best possible outcome is that you work together or it may be that you recommend them an alternative.

If you go with this intention in mind they will leave the conversation a fan and you will have genuinely helped them.

Once you have completed this **Client Getting Conversation** please transfer your offer explanation or pitch from Section 5 to your **Your Ramp Up Business Map**. I also recommend creating a word doc of your finished sales conversation outline that you can print out and have by you for when you are in conversations.

The Structure of the Sales Call

Here is the structure of the sales call.

1. Introduce yourself and set the tone for the conversation
2. Find out about your potential client
 - a. Understand your potential client's goals and dreams
 - b. Understand their current situation
 - c. Uncover their blocks
3. Assess suitability
4. Coaching
5. Talk about your offer after screening for commitment and timing
6. Answer questions
7. Handle any objections
8. Ask for commitment

1) Introduce Yourself

Thank the potential client for taking the time to speak with you and spend a minute or so chatting and making them feel relaxed. If they have given you any information in the appointment set up you can refer to that.

Take control of the conversation flow by saying something along the lines of:

Here is how today's conversation is going to flow:

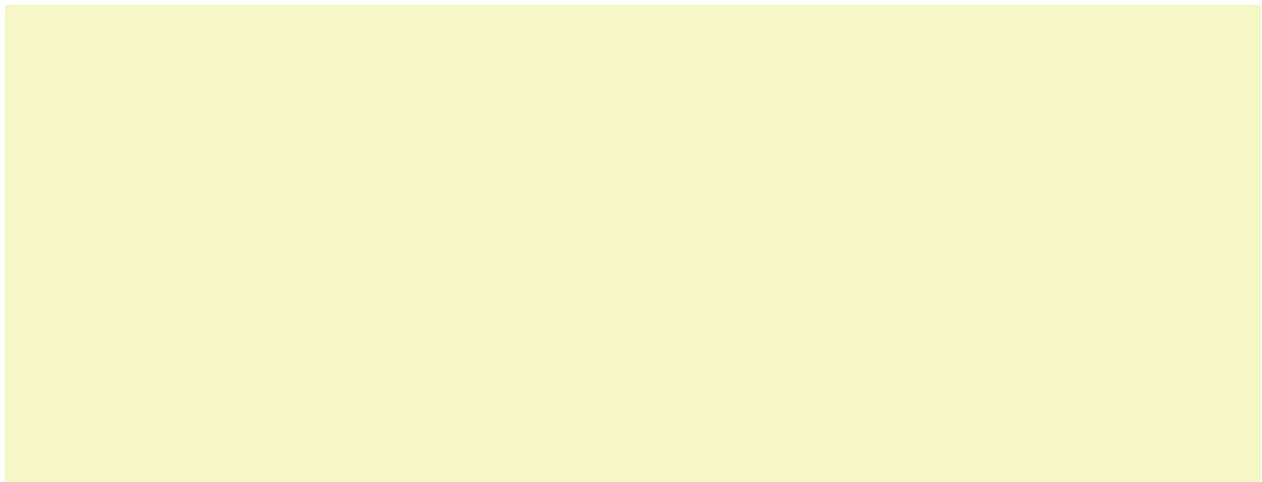
I am going to ask you some questions that will help you get clear on where you are now, where you want to be, and what might be standing in the way of getting what you want.

Once I get a feel for what's going to help you best move forwards I'll share with you some powerful strategies that will support you in reaching your goals.

If at the end of the conversation I think you'd be really benefit from one of my services I would love to share some information on it.

How does that sound?

Your turn. Write your intro below:



2) Find out about your potential client

You need to find out about the prospect in three areas:

1. What they are looking to achieve
2. Their current situation
3. What is stopping them from actually achieving whatever their goal or desired outcome is.

a. Understand your potential client's goals and dreams

Start with what they are looking to achieve.

Example questions:

Change these so that they fit your niche:

- So, let's talk about where you want to go in the next 12 months. Suppose we were having this conversation 12 months from now, and we were looking back over all that's passed, what would have to have happened for you to feel really happy with your progress?
- How many clients would you be working with?
- What would your days look like?

Your turn. Choose at least three questions that will help you find out what you client really wants:

1.

2.

3.

NOTE: You are looking to find out what is really going on. Empathize and make the client feel heard and understood. DO NOT get into coaching at this stage. Find out why they think this is happening, how this affects their lives and how it makes them feel.

Take as many notes as you can while remaining present for the call.

b. Understand their current situation

Move on to what their current situation is. Again try and find out what is really going on and why they are struggling. You need to have enough information to really tell if you are the right solution or not.

Example questions:

Again these need to be changed to fit your niche.

- How did 2017 look like for you and how is 2018 looking like if you keep doing what you're doing? (This one is great for people to realise they need to do something)
- What are your current stress levels like?
- On a scale of 1-10 how happy do you feel about <insert what is relevant>?

Your turn. Choose at least three questions that will help you find out what you client has tried already or what has happened in the past:

1.

2.

3.

c. Uncover their blocks

This naturally moves into what is stopping them achieving their goal.

Example questions:

- What do you think the main things are that are slowing you down, getting in the way or actually stopping you from getting what you want?
- Is there anything that you have tried before?

Your turn. Choose at least two questions that will help you find out what is stopping your client moving forward. They can be the same as mine if they fit:

1.

2.

3) Assess Suitability

Once they have told you what they think is blocking them, you now know their goals, current situation and what they think is blocking them ask yourself:
Is this person suitable to become a client?

Ask yourself internally are the problems this potential client is describing things you can help with? Do you want to help them? No is acceptable!

If they not a good fit:

“Sell” them on a solution that is not working with you, this is usually referring them to another professional or some resources that you are aware of.

If they are a good fit:

If they are a good fit move into the “coaching” or “doctor” role. This is the part where you show your knowledge and authority and do some coaching.

4) Coaching

Give them 3-5 pieces of on target advice to explain why they are struggling and what they can do instead to move forward.

Once you have gone through each point ask a question to see what headspace they are in. For example:

How does that feel to you? or Does that seem accurate to you?

After you have gone through each of the blockages and how the prospect can resolve them your potential client will be really clear on what is standing in the way of what they are looking to achieve.

5) Talk about your offer after screening for commitment and timing

At this point they will usually ask about your offer, if not you can use a phrase like:

I think you would really benefit from <insert package name>. Would you be interested in hearing more about it?

That way you are getting their permission to share more about your offer.

Then you need to ask them two very important questions to check they have the commitment required and that the timing is right for them. If the answer to either of these questions is no don't move ahead with explaining your offer. Instead suggest that you have another chat if their situation changes.

These two questions also make it clear that you are particular about who you work with and they will need to prove that to you.

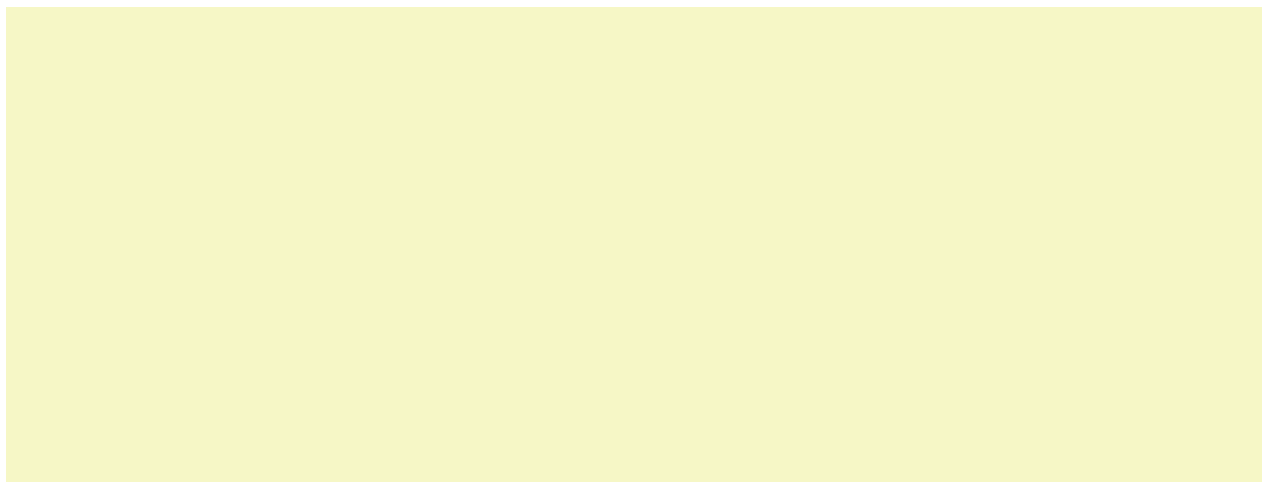
Here is an example of the wording:

Okay, first I'd just like to ask you a couple of questions to see if you are in the right space.

So, there are days as an entrepreneur that are not easy - where things don't go as planned, where you feel stuck, where you don't think you can make it work... On those days are you the kind of person who is going to keep going? Does your big dream and your impact matter more than the hard days? Because that is the commitment you need to make to yourself to be the successful business owner you want to be. Do you feel that you have this commitment?

My clients have a high level of urgency, that's why they get great results - they are not looking to do this in a few months or sometime down the road, they want to start their business now, even if they don't know what it will look like yet. And that is who I am available to help. And I want to check in and see if that is the space you are in?

Your turn. Write your version of the two questions above so that they are relevant for your niche:



Now your offer explanation or pitch – this is the part you need to fill in!

You now need to explain your offer in a particular order. Here is the order:

1. The results it achieves.
2. The method behind the offer.
3. The details of the offer each followed with a “so that” benefit statement.
4. A results focused summary.

You should have this part semi scripted so that you can give a smooth delivery. By using this four step explanation people get clear on the major result first, then why it works and then they get the nitty gritty. This answers their questions as they come up and it really positions you as an expert.

Here is an example of what I used to say at the very beginning of [Business Startup Bootcamp](#), one of my group programs:

Result

I help clients get their business started and overcome these blockages (refer to the specific ones they mentioned) through my [Business Startup Bootcamp](#). The goal of the program is to come out at the end with your business started, all the necessary elements in place and at least test clients under your belt if not paying clients AND a clear strategy to follow so you know how to get more clients moving forward.

Method

I do this by using 7 step model for building your business that you saw in my recent webinar. [Business idea, Market Positioning, Offers & Sales Process, Copy, Website Structure](#) (I recommend hiring a developer to actually implement), [Content and Lead Generation](#). Each phase has you building the next layer of your business starting from the inside out to create a really cohesive solid foundation for you to grow from.

Details

Here is what is included in the program:

- *The Bootcamp Membership portal – Each week you’ll have access to new material to guide you step by step in starting your business so that you have specific guidance on what to focus on in your new business.*
- *Personalized Review - I’ll be reviewing all your work personally and giving you email feedback so that you have detailed and personalized guidance on every area of your business foundation.*
- *Weekly Q&A Calls - There are weekly Q&A calls so that if any questions come up that you prefer to have answered in person so have an opportunity to speak every week and can stay in close contact.*
- *Community – The program of course includes Facebook group where you can ask questions, chat and share your wins with the other new entrepreneurs.*

Summary

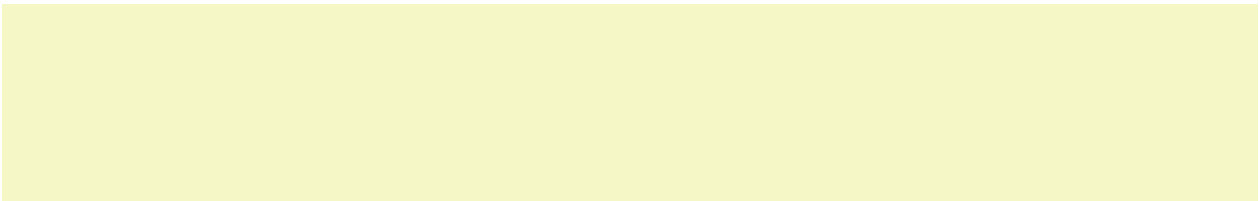
Essentially [Business Startup Bootcamp](#) is designed to strategically build your business from the ground up with access to personalized guidance throughout the process giving you the best possible start in your new business.

Your turn:

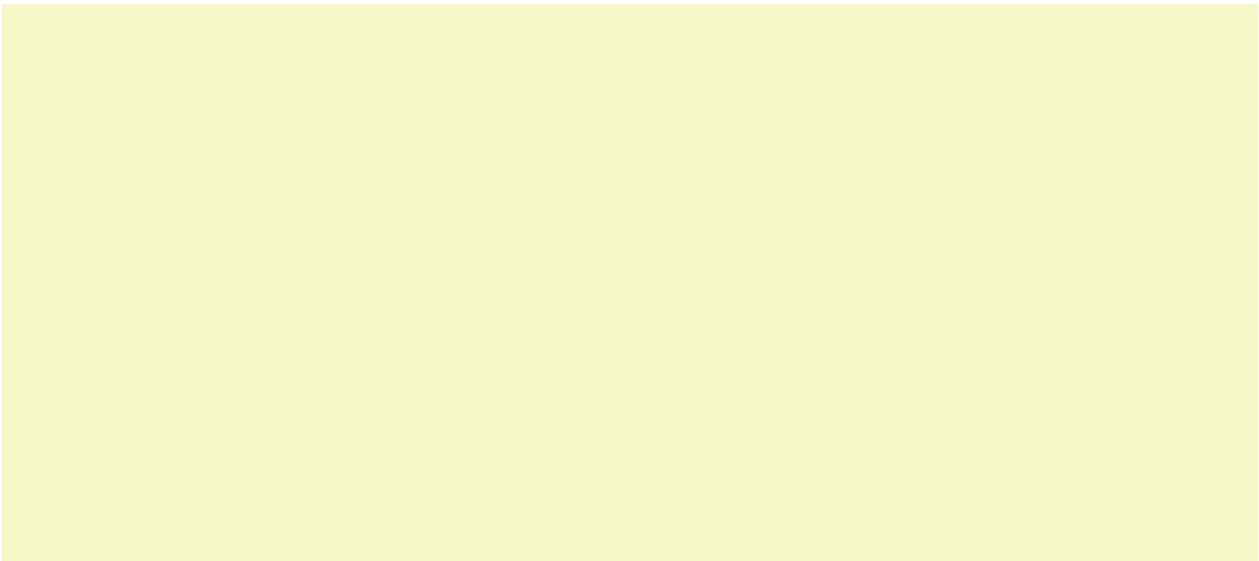
Result of your Offer



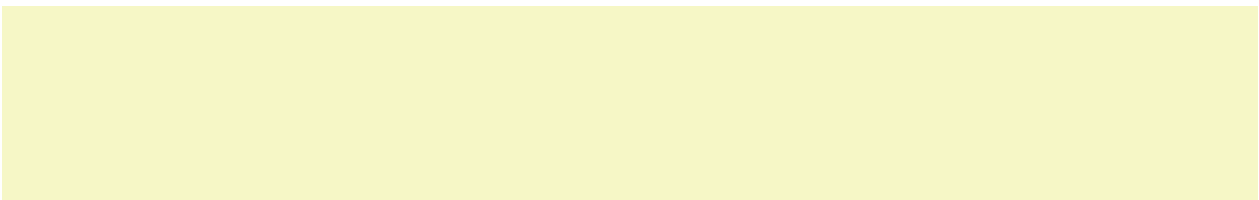
Method of your Offer



Details of your Offer



Summary of your Offer:



6) Answer their questions

Next, ask if they have any questions. Answer whatever questions they come up with. Ask if there is anything else they need to know. Keep probing and answering questions and eventually they will ask about the price.

Your response to this is “The investment is \$ *<insert amount>*.”

It's important to leave a pause after stating the amount and not to feel the urge to fill in the gap in the conversation. Usually there will be a pause as the potential client is writing it down.

They may tell you if they are interested or not. If not ask if this sounds like something they would be interested in. If they say yes tell them how to book in.

If they say they need to think about it empathize and ask if there is something in particular they need to think about.

7) Objection Handling

Often at this stage they will bring up objections about the content or format or perhaps the money. Answer these objections and remind clients of their big goal and why they want to make changes if appropriate.

Here are some examples:

If they feel that now may not be the right time:

Refer back to what they said when you asked about what has happened until now and also ask gently why they now feel like now isn't the time even though they when asked earlier they said it was.

Ask if they don't change anything what will change for them. Ask if later will really be different and what is stopping them from achieving what they want now.

If you've ask how important this change is for them then you will have more to refer to here.

If they are concerned about the money:

If you have a service that is designed to make them money then remind them of this fact. Also remind them of how important they said this change is to them. You can also ask if they don't have money to invest in any service or if they have concerns about this particular service.

You can also explain that most of your clients feel the same way as they do and the ones who get results are the ones who prioritize their future and decide to make a change.

8) Closing

If the potential client says yes let them know you are excited to be working together and take payment over the phone if you have these facilities. If you can't take payment over the phone send them a link through Skype where they are able to sign up.

Many clients will not decide on the call. The best way to handle this is to try and arrange a second call after they have thought about it for a couple of days to check back in with them and answer any questions. Arrange a second call if possible, if you can't let them know you will check in on them in a couple of days.