Present with Confidence – 8 week program

Love Your Sales Conversations

The sales conversation is about gaining an understanding of what your client struggles with, building a relationship with them, and positioning yourself as their supporter, rather than someone who is trying to sell to them. Read over the guidelines, practice them with your own content, and always come back to your personal presence, being in integrity, and being an empathetic supporter of your potential client. This is not about a slick sales trick – it is about hearing them, helping them see possibilities, and supporting them in making the decision that will best serve their goals. At the end of the conversation, whether it’s a yes or a no, you should both feel like the encounter was a win-win.

This format can be used in a phone call to someone you’re inviting to work with you, it can be a free consultation, or a follow-up call from a time when you worked with them (call within 1 week).

**Psychology of the Sale and Pointers:**

* You want them to FEEL the struggle they are having in their own life (pain), how that affects their \_\_\_\_\_\_\_ (relationships, progress at work, income, etc.) and keep them in it long enough that they feel the importance of making a change. This way, they will sell themselves if it is a fit.
* Use this format as a follow up for clients you’ve already worked with – within one week of working with them. Ask them about how it’s been working for them. Have excitement in your voice and your body – your energy is up! When they share how great it’s been, they are connected to why it matters *to them*. This is the moment to offer the next step (the offer you are selling).
* A sales conversation is about creating a relationship, gaining an understanding of what the person might be needing support around, being a good listener, and supporting or coaching more than selling.
* **KEY TO REMEMBER –** In order for your sales conversations to feel good on both ends, and for you to be in integrity, you must release attachment to the outcome. Your success does not rely on them saying yes. A great outcome is a clear decision where they feel in power and know that their choice is right for them. Guide them with care, listen, and empower them to come to a clear yes or no.

**Making the Call**

Before you make a phone call or sit down with someone, get grounded. Feel your womb space, and check in with other practices you feel will support you (receptive body, vertical core, heart connection, vocal power, etc). Maybe light a candle – set the stage for you to feel centered and fully present to the person you are calling. For the call, you want your energy up – you want the conversation to move, rather than drag. Speak a little faster than you’d think unless you’re already a fast talker.

Allow a good 20 minutes to a half hour for this conversation – it is best to have an initial quick phone call to set up an appointment to talk.

**Steps to the Sales Conversation**

**1) Human Connection** – You are looking to find a great fit for both parties, rather than trying to convince someone to buy from you. Own your expertise and hold the intention of supporting the person in the things that are important to them.

* If you are calling someone that did not ask you specifically for information about your offering, be friendly and honest about why you thought of them (i.e. *“I’ve been thinking of you. I have a new program coming up and you came to mind, so I wanted to reach out and see if it might be a fit for you. –or- “You came to mind when I was thinking of women that are \_\_\_, \_\_\_, (complementary qualities of your ideal clients). I’d love to set up a time to talk with your for about 20 minutes …”*

Do **not** go into the offer yet, but I do like to indicate early on that I thought of them for something I’m offering. The tone of the conversation is friendly and natural, and I don’t want them to be blindsided when I try to “sell” them something.

* If this is a consultation initiated by their interest in working with you, let them know that the conversation is about:

“Sales come from amplifying their pain and creating tension. The relief of their pain and tension comes from purchasing your product or program, not small bits of information you throw at them.”

– Rachael Jayne Groover

1. Looking at the big picture of what they’re wanting, and that
2. First and foremost, you are looking to see if it is a fit for you to work together – not to sell them something.

Keep the conversation as much around the big picture as possible – smaller details and questions (i.e. *Should I be eating whole eggs or just the whites?* Or *I have a client that’s always asking for special treatment – how can I handle that?*) can be good indicators of larger ways you might be able to serve them, but try to avoid providing band-aid solutions during this conversation - you want to serve them in the best way possible (the product or service you’re calling about).

**2) Identify Their Challenges – in *their own words***
Ask questions to find out what struggles or challenges are real for them in the arena you work with. Feel into the back of your body and light globe (*Receptive Body practice*) and take time to understand what’s not working for them, so that:

1. You can get a clear picture of if and how your offering is a fit for them
2. They can hear their own words of what their struggles are. Having them shine a light on and think through what’s not working for them allows them to start considering and feeling their desire for solutions.

Before you tell them about the benefits of your program or go into descriptions of what it is, **focus on what’s real for *them* now**.

Ask them to share what their struggles and challenges are. Ask them how these things are affecting their career, income, health, relationships, etc. Focus mostly on finding what their “pain points” are. You need to get them to share what is real for them now, not just where they want to be in the future.
A great first question is, “Why did you take the time to talk with me today?” or, “What drew you to find out more about what I offer?”
Other questions could include:
What exactly is *not* working for you right now?
What have you tried in the past that didn’t work?
What is stopping you from doing what you really want to do?
What are the goals you want to achieve?
What is your level of commitment to making this change?

**3) Clarify You’ve Understood Them**

Use their exact words to clarify that you’ve correctly understood what’s holding them back or not working for them. This serves to:

A. Make sure your understanding is accurate, and

1. Clarify to them that there is a gap between where they are now and where they can get with the help of your service or product.

**4) Paint the picture you see for them:**

Get grounded in your body, and increase your energy – the possibilities you see for this person are exciting! Be in the excitement, and they will feel it, too. Share the possibilities you see for them – paint the picture of what are they going to feel like and what benefits are they going to enjoy if they move into the place they’re wanting to go. Be specific for them and focus on tangible results.

Inspire them with your voice, your energy, and your feminine presence.

**5) Invitation Statement:**

This is where most of us start to shrink or back off – the part where you indicate that you are transitioning into offering them something. Continue raising your energy (increase the speed of speaking, and have an authoritative edge to your voice – no apologizing or wishy-washy tone) and check in with being in your body (stay grounded, and amplify your energy). Practice your statement ahead of time so it comes out easily and naturally and there is no stumbling over your words.

*Share that, based on what they’ve shared (their challenges and goals), you have a resource that you believe would be a great next step for them to help them achieve what they want. Ask if it would be alright to share that with them.*

If they say no, this part of the conversation is over and the interaction was part of a good relationship-building experience. If they say yes, continue into describing your offer.

**6) Describe Benefits, then Features**

Let them know what you see their next steps being, and begin to describe your resource – your offer. First, share the benefits of your program or product – what they will get or achieve from it. Then briefly describe the features – how long it takes, how often you meet, what it includes, etc. The benefits are the focus, and the features are simply enough to let them know you have a structure that makes it happen.

Do **not** share the price yet. When you’re done sharing, ask them what questions they have. Answer their questions, and when they ask how much it costs, you can outline the investment and your payment plans.

**7) Answer objections and empower them:**
Welcome objections! At this point, they likely want to work with you, but they have doubts, concerns, and questions – wouldn’t you? Empathize with them – understand that these are valid concerns. Gently coach them to keep them connected to what they’re wanting.

“This is where you answer their objections and ‘challenge them into their potential’ versus believe their objections are really going to stop them from making this work.”

-Rachael Jayne Groover

**Objections:** The most common objections people often have are time and money. Honor that these are real concerns, AND know that these are very common blocks that people struggle to see past. Objections like this are not hard “no’s”- they are opportunities for you to hone in on what they’re wanting, help them get really clear, and for you to continue to be their supporter. Interested people will appreciate your efforts to help them work through their decision making process even after their biggest block has been put on the table.

This process has supported me in some of the biggest investments I’ve made in my business – I felt I did not have the time or the money for. Because the conversation continued, I felt heard and supported, and my teacher had confidence that her programs would serve me, I was able to come to a very clear yes that the program felt like a fit if you took the investment out of it. Once I had a clear “yes”, I was able to see the ways I could make it work. Those trainings are some of the best investments I’ve made in my life, and I am grateful that my teacher didn’t walk away from the conversation when I said I didn’t have the money. What you offer is also valuable, and your clients will appreciate your firm support of helping them get a clear “yes” or a clear “no” outside of the objections that arise.

The most common objections you’ll hear are:

For example, *“Yes, I understand it’s quite an investment. What I have found to be true is that when someone really wants to do something they find the money somehow. So if it’s okay with you, I want to first make sure this is something that you really want to do and if it is we can talk about ways to possibly make the money part work for you. If the money wasn’t an issue would this be something you’d really like to do?”*

-Rachael Jayne Groover

1. **It’s too much money.** You can say, *I can certainly understand that, it is an investment.* Review what it’s costing them if they don’t make the change. Review their pain points. Your goal is to sort out if it’s something they **really do** want, but they aren’t able to see how the money will work, OR if they don’t feel it’s a fit, and this is simply the reason they shared. Invite them to set the investment to the side for the moment *– if the cost was not an issue, how are you feeling about what the program offers*? Talk them through it. If they arrive at a clear “yes, I want this”, then you can keep supporting their desire for the results, and help them see possibilities for how the money piece could work out (payment plan, savings, picking up a few more hours of work).
	* Tip: If your offer will, in any way, help them make more money, you can also walk them through how many new clients/sales it would take to break even with their investment, and see if they feel that’s a number they could reasonably achieve with your program. (do some prep work with this ahead of time so you are prepared).
2. **I don’t have the time**. As with money, try to tease out if other objections are hiding behind this, or if it’s really the main reason they’re hesitating. Gently challenge them - if it’s one specific date that’s in conflict, perhaps their other commitment can be moved. Are they making the most of their time and are there things they could rearrange?
3. **I’m not sure it’s right for me**. This is often an indication that they just want your honest opinion as to whether they can do this. They need reassurance. Remind them of what they are capable of. Use your intuition to share anything else you feel they need to hear.
4. **I have to ask my husband**. Of course - this may be a large investment for them and you want their husband to be on board. Let them know you understand. Coach them on how to present the opportunity to their spouse. Tell them to share the pain they are in and the transformation possible. Let them know you are available to talk to them both together on the phone, so you can answer the spouse’s questions as well.
If you have answered all of their objections and they feel ready to move forward, you can specifically and confidently ask for the sale.

**8) Ask for the Sale (The Close)**Make it easy and comfortable for them to close the deal. Rehearse a statement that feels good to you, such as “*I am excited for you to get started. The first step is to get you registered and added to our Facebook forum so you can start familiarizing yourself with the resources that will get you moving toward your goals right away. I need some information from you and a credit card for your deposit. Can we do that now?”*

If they’re hesitating go back to step 7 and answer their objections and concerns. Stay present and grounded and continue to support them.

**9) Schedule a follow-up, if needed**

There are many times when people will not commit during the initial conversation – they have to check their bank account, consult with their spouse, sleep on it. A few thoughts:

A. Most people will say they have to think about it. This is an opportunity for you to offer support. You can say *“Could you walk me through some of the things you still need to think about? I know how stressful it can be to have a decision hanging over your head – so I’d love to help you be as clear as you can be before you leave.”* This can be difficult to do, but it can be the most important part of the conversation. This works if you firmly believe in what you are offering and that it can help them. It will not work if you think of it as being “salesy” or pushy. Your presence and intention make all the difference here.

B.If they still need to sleep on it, do not leave it in their hands to follow up. Schedule a time to check back in with them in the next couple of days. Keep following up kindly until they give you a clear decision. If they say they would like to do it, but at a later date, ask them if they would like you to follow up with them in 6 months.

Other notes: When looking at your sales funnel, you might have a one-day event that leads to a larger program. Every person that attends that one-day (sales) event gets a follow-up call. You are providing great customer service by giving each person a personal phone call and seeing how their experience was and how they’re doing shortly after the event, and checking in with them around your larger offer. When they are on their “high” of sharing how great their results were, take them right into the invitation to do more and build on that with the next steps. Give them the opportunity to ask any questions they might have.

Sample structures for conversations:

NO

MAYBE

YES

NO

MAYBE

YES