



COMMUNICATE NOW
Be the Difference

Setting Yourself Up for a Successful Sales Conversation

Remember: Release yourself from the outcome!! Passionate detachment!

Be gentle | Be caring | Be connected to them BUT NOT the outcome

- Always validate and mirror back the clients words and feelings FIRST AND then bring in something that they spoke about their desire AND how I can support them in achieving this. With objections paint a picture.

Some ideas for scripts:

- Absolutely – here’s what I know to be true
- You trusted me and were totally open with me and I so respect and honor that.
- Every ounce of me believes that you can achieve this, and I want to give you the tools and continue to support you – step by step
- I believe in you and I hear your desires and I so want to help you achieve your goals
- So, I’m curious – what just showed up for you? [Or, “what just triggered for you?”]

Common Objections:

- **Objection: “I can’t afford it.”**

“Can I ask you a question about that? [They say yes]. “If it weren’t for the money would this be something you’d want to do?”

Yes:

- *Ok, I get that you want to work with me and you recognize the value this program will have on your business. Is it because you don’t have ANY money? Or that you don’t have any money allocated for this right now?*

If they have NO money – say: “Would it be helpful if we do some brainstorming on where you can find the money?”

If they have money but they are saving it for something else – ask: “What do you think is a bigger priority for you right now?”

Tell a story about another client who broke out of the comfort zone and found money and now is living a life and business they love.





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NOTE: If they say no: “Would you mind if I ask you why you’re saying this isn’t for you? This is just for my own information and deeper understanding...”

OR

- *”Ok, I understand from before that getting this problem solved is a 9 on a scale from 1 to 10 for you, so what’s causing this hesitation?”*
- *I wonder - where will you be in 6 to 12 months if you don’t address this problem?”*
- *“Ok, I get that you want to work with me but money is a factor for you? Is it because you don’t have any money at all or is it that you don’t have the money available for this?”*

“I’m curious; you’ve mentioned you don’t have money for this right now? Yet, you said you were a 10 on wanting to get this fixed. I wonder, what do you think is the bigger priority for you right now than working on your business that’s greater than a 10?”

So, I’m curious, is [this] a priority for you?

- **Objection: Something shifts and/or they’ve just had an objection**

“So, what triggered for you then?”

- **Objection: “I need to speak to my husband.”**

Handle THEIR objections first

“Absolutely. I just want to quickly check in: If you were to make the decision based solely on your desire to move forward, where are you on a scale from 1 to 10, with 10 being – let’s do it NOW?”

“What can we do to make sure that your husband is a total yes to us working together?”

“When will you be speaking to him?”

MAKE an appointment NOW to follow up with them.





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“I’m really excited that you’re going to be speaking to your husband about working on this program with me. You’ll be speaking to him on [day time] so let’s speak [choose the day after].”

· **Objection: “It’s not the right time”**

“It’s not?”

I’m curious? Describe to me what the right time looks like for you?”

OR:

“I’m wondering - why is it not the right time? You said earlier that you were a 9 on a scale from 1 to 10 for getting the problem fixed and taking your business to the next level. So what’s the hesitation around this?”

Use this example:

“Have you ever heard an overweight person say “I’ll just loose a little bit of weight BEFORE I go the gym? You know, the gym is WHERE you go to lose weight and regain health.

It’s the same with this program – this program is like the gym, it’s where you will get all the foundations, resources and support to achieve your business goals. Working and losing a few kilos (or in this case) getting more money before you invest in the program is like wanting to lose weight first before going to the gym.

You told me that you spend 4 hours each week doing free webinars? What’s up with that? Is that really where you want to continue spending your time?”

[Continue the conversation...]

· **Objection: “I need to think about it”**

“Absolutely, here’s what I know to be true. When someone say’s “I need to think about it, there’s something they’re not sure about. They haven’t got all the information to help them come to a decision and my goal is to share everything you need to know so you can make as easy decision today. So where’s the uncertainty for you?”





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OR:

“Aside from thinking about it, is there anything else preventing you from moving forward with working with me?”

“Aside from thinking about it, I am sure you have some other concerns or questions. What are they? Can you share them with me?”

“You know, I get the sense that I may not have answered all of the questions you may have. If you had to guess, is there still another question you have in mind?”

“Tell me more about that”

“I’m curious, how long have you been thinking about getting this problem solved? Is it possible that thinking about it is something you’ve been doing so that you don’t have to solve the problem?”

• **Objection: “I have to check my budget to see if I can afford it.”**

“So, I’m confused. You are saying you’re not serving clients and it’s costing you XXX. Is that sentence not true? So let’s back up for a second. Do you believe this is possible for yourself? Or are these just pie in the sky numbers?”

OR:

“You know I totally get that [name]. I really do. One of the things I’ve experienced personally and that I see in many of my clients is that if we make a decision from a place of ‘can I afford this?’ often it’s coming from a place of “I don’t think I can generate the amount of income I need in order to invest in this coaching. We stop ourselves from saying yes to what we really want because there’s doubt, or worry, or anxiousness around “I don’t know if I can do this? Through speaking with you today and feeling your energy and passion when you described the vision you had for your business – every ounce of me believes that you can achieve this, and I want to give you the tools and continue to support you step-by-step so you can achieve this?” “Do you believe you can achieve this?”

[Yes, I can] Me: So let’s get started?

[No, I don’t] Me: So what is the doubt you have around this that you can’t achieve it?”





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- **Objection: If they feel pressured:**

Oh no, this is not in any way designed to make you feel pressured. I've included this quick decision reward to honor you in saying 'yes' to yourself so decisively AND in my experience the people who step up and make this quick decision are so much more successful and I want to reward and honor that.

- **Objection: If someone doesn't seem committed here's where you can do to increase commitment:**

- *What's been your commitment level to getting this handled in the past?*
- *What's your commitment level to it now?*
- *When we work together what will help me help you stay committed towards getting what you want?*

- **If someone doesn't believe they can do it:**

"I'm curious, what story are you bringing forward from your past that is keeping you from investing in yourself to live your best life now?"

Do extra acknowledgements

- "Is there anything preventing you from being able to make the decision of working with me today?"
 - Keep asking until it's a no.



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CLOSE: Deciding and taking action

After they have said 'Yes', this is the next step:

- *“So, here’s how we get started...”*
- *“Let’s get started. The first step is to process your deposit and schedule our [whatever it is you are offering].”*
- *“What kind of credit card do you want to use?”*

Be ready to accept payment

Your deposit is: YOUR TRANSFORMATION COMMITMENT

If they want to follow up

- If they’re not yet at a Yes/No and If they want to delay the follow up meeting:

I’m totally fine with that and to be fair to all of my other clients the 48 hours ends at the time we had set our original appointment for.

- If they say 'No' during the following up call.

“I absolutely respect your answer. And, I’m curious. After our call yesterday and your excitement at the prospect of taking your business to the next level – why have you decided not to take the steps to make this happen?”

Go back to the Common Objections Scripts.





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Or...

If they are still NO at the second call – even after follow up coaching:

- If it is still ‘no’ say:

“I’m going to be honest with you. I am disappointed. I was really looking forward to working with you. I believe we would have been able to do great work together and I totally trust that it’s not in the cards for us right now.

At whatever point you are ready – I’m here to support you and as I keep growing and up-levelling my skills and packages, so will my clients be up-levelling. So, I will be here when you’re ready and the program will be at the investment it is at that time.”





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Follow up sequence

Contact 1 (Email):

Dear [name]

Just following up to see what time today would be a good time to check in with you?

Contact 2: (Phone):

(A) If it goes through to phone message:

Hi [name]

It's Annemarie.

I haven't heard from you following my recent email.

I'd appreciate a call back just to check in and see where you're at after our call together. In particular to find out:

- *What you received from the call;*
- *What your decision is; and*
- *What you would like your next step to be.*

Thanks [name], looking forward to hearing from you!

(B) If they answer the phone:

Hi [name], it's Annemarie.

I just wanted to touch base with you. I sent an email and didn't hear back from you so thought it may have gone to your spam folder.

Anyway, I wanted to check in and see where you're at after our call together?

[Response: No, I decided not to move forward at this time]

No worries [name], When we spoke, you indicated that [their problem] was something that you really wanted to breakthrough so you can [what was there dream]?

Why have you decided NOT to take the steps to make this happen?"

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At whatever point you are ready – I’m here to support you and as I keep growing and up-levelling my skills and packages, so will my clients be up-levelling. So, I will be here when you’re ready and the program will be at the investment it is at that time.”

(C) Still no answer – 3rd and final call

Hi [name]

It’s Annemarie,

I’ve left a message previously and I still haven’t heard back from you.

After our conversation where you shared with me [what did they share] I wanted to check in to know how you are doing and what your decision is.

I made a commitment to you to support you as best I could and I take my commitment seriously, so this is my final call.

I’d really appreciate a call back to let me know where you’re at.

Thanks [name]

