# Biggest Challenges

What are your biggest challenges when it comes to client enrollment conversations and getting to a powerful “yes”?

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# Mindset is Everthing

- Get grounded before the call/meeting
  - Read through the background info on the client and feel into their energy and being
  - Visualize Success
  - Remind yourself of the gift that you are to your ideal clients
  - Memorize your program and prices so it rolls off your tongue with ease
  - Get clean with any misalignments around your pricing or program

- Where does your mindset trip you up?

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# Setting the Stage for Success

- Create a short questionnaire for potential prospects to fill out ahead of time
  - No more than 5 questions
  - It will help ascertain whether they would even be a potential fit for you right now
  - What are those background questions that will help you dive right in when you meet?
- At the beginning of your call, dive right in:

*"I'm excited to dive in with you! We will spend the next thirty minutes talking about you and your (fill in blank – career, business, relationship, health, team) – looking at where you are now and where you want to be, and some ways to help you bridge that gap. If it feels resonant to continue talking after that about possibly working together to bridge the gap, we can spend another 15-20 minutes on that. Otherwise, I'll "bless you on your journey" and make sure you walk away with value no matter what"*

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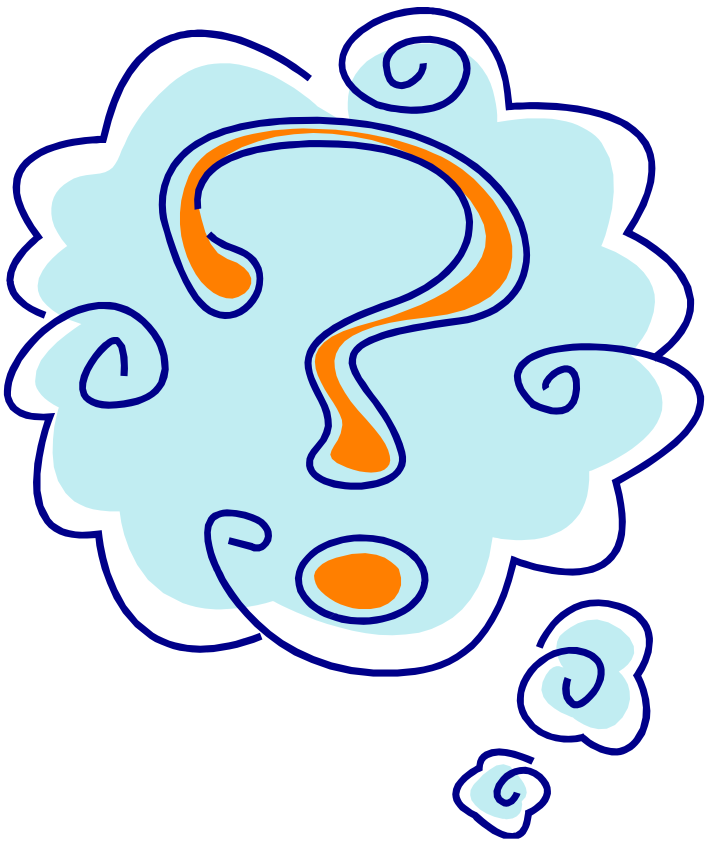
# What Questions Do You Have?



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# The Five Question Flow

- Background Questions
- Issue/Desire Questions
- Implication Questions
- Commitment Questions
- Resolution Questions

# Creating Clear Value

- Most of us only invest in things we value
- Making the connection between your services and how that will help bridge the gap between their biggest challenges/obstacles and their deepest desires is ESSENTIAL to getting a powerful, committed “yes”
- You cannot charge a premium for your services if you don’t nail this

# If They Are a Good Fit

- Acknowledge them
- Invite them to be a client
- Keep asking the question "*what else do you need to know to make a powerful decision?*"
- Only offer to share your packages when they've asked OR they said "It's a Powerful Yes for me!"



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# If They Need to Think About It

- Set up a scheduled time for a follow-up conversation the next day (within 48 hours)
- Ask them to think about what questions they have and bring them to the conversation
- If they need more time, tell them the impact of waiting
- Offer to brainstorm with them about how to handle a conversation with a spouse/partner
- Send them a follow up email with your packages, outlining the areas that you are excited to help them "bridge the gap". Give them some inquiries to help them "marinate" on the decision.

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# What If They Pull The Money Card?

- Ask questions to ascertain if it really is a money issue or if it is a commitment, fear or value issue
- *"If it weren't for the money, would you want to move forward?"*
- *"What does it cost you – in time, money, energy – to do this? What is the cost of NOT doing this?"*
- *"Do you fear the program won't work or that you won't work the program and succeed?"*

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# If they are a "no for now"

- Set up a time when they think they may be ready or mark your calendar with a reminder to follow up
- Take specific notes on what they shared with you so when you follow up, you can ask them what they've done (on their own) to help bridge the gap
- Find ways to stay in meaningful dialogue with them until they are ready

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# What Questions Do You Have?