

Sales System

Rapport

Uncover the Problem

Find Out About the Client

Sell the Solution/Transformational Outcome

Rapport:

The Rapport Phase has 2 outcomes:

- Connect and build trust

- Frame the call

“Hello, is this Nick? Nick, it’s Sue from Successful Blogging. How are you?”

“Great. I have your application here, I’m seeing a lot of great stuff on there. It’s good to talk to you!”

How I usually handle these sessions is that I’ll ask you a lot of questions about what you need and see if there is a way I can help you. If there is, I’ll tell you about it later in the call. Does that work for you?

Say this with a smile, and that’s all it takes!

Uncover the Problem:

3 outcomes:

- 1) To identify the real problems
- 2) For the client to FOCUS ON the real problems, and FEEL that a change needs to happen
- 3) Expand trust and demonstrate expertise with great questions

The Power of Strategic Questions:

We use QUESTIONS to control the conversation. If you're the one asking the questions, YOU are in control of the call. If THEY are asking questions, or if you are teaching or explaining, you are NOT in control.

The goal is NOT to give them free information. That is going to KILL their chances of solving the problem. The goal is to get them REAL about their problems, and what it's costing them not to solve them.

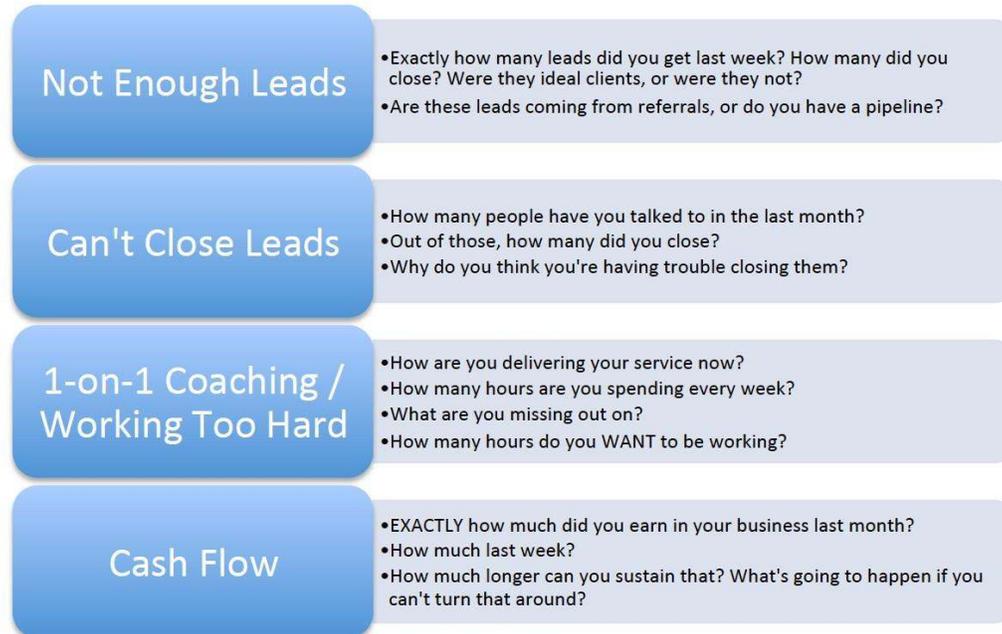
THEY should be talking for 95% of the call!!!

First question:

“Okay, so tell me...what’s not working in your business?”

Just like a doctor, we start out by finding out what’s wrong. Here’s a list of the most common responses we get, and some follow-up questions to go deeper.

Follow-up questions:



Why this is Powerful?

This changes the clients' FOCUS. It is VERY difficult to talk about your problems in a detailed (not general or superficial) way without getting uncomfortable. This is what we want. This cuts through the rationalizations and excuses

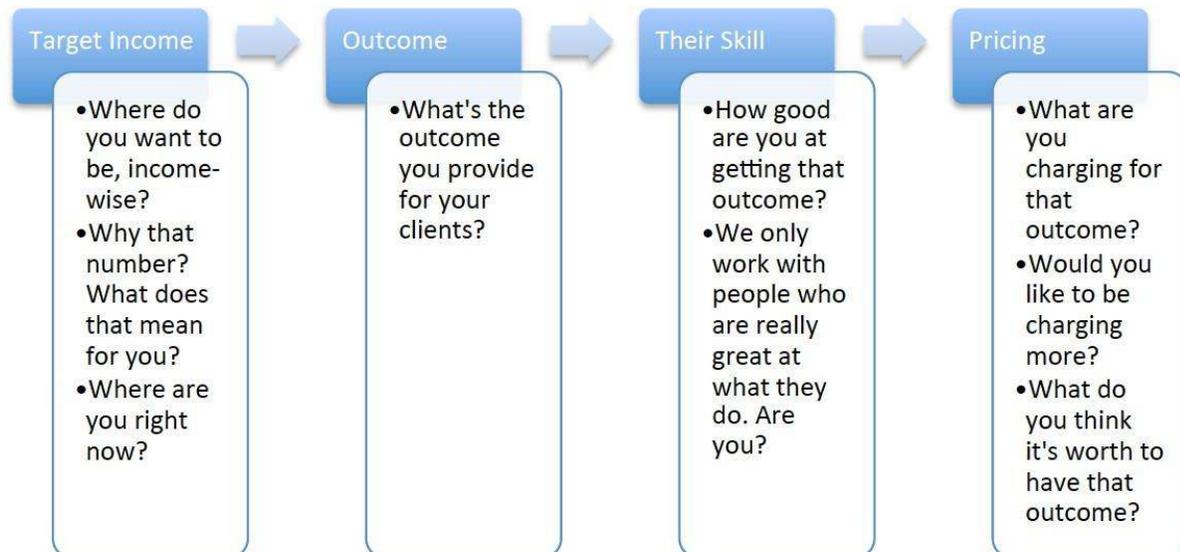
This is the area that you want to skip and the area the buyers don't want to discuss. HOWEVER - skipping this step will come back to bite you later with multiple objections at the end of the call. You cannot effectively enroll or serve the client if you skip this step.

Find Out About the Client:

Now, we need to SIZE UP whether they're a good candidate to work with you.

- 1) Decide if the client is someone you want to work with?
- 2) Get the information you need to develop a game plan.
- 3) Get the Client to decide to Fix the Problem NOW!

Craft these kinds of questions to fit within your business model. If your offer is health and wellness, you would need to size up their current state and what outcome they are looking to achieve.



Have REAL STANDARDS for who you'll work with and who you won't. Make an actual list.

Sell the Solution:

- 1) Present your offer as the BEST and ONLY solution to their problem.
- 2) Frame the VALUE of your offer as 10x the investment or MORE
- 3) Enroll them in their Dream - Simplify the payment process -
- 4) Button Down the Sale – send an invoice or recurring payment immediately after the call

First Recap:

Once you know you can help the client, RECAP all their problems in THEIR WORDS!

“Okay, let me make sure I have all this...

“The big challenges you have are...(RECAP CHALLENGES). Do I have all that right?”

Optional:

“What do you think is going to happen if you can’t fix those problems?” or “What’s the REAL reason you haven’t fixed this yet?”

Once you RECAP all their problems and you are sure you want to work with them.... then you say...

“Okay. I’m 100% confident we can help you solve ALL those problems. Because...”

Give them a High - Level conceptual overview of how they will solve ALL of their problems using your offer. DON’T give them step-by-step instruction.

“Okay, do you have any questions for me?”

Let them ask whatever they need to. When they ask about the investment...

Present the price by putting it next to the REAL VALUE of achieving their goals

Make the payment process as fast and simple as possible. Use a discount if they pay in full.

EXAMPLE:

“Here's how we structure the investment. The payment can be broken down into two payments of \$1K.AND If you are able to pay in full today, I offer an additional \$300 discount which brings the program cost down to just \$1.7K”

Button Down Phase:

Give them their ACTION STEPS. What are some things they need to do right off the bat in your program that will get them started in the process and take their minds off of the investment they made and on to the journey ahead of them.