How To Use Heart-Centered, Sincere Selling To Easily Enroll Clients Without Being "Pushy"

Welcome, everyone. I'm Bonita Richter of www.BonitaRichter.com. You are on the third call of the *Breakthrough Secrets – How to Become Irresistible to Clients – Proven Strategies to Quickly Enroll 1, 3,5, or 10 Clients…Whether You're a Seasoned Entrepreneur or New in Business.*

The topic of our call today is my favorite. Today we're going to talk about "How to Use Heart-Centered, Sincere Selling to Easily Enroll Clients Without Being "Pushy."

What this call is about is the "money conversation," otherwise known as the sales conversation, strategy session, or enrollment conversation. This is the magical place where an interested client becomes an invested client, and they say yes to themselves, and what they truly want.

I want to help you learn to love these conversations. Almost without fail, this is the least-favorite topic of many women entrepreneurs, they don't like selling their services because it feels icky, and pushy, and manipulative. It is my deepest intention to help you learn to love these conversations, because there a space where deep transformation can begin to happen for your client.

This is a focused conversation, leading them to a place to make a decision to hire you for your wonderful, life-changing services.

How you prepare, and show up before the conversation happens is going to set the stage for success in these conversations. I've given you a checklist of a few things you're going to do to prepare for the enrollment conversation. It is important you take the time to prepare for success. Another thing I want to offer, a mindset piece, is to remember that your time is valuable and so are your strategy sessions. You want to remember that you're the leader in this situation.

To schedule strategy sessions, this is how the process typically rolls out:

- You connect with a potential client via email, phone call, or at an event, and they express interest in scheduling a complimentary "strategy session" with you
- You send a brief list of questions for them to answer, and they send them back to you, *before* the strategy session is scheduled
- Once questions are received your assistant schedules the strategy session
- You lead the session and enroll a new client!

To connect with people to schedule strategy sessions, you can do it through an email campaign, where you invite people to answer question before scheduling a time with you. You can do it by telephone, when inviting people to work with you; you can do it when you're speaking at a live event, or networking and meeting people at events, seminars, and workshops, by offering a complimentary strategy session.

I want to point out a strategy session is not a free coaching or whatever-you-do session, to let people see if they might like to work with you. Approaching a session in this way you can see you're already the underdog, the energy does not put you in a leadership position.

The second point is before you have your strategy session with a client, you are going to want them to answer a few questions. You can send these questions to them via email.

I have consistently found that if clients aren't willing to answer the questions and send them back to me, they're not going to be a fit for my programs; they're not serious about getting help. I can't tell you how much time this strategy has saved me, because I don't meet people at coffee shops to talk about my services, and if they want to work with me. I enroll new clients through this process I am sharing with you.

The right pre-strategy session questions also begin the process of your clients deciding for themselves to work with you. I have included an example of the email questions for you.

You can also use an email survey invite to work with you with questions. I use www.surveymonkey.com. Even if I use the survey invite, I still like to follow up with the additional question or two before the session.

So, you've invited someone to have a strategy session with you. They've sent back their answers to your questions. The third point is you have your assistant set up the session. Many of you may not have an assistant, or virtual assistant who works with you. If you don't, I want to encourage you to think about getting one at some point to help out in your business. This is really important, and here's why….

First of all, setting up the scheduling actually takes up a lot of time that is better invested by you connecting with potential clients and marketing. Also, using the assistant to set up your scheduling gives your potential clients confidence they're dealing with a professional. This is an act of valuing your time, and also sets this tone with your clients.

Also, have the client call you at the appointed time. The language I use in an email when scheduling the session is, "The number to call is," "This is the number to call," or "Please call Bonita at this number." I do it this way because again it is a good gauge of how motivated a client is to work with you, if they call you. Also, energetically it is good for me, and will be for you because you're not "chasing" a client, wasting time if they don't answer their phone, and again, you are the leader. It is a privilege for people to work with you. This is subtle, but very powerful. Remember, in a potential client conversation, you're determining if they are a fit for you, as much, if not more than, if you are a right fit for them.

I've included sample copy of the email for your assistant to send. The process is simple. An email is sent to the client with the questions, and the dates and times to schedule a session. The language in the email is send back the questions with your preferred date and time. Once they send back the questions, the assistant sends another email that says, "Call Bonita," or "This is the number to call." See how seamless this is?

Let me talk now a bit about what the enrollment conversation is, your strategy session… What you're doing in these conversations is creating a gap. You want to demonstrate, and show through very specific questions, the gap between where your client is, and where they want to be, because transformation occurs for them when they cross that bridge.

What's the bridge across that gap? It's your service. The first mindset shift that is important to take is getting onboard with the idea that creating that gap, that awareness in someone that a gap exists, is valuable. It's valuable for them to get in touch with that, because a lot of times they're completely unaware of how bad the problem has gotten, how much it has stressed them out.

I'm pointing this out because I want you to embrace that there is value in these conversations you have with people. It's not just about leading a client on a path to decide to work with you. It's also about increasing their awareness how where they are, and where they want to get to in their business and life.

If you think about this, people are used to dealing with their pain. If you think of your own life, there is probably something you're putting up with. You think, "Yes, this is a pain in the butt, but I don't want to step out into the unknown. I just have to deal with it."

Your sales conversations are about moving people from that place of toleration into a point of action. We all get to the place where enough is enough. You only change when you've suffered enough. In these conversations, you're creating value when you allow people to step into a place of vision that they've never had before. Many times, people don't really let themselves explore, "What would I really want?" Most people have never really thought out their highest vision or big goals.

It's very valuable when you're helping people be aware of how much their challenges are truly costing them. That's why these conversations are a place of service. People are not aware of how much that toleration is actually costing them in time, money, and minutes of their life. Time is a non-renewable resource.

This leads to the second big mindset shift. At that point of transformation, what you're doing is being a facilitator of their healing. When they're about to say yes to working with you, and need to be coached through their fears and supported through whatever's going on for them, this is a really big deal to be a facilitator of this space of transformation, and healing. When I think of this as being healing for them, my energy shifts in a heartbeat and I want to be there for them, having this conversation.

Another powerful mindset shift is to adopt the belief that selling is serving. From that place of service, your first priority is to let go of all expectation and attachment to what you want to happen in this conversation; which is usually you want to be hired. You also want to let go of your fear. This is your fear around selling, being pushy, and what other people might think. When you let go of that, you can be present, and show up and serve in a powerful way.   What you're there to discover is what's best for this person. "How can I help them get what they want? How can I help them change their life? What's best for them?"

Put all your stuff aside, including whether or not they're going to sign up for your program. This conversation is all about them; it's not about you. Release your fears, and expectations, You are there to serve.

Let's get into the conversation. What I've noticed is there is a basic pattern to these conversations emerges every time, and gets down to four things:

1. You're creating a picture of where they are now, specifically the pain they are in right now
2. You're creating a picture of where they want to be. The gap is where they want to be.
3. You're going to show them how what you have will help them get what they want and how they're going to bridge that gap.
4. You're going to ask for the business, and hopefully get a "yes"

When done correctly, you're providing a lot of value to them because you are connecting them with these things that they've probably been disconnected from for a very, very long time.

In this conversation, you're helping your potential clients get light of their highest vision, as well as what needs to shift in order to make the vision real for them.

There is another thing that's a real gift for people in these conversations. Another big gift to them is these conversations hold the place of possibility for them. It's important you are there in this conversation, and help your potential client because they don't see this place of possibility. All their fears, doubts, and patterns of behavior and how they've been dealing with the issues get in the way of their seeing.

You are the one seeing the potential, and how to get around the obstacles. They see nothing but the obstacles.

When you meet people at networking events and you're finding out about their business and what they do, if you ask them how it's going for them, you can ask them questions to start to uncover their challenges, or you can ask them questions about their vision. The flow is the same. It's a very deliberate process. You ask questions, and you listen.

Listening creates connection in your conversation more than anything else. Listening allows you to be fully present, and you can hear their problems and challenges.

Let's go through this enrollment conversation template I have prepared for you. The first thing you want to do is make a connection. You want to establish yourself as the leader. This is because you want to be able to guide your potential clients to a spot where they can make a choice to make their lives better.

Also, throughout this conversation, there will be tension. This is very natural. When someone is faced with having to become fully aware of their challenges, and the gap between where they are and what they want, this can be uncomfortable for them. The prospect is also faced with having to make an investment in order to change their life; so, there is tension. Our instinct is to go ahead and break the tension to make people feel better. Don't do that. This tension is powerful for them, because without it, they won't make a decision to step into that space to solve their problems. This is not the time for you to become their armchair shrink.

You have to become comfortable to the idea that some tension is okay, them being uncomfortable is okay, and they're going to be okay through the discomfort. That discomfort is actually the place where transformation happens.

Let me give you some language to use to establish connection, and establish yourself as leader. You're going to tell them exactly what is going to happen in the conversation. When I have a conversation, I say, "Thanks so much for joining me for the session. Let me share with you how the session is going to flow." You can also say, "Here's what I hope we can accomplish." It's not, "what would you like to do?" or "How would you like it to go about this?"

I'll say, "We're going to take a look at your situation, and I want to get really clear on where you are right now and uncover hidden challenges you may experience. I'm going to help you create a really clear vision for your business and where you want to be, and we're going to finish up by identifying some next steps for you. Does that sound good?" They will say, "Yes. Absolutely."
The next think I like to do, and I shared this in the teleseminar preview call a few weeks back, is I am really upfront and tell them. "I'm going to be recommending a resource." This is what is called partnership from the start. That's a phrase from Lisa Sasevich, who is an excellent sales trainer.

This is where you say, "I am going to be here and help you. I know we're not going to get to everything, and I'm going to show you how to get more. During our conversation, it's my highest commitment to help you find what you're looking for, solve your problem, or create your vision. If I have a resource I think may be of service to you, either one of mine or somebody else's, I'm going to go ahead and ask you if you would like to hear more about it. Would that be okay with you?" Do you hear how beautiful this is? No one is going to say no to that. They're going to answer, "Thank goodness. Yes!"

Saying something like that in the beginning moves you from, "I'm the sales person, and you're the prospect," to being on the same side of the table with them. The energy behind it is, "Let's figure out how we can solve your challenges; we're going to make this better." It's really heartfelt, genuine, and sincere.

The next thing you want to do after you've established yourself as leader is acknowledge that person for being there with you, and genuinely seeing somebody for who they are in the world. What you want to do is look specifically for something about this person you know, something you admire, some brilliance they possess. If you've met them at a networking event, or have had phone or email conversations with them, put a little thought into what it is. Maybe something in their survey questions stood out. Maybe it was something you noticed when you met them.

To acknowledge them you could say something like; I want to acknowledge you for what you do." You want to give them some acknowledgement at the beginning that's very heartfelt and sincere.

If you're stuck, or this feels a little odd to you, you can just say, "Before we start, I just want to acknowledge you for investing the time to be here today. It actually takes a lot to show up and be here in a conversation like this." Saying this is very powerful, creates a connection, and opens people up.

Then, you move into the discovery part of the conversation. The first step is to find out where they are now. You want to get them talking. You want to find out what's going on for them. Use an open-ended question, such as "What prompted you to invest in a Business and Marketing Breakthrough session today?" Use the name of your session to get them on track with your topic.

Another way is to say, "Tell me a little bit about your business. What's going on for you right now?" Asking these types of questions is going to give you a lot of information for where they are, and what's happening for them in their business. When you ask a question like, "When it comes to your business, what's going on for you right now?" Chances are good they're going to start talking a little bit about the challenges. Listen to them, and let them talk.

Then, after they tell you a few challenges, and you want to uncover three or four, you transition to the vision piece of the conversation. You want to get them talking about what they want.

One of my favorite questions to ask is, "What do you want instead?" It transitions them into opening up to their vision. You want them to create a clear picture of where they want to be. Another question you could ask could be, "If you could wave a magic wand, where would you like your business to be in six months?" These are just some ideas.

Then you want to find out and ask, "I'm curious. Why is that important to you?" You want to find out why it's important to them. This is about finding out what's at stake for them here. Why is finding this out important? What you're finding out is how achieving what they want is going to impact them, and why it's important to them.

One of my favorite questions is, for example, “Imagine if you did have a six-figure business and you were making $10,000 every month. What would unfold and open up for you?” or “What could you do, that you can’t do right now?”

This question is important because you want the bigger picture. People come to a marketing mentor or coach, like me, and say, “I need to market my business better, and this, that and so on.” This isn’t really what they want. Sure, they want a marketing plan to get more clients to increase sales. But, what they really want is much deeper. Do you see how you’re getting in touch with the deeper layers in this type of conversation? You want your prospect to get in touch with their big goals and visions, and what’s truly important to them.

Once you’ve uncovered the impact and why it’s important, I do a little recap. I’ll say something like, “If I understand you correctly, your vision is XYZ,” or “what you really want is XYZ,” or “what’s really important to you is XYZ. Did I get that right?” They’ll say yes or, “No. Actually it’s more like ____.” You want to make sure that you understand and know what they want.

Once you have the vision, the next thing you want to find out is what’s holding them back from achieving their vision. This is the gap that we’re creating. This is what’s keeping them from getting what they want.

You can say, “What do you think could be slowing you down or standing in your way and keeping you from having all that you want?

“Okay. You want your business to generate $10,000 every month, and you don’t want to give up all your time from your family. What’s holding you back from doing that right now? Why don’t you have that right now?”

Then, they’ll say, “Because ____.” You’ll say, “What’s the impact of that? How’s that really impacting you? What’s really going on there?”

On paper these questions can sound clinical. In a conversation, you make it more conversational. You approach it with a level of, “That sounds like that’s really affecting you and getting in your way!” When you come from a place of natural curiosity, it becomes conversational.

Another important thing you must help your client do in this conversation is bottom line it. You need to quantify exactly what the problems they are facing are costing them, either in terms of time, money, or emotional costs. Bottom-line it to real-world tangible, physical, specific, and situational things.

You could say something like, “Would you say that this problem is costing you two clients per month? How many clients per month do you think you’d get if you didn’t have this standing in your way? What is the dollar value of this cost?" Of course, listening to your client, you will adjust your questions to what they are telling you.

Then you want to ask them, "What's standing in your way of fixing this problem? How is it affecting you?" Then you ask, "What else do you think could be standing in your way?" here's always more than one thing. it's not just one challenge. There are lots of them, and the more you uncover, the more you can help them, and the more they will realize they need your help. And remember, they do, or they wouldn't be on the telephone with you in the first place.

To explore the impact, you want to talk about how it's showing up for them in other areas of their lives, too. I like to say, "One thing I know from experience is that if there's a challenge in one area of your life, it's usually showing up in another area, too. Where else is this showing up for you? What's the impact of that? How is that affecting you?"

You'll find that these questions will flow organically. You want the big takeaways and to create a clear picture of the challenges and how they're affecting them. It's going to unfold differently each time and in each situation.

One thing I like to do if it's natural and the opportunity presents itself is to say, "Do you have the support that you need to make the vision happen? What's missing or not happening in order for you to have your vision? Do you have the support to get over this?"

It's important. People don't think about it, or they think they can do it all themselves. This is an important mindset to have. They would not be reaching out to you if they could do it themselves.

Then you do a recap of what you've heard. "If I'm hearing you correctly, you're saying your challenges are XYZ. Did I get that right?" People appreciate this because they know you are listening to them, and seeking to help them.

After you talk about the vision and the challenges, this is the point where the conversation is going to start to shift to your resources and services.

"If you could turn around all these challenges and move quickly toward your vision, what would that do you for you?" This is getting them back in the visioning space.

They'll probably repeat some of the stuff they said earlier. It's okay. "If you could turn all that around, what would that do for you? What would be the best part about it?"

Is this person a fit with you and your services? If so, at this time transition to talking about your services. Here's a great transition question; at this point in the conversation, people are going to have had breakthroughs, you say, "What's the breakthrough or 'aha' you've had in our time together so far?" That's one way to ask the question. Another way is, "What have you found most valuable about our time together so far?" They'll tell you.

At that point, what have you just done? You've established that the conversation and this time talking to you has been valuable, and they're in a space of knowing and appreciating you, and the value you provide before you start talking about your services.

By now, you know if this person is a fit, or not. And, they know, too. If they are a fit, you want to share what you have.

Here's a side note; If another resource seems like it would be better for them, you want to recommend it. Your goal is to be of service to them. If they are not a fit for your program, but for another resource, you can say, "What I'm hearing is that you really need to do XYZ before you come work with me."

Now, let's imagine your services are a fit. Here's a way to transition to talking about your services: "If I could help you achieve your vision and help you with what we've been talking about, is it something you'd like to hear more about?"

Another thing you can say is, "I've been sitting here listening and thinking about what would help you. I have something in mind that I think would be perfect for you. Would it be okay if I talked about your next step and share it with you?"

This is when you're going to present your services. There are some specific things you want to do here. I'm going to give you some tips first. Then I'm going to give you some examples.

Tip #1 is you want to stay out of the process. You don't want to start with that. You don't start with, "I have this six-session package, and it comes with an information product..." You want to start by focusing on the transformation and results they'll get by working with you.

You want to go back to their vision and tie your services to what they say that they want. It's very easy to do this, especially when you have someone who really is a fit for your program. There are certain people who are the perfect fit for my 6 Steps to Create a 6-Figure Business program. Only after you talk about the transformation and results, do you talk about the features, like, "This is how we work together."

I recommend that you have a cheat sheet handy. You don't want to be channeling the details of this off the top of your head. You don't want to be trying to figure it out when you're talking with someone. That's why I gave you the examples in Call #2, in the handouts, of my 6-Steps to Create a 6-Figure Business and my Step Up to Success programs. I have those in front of me when I am talking to someone. It's also another reason why you have a prospective client send you their responses to questions before your actual strategy session with them. You already have some idea where they are, and what they need help with.

This whole process of how to talk with a client about your services is probably quite a bit different than most of you are currently doing to get clients, so I hope this is a breakthrough for you.

You want to make sure you have your cheat sheets, and you're bringing forth the best pieces of your program, so they can make the right choice for themselves. Always tie the results back to their situation.

To use my 6 Steps to Create a 6-Figure Business program as an example, I would say something like, "It's entirely possible to add five figures to your business and transition to a business model that generates six figures in half the time you're spending in your business right now with all those one-on-one clients."

I would say, "Let me tell you about some of the results that you can expect when you show up and play full out in this program with me." In Call #2, one of the handouts was about how not over-promise your services. This is where this language came from. The reality is you can't promise results, because your client has to do the work.

I will say to them, getting back to the 6 Steps to Create a 6-Figure Business example, "You can design your ideal six-figure business, quickly move away from dollars for hours, design your product and service line, including platinum-level private and group programs and teleseminars, and move past your money stuck points." I would go through some more of the bullet points that describe the results and outcomes, which are all about how to create a 6-figure business model, which is going to allow you to make money in half the time."

You focus on results, outcomes, and transformation, first. Then, after you present your program in that way, you check in and say, "Does this seem like it would be a good fit?" or "Would that be valuable to you?"

If it is really a fit for them they'll say, "Yes." This is the point where you transition into asking for the business. You can say something like, "One of the things I'm excited about with this program is it's specifically designed for exactly where you are now and what you're struggling with." At this point, bring a level of excitement to the conversation, because you know this program is perfect for them. Exude a level of excitement, because you want them to experience this transformation.

Know at this point your prospective client is thinking, "What's this going to cost?" First, you don't want to begin talking about the investment right now. To be a leader and control the conversation, you say, "Other than the investment, which I'm going to share with you in just a moment, are there any questions or concerns you have?" People will usually have a couple.

After you've answered any questions they have, other than ones about the investment, the next thing you want to say is key. You say, "Assuming the investment works for you, is this something you'd like to do?" You're taking the investment off the table and finding out if they are really ready for this and if this is what they want to do.

You're also asking them to make a certain level of a commitment. It's a verbal commitment, but it's a commitment. It's not an ironclad commitment, because they don't know what it costs, but you're inviting them to say yes. When someone says yes, they want to say yes again. It's commitment and consistency.

Only at this point are you going to start talking about the features. You see how we set that all up. We got very deep into the transformation and then asked, "Is this something that you want to do? Does it sound like it's a fit for you?" They say yes. Now you talk about the feature of your program. You say, "Before I share about the investment, let me just give a quick rundown of what's included." This is where you want to talk about the features, how you deliver the program. Such as "x" coaching sessions, in-person retreats, "x" coaching calls, etc.

In this example I'd share, "We start with a full-day retreat where we focus solely on money mindset." Then I would tell them about that, and then say, "It's followed by a VIP day where we accomplish XYZ followed by 60 days of ongoing implementation and coaching bonuses."

Then you check in. "How does this sound? Does this sound good?" They're going to say yes. At this point, they want to know the investment. At this point, they're probably going to say, "How much does it cost?" You give them the payment options. It's very simple.

If they don't ask, I just simply say, "Would you like to hear the investment?" I like to make sure it's all out in the open. You just go through their payment options.

You would say, "The investment in this program is ____. If you'd like to make payments it's ____." If you need to practice stating your fee in the mirror, practice stating your fee without choking.

You give them the investment options. You also share with them, "If you move forward today, your investment is ____." You give them the fast action if there's a fast-action incentive. If they get $500 off if they make a decision today, you want to share that with them.

You state the investment and the payment options, and you let it go. You don't want to be the one to speak first. The reason is that they need a little space and time to process. Be silent.

At this point in the conversation, one of the three things is going to happen. You'll get a yes. Here's a tip; if 80% or more of your people are saying "yes" without any hesitation, you're undercharging, and it's time to up your fees.

Another thing that may happen is you'll get a, "No, I don't think so," which is rare if you've gone this far in the conversation. If you get a "no," you're going to end the conversation at this point.

What you're probably going to get is a "yes, but." You get that 80% of the time. The "but" is a concern or an objection. This is natural, so be prepared for this. An objection means they are interested. They want to say yes. The problem is that they're just a little bit afraid. Your job is to show up and coach them through the fear, even if you're not a co

If they say "yes, but I don't have the money," and they say it hesitantly, then the objection isn't about money. It's something else. All you do is say, "You sound hesitant. Is there something else?" You want to find out what's really going on and stopping them.

Another way to do this is to say, "Putting money aside for the moment, what would you have to get out of the program in order to make it worth it to you?", or "What would you have to get out of the program in order for it to be the best decision you've ever made?"

You could even say, "It sounds like there's a little fear. What's that about? What's going on?" Just cut right to the chase. Find out what's going on. You can say, "Mary, what you told me just a minute ago is that you're having XYZ challenge and it's not solved because of ___ reason." You bring them back to their challenges and problems. "What I heard you say earlier is that it's really important for you to get this solved because you want to be home for your children," or whatever it is. You bring them back to what they say they wanted.

This is where you're really standing powerfully. You're taking a strong stand for them, and what they said they really want. Remember, they may be afraid. If they say, "Absolutely I would do it, but I don't have the money," the money really is a concern. You can choose to work with that. Now you have some different options. You can help them with a payment plan or coach them on ways that they can find the money.

Here's the truth. People find the money to pay for what they really want. Many of my clients have manifested money in their lives because they saw what was possible, and they were committed to their transformation. It is true if we really want something, we will find a way to get it.

I'm happy to talk to them about, "Let's figure out how you can find the money to pay for this or make the investment." You don't want to do it unless their commitment is to move forward. Otherwise, you're going to be giving them a lot of moneymaking ideas for free. They need to be very committed before you do that. Also know that people say, "I can't afford it," all the time without truly realizing how disempowering this is. When you say, "I can't afford it," what's going on is you're telling yourself you aren't powerful enough to create the money. I choose not to have that mindset, or live my life that way.

The other big one is time. “I’d love to, but I don’t have the time.” This really means, “I’m not making this a priority yet. This isn’t a priority for me.”

You say, “Can I ask you a question about that? If I waved a magic wand and created all kinds of time in your schedule, is this something you’d want to move forward with?” You get back into, “Is it really about the time, or is it something else?” “In order to say yes to your vision, what would you have to say no to? You may have to give something up. Let’s talk about how much it’s costing you not to have this and to solve your challenges,” or whatever. Another thing you can say is, “You and I both know it’s never a good time. It’s not convenient.”

Another objection is, “I’d love to, but I have to think about it.” I would say, “Let me ask you a question about that. What is it that you have to think about?” This might seem like a weird question. It’s actually a perfectly reasonable question to ask, especially after you’ve determined it’s a fit and after all this time, you've spent exploring this.

“What’s the concern? What do you have to think about?” There’s something else holding them back, You can ask, “What else do you need to know in order to make your decision?”

If someone says, “I must talk to my spouse,” this is a perfectly reasonable objection. What you need to do is to support them by giving them a short timeframe in which to do that. You can support them in another way with the spouse. I’m going to share a strategy with the spouse objection too.

It can also be sticky, as it may mean there are underlying issues between them. The spouse might not be totally on board, which is very common. There may be a disempowering dynamic in there somewhere. It’s an opportunity for coaching if they’re willing and want to go there.

No matter what, you want to uncover what the issue is right away. You want to ask them, “Is this something you haven’t decided, or is it something you’ve decided and you need to let them know because you’re truly in a partnership?”

They still need to see you support them in whatever comes up. If they still need to speak to their spouse, that’s okay. Here’s what you can do. You say, “When can you speak with your spouse?” You want to make sure you have a time.

“What I’d like to do is take your registration information right now. If there’s anything, you learn from your conversation or if anything changes, it’s no problem. I won’t run your card. Just let me know by whatever time tomorrow. Otherwise, I’ll process your registration and send you all the welcome information.” It’s very simple.

This is the whole strategy session template for you. If you follow this, you have everything you need for you to jump in and get your next, first or whatever strategy session lined up. You’re going to do a beautiful job.

The only way to get good at these conversations is to practice. You want to get a lot of these under your belt right away. The more you do them, the better you're going to get!