

# Template For a Heart-Centered Enrollment Conversation

## 1. Make A Connection And Establish Yourself As Leader.

*"Hi, thanks so much for joining me for this session. Here's what I hope we can accomplish:*

- We'll have a look at your situation, see where you are right now and uncover hidden challenges you're experiencing*
- We'll create a clear vision for [your business], and where you want to be*
- And we'll finish by identifying some next steps for you.*

*Sound good?*

Partnership from the start (Lisa Sasevich):

*"During our conversation, it's my highest commitment to help you find what you're looking for. So if I have a resource that I think may be of service to you, either one of mine or someone else's, I'm going to ask you if you'd like to hear more about it. Would that be okay with you?"*

Create connection with a genuine ACKNOWLEDGEMENT. I recommend putting some thought into this; did something in their survey questions stand out? What do you know about this person? What do you admire about their work?

You can also use this statement:

*"Before we start, I want to acknowledge you for investing the time to be here today. I know it takes a lot to show up and be here, in a conversation like this. I want to acknowledge you for that before we begin."*

## 2. Find Out Where They Are Now.

*"So what prompted you to invest the time in a Business and Marketing Breakthrough session today?" (Use the name of your session to get them on track.)*

Other options:

*"So, tell me a little bit about [your business]. What's going on for you right now?"*

*"So, when it comes to [problem], what's going on for you right now?"*

*"So, what do you want instead?"*

## 3. Create A Clear Picture Of Where They Want To Be.

*"Let's talk about your vision for [your business]. If you could wave a magic wand, where would you like [business, health, relationship, etc] to be in 6 months to a year?"*

*"I'm curious: why is that important to you?"*

*"What would be the best part about that?"*

*"Imagine if you did have [XYZ, what they say that they want]... what would open up for you?"*

*Or, "What could you do that you can't do right now?"*

#### **4. Do A Recap Of Where They Want To Be.**

*"So your vision is [...]. Did I get that right?"*

#### **5. Create A Clear Picture Of The Challenges**

*"So, what do you think could be slowing you down or standing in your way of having all of [their vision]?"*

*Or "What's keeping you from..."*

*"How is that affecting you?"*

*"So what's the impact of that?"*

*"What else do you think could be standing in your way, slowing you down, or stopping you?"*

*"One thing I know from experience is, if there's a challenge in one area of your life, it's usually showing up in another area, too. How are these challenges showing up in other areas of your life?"*

*"How is that affecting you?" / "What's the impact of that?"*

*"Do you have the support and the step-by-step plan to make it happen?"*

*"So what's missing or not happening in order for you to have [your vision]?"*

#### **6. Do A Recap Of The Challenges.**

*"If I'm hearing you correctly, I'm hearing you say that your challenges are [...] Did I get that right?"*

#### **7. The Light At The End Of The Tunnel!**

*"If you could turn all of these challenges around so you could move quickly toward your vision, what would that do for you?"*

*"What would be the best part about it?"*

#### **6. Is It A Fit? ONLY If So, Transition To Your Services.**

Transition question:

*"So tell me, what's the breakthrough or A-HA you've had in our time together so far?"*  
*"What have you found most valuable about our time together so far?"*

By now, you should know if it's a fit or not. Only want to share what you've got if it's a fit. If another resource seems like it would be better for them, recommend that. Your goal here is to be of service to them.

Here's a great way to transition:

*"If I could help you with that (achieve that vision, etc), is that something you'd like to hear more about?"*

Another:

*"So I've been sitting here thinking about what would help you. Would it be okay if I prescribe the next step for you?"*

## **7. Present Your Services In A Way That Relates To Their Goals And Challenges.**

Using my 6 Steps to Create a 6-Figure Business program as an example:

*"One thing I know is that it's entirely possible to add 5-figures to your business and transition to a business model that generates 6-figures in half the time you're spending in your business right now with all those 1-on-1 clients. And you can do it very quickly.*

*Here are the results you can expect when you show up and play full-out in this private program with me:*

- *Design your ideal 6-figure business with well-chosen, highly leveraged income streams that generate more revenue with less work*
- *Quickly move away from "dollars for hours" one-on-one work to a business model that will allow you to give fully to your clients, help more people and make more money with less of your time and energy*
- *Design your business model, that includes things like Platinum level private programs, group programs, teleseminars, continuity programs, and information products*

*And, you'll create generous cash flow as you enroll new clients into your Platinum level offering. The best part is, we'll do all of this in just 90 days."*

Check in.

*"Does this seem like a good fit?"*

*"Would that be valuable to you?"*

## **8. Ask For The Business.**

*"One of the things that I'm excited about is that this program is specifically designed for EXACTLY where you are now and what you're struggling with."*

Take the investment OFF the table momentarily BEFORE you state your fee:

*"Other than the investment, which we'll get to in just a minute, are there any questions or concerns that you have?"*

*"Assuming the investment works for you, is this something you'd like to move forward with?"*

NOW describe the features of your program:

*"Before I share the investment, let me just give you a quick run-down of what's included and how it works."*

Describe the features for your program. In this example, I would share that we start with a full-day retreat focused solely on money mindset, followed by "x", followed by 60 days of ongoing implementation support and coaching, the bonuses, etc.

Check in.

*"Sound good?"*

**After that, all that's left is asking for the business.** Asking for the business takes courage. Remember, if you don't ask the question, the answer is always "no."

*"Would you like to hear the investment?"* (ask if they don't ask)

Give them the investment options.

**Use a limiter with your offer:** "If you move forward today, your investment is\_\_\_\_\_."

Then pause. Do NOT be the one to speak first.

**9. When they say "Yes, BUT..." address their concerns.**