



WHY YOU NEED STRUCTURE

When you wing it on a sales call it leaves too much room to get off track and if your client picks up on any hesitation in you they will be unsure about working with you. Have a plan and know how you will **lead the conversation**.

Whether someone buys your coaching package or not, is not about how much money they have but **how much they trust you** to guide them through the coaching process.

Here is an outline of how you should plan your flow so that you have a roadmap every time you get on the phone.

OPENING

Create Connection

The first thing you want to do is create connection between you and your potential client. Show genuine interest in them and find something that is meaningful to both of you to chat about for a few minutes.

Lay Out the Agenda

Set the tone right out of the gate. Usually they will either be nervous or they will try to take control, so when you lay out the agenda it shows them you've got them & they can relax.

Set Boundaries Around Time

This creates the container for the conversation and also helps establish pacing.

Start with Why

Find out why they got on the call with you. This is your chance to learn about their pain-points, and start to figure out where the gap is between where they are and where they want to be.





ILLUMINATE THE GAP

Strategy

Review the struggles they shared and give them some strategy. This gives them an idea of how you coach and builds more trust in your ability to support them. Just remember, don't give it all away! Use template ideas -- the what not the how.

Ask for Feedback

If it's a good fit then this will help them reaffirm your capabilities in their mind. If they give less than positive feedback it's an opportunity to coach differently based on their needs or it may not be a good fit.

MAKE YOUR OFFER

Offer Them the Best Fit

Let your potential client know which program you think will best serve them and why. Walk them through the details of your program and invite them to become a part of your community or to come on board as a 1:1 client.

HANDLE OBJECTIONS

Have a Script

Know how you will handle every type of objection. This is the phase that is often the most difficult when you're starting to learn sales, so make sure you have a plan.

SEAL THE DEAL

Take a Payment on the Phone

Don't lose your client at the finish line; make sure you close the deal before you hang up. To learn more about objections and to master sealing stay tuned for more from Sales Unleashed.

