

Connect and Convert

Your Easy 6-Step Formula

How Long Is an Enrollment Conversation?

- Typically the higher the price point, the more time you'll need to engage them.
- Anything under \$250 can typically be done in 15-20 minutes.
- Anything over \$250 can take up to 45 minutes to one hour.
- Adjust this formula to fit your business.

Your Only Two Objectives in Selling

1. EMPATHY: Listen to them with empathy.
2. DECISION: Help them make a decision towards a solution.

The Power of Empathy

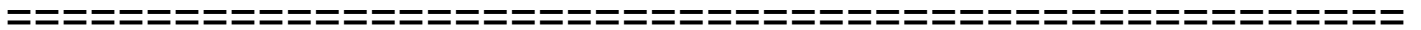
The Power of Decision

Ways to Show Empathy & Support Decision

- “I believe in you.”
- “I believe you’re ready for something bigger in your life.”
- “I see you’re very committed to _____. ”
- “You’re on the verge of something big, aren’t you?”
- “I really want to acknowledge you for showing up the way you are.”

The 6-Step Enrollment Conversation Formula

1. Establish Rapport (2 minutes)
2. Set the Agenda (1-2 minutes)
3. Identify the Gap (10-20 minutes)
4. Close the Gap: Offer Your Services (3-10 minutes)
5. Overcome Objections (1-5 minutes)
6. Sign Up The New Client (2-5 minutes)



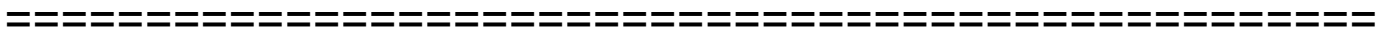
Step 1: Establish Rapport (2 Minutes)

Questions to Ask to Establish Rapport

- “Where are you from?”
- “I know that _____ referred you. How do you know her?”

How to Maintain Rapport Throughout the Call

- Ask lots of great questions. Be interested and curious about them.
- Be friendly. Have a sense of humor. Be open and authentic.
- Be empathetic. Genuinely care about the other.
- Find common ground.



Step 2: Set the Agenda (1 – 2 minutes)

Template to Set the Agenda

“Before we begin, let me briefly go over how I usually organize these sessions. Does that work for you?”

(They say “yes”)

“Great. Here’s how the calls usually go:

1. First we’ll explore your current situation – where you are now.
2. Then we’ll look at where you want to go – your vision.
3. And in the end, if I think there’s a match for your needs, we’ll explore how we could work together.

I’ve found this format works best for me to understand the lay of the land. Feel free to ask me questions along the way, too.

Does this agenda sound good to you?”

Step 3: Identify the Gap (10 – 20 Minutes)

Identify the Gap: Current Situation – Fears & Frustrations

1. “What’s your current situation around _____?”
2. “What are your biggest fears, frustrations, and challenges with [you] _____?”
3. “What problems are these fears, frustrations and/or challenges causing for you in your life? Please be as specific as possible.”
4. “What’s this costing you?”
5. “How much time is this taking you?”
6. “How does this current situation feel?”
7. “Tell me more.”

Identify the Gap: Current Situation – Fears & Frustrations Questions

After you ask fear and frustration type of questions LISTEN and take notes. This is what it's costing them NOT to make a decision and stay where they are.

Identify the Gap: Desired Situation – Hopes & Dreams Questions

- “What are your biggest hopes and desires for [your] _____?”
- “If you had these desires met, how would your life look? Please give as much detail as possible.”
- “What would that look like?”

Identify the Gap: Desired Situation – MORE Hopes & Dreams Questions

- “If things were going extremely well, what would you like _____ to look like in 6 months?”
- “On a scale of 1 to 10, how would you rank this goal?”
- “What does that look like exactly?”
- “What would that result feel like for you?”
- “What else do you want to happen?”
- “Tell me more...what would that look like?”

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Step 4: Close the Gap: Offer Your Services (3 – 10 Minutes)

Close the Gap: Offer Your Services – Recap the Conversation

“I really hear that you’re struggling with _____. And how this is showing up in your life is _____. I also really understand what you most desire: _____. You mentioned that if you had this your life would look like _____.”

Close the Gap: Offer Your Services – Transition to Your Offer

“I’ve worked with lots of clients with situations just like yours, and I’ve designed a service/program that helps achieve the goals you mentioned. Would you like to hear more about it?”

Close the Gap: Offer Your Services – Make the Offer

- Keep it high level.
- Keep it short and sweet.
- Give the price last.

Close the Gap: Offer Your Services – Make the Offer

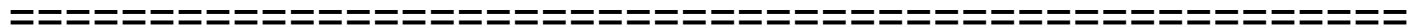
- Explain that you have a product/service designed for them and their situation. Explain the specific areas of your program that solve their specific problems they brought up.
- Go over the general details of your product/service. Give specific outcomes, how long the program is, what’s included, and other relevant details.
- Optional: Share some very brief case studies of specific people you’ve helped solve similar problems and the results you helped them achieve.

Close the Gap: Offer Your Services – Have Them Saying “Yes”

- This is crucial; let the prospect sell themselves into your offer.
- Ask, “Now that you know about the program, what do you see as the benefits of going through this program would be for you?”

Close the Gap: Offer Your Services – Pricing

- Before bringing up the price, make sure they are clear on how your offer will benefit them. Ask, “Do you have any questions about my program?” They will probably ask the price here.
- Just tell them, “The investment for this product/service is \$_____. Is this something you’d be ready to start with?”



Step 5: Overcome Objections (1 – 5 Minutes)

Overcome Objections – Isolate the Objection

- If they bring up price here make sure this is the ONLY objection first by asking, “If it weren’t for the money, would this be something you would want to do?”
- If it’s clear they want this and money is the only issue holding them back, then move them through this objection.
- If it’s murky then there are probably other things besides price that are objections. Deal with these one by one.

Overcome Objections – Your Strategy

1. With every objection expose the COST of staying exactly where they are.
2. See if it’s a greater cost for them to invest in your offer and get the support and solutions they need to move forward OR to stay where they are.
3. Move them towards a clear decision – yes or no.

Overcome Objections – Price

1. They Haven’t Seen The Value Yet: Expose the cost of NOT taking action. Revisit the pain and frustration they are in because of inaction from the past. What’s it going to cost them to continue down that path?
2. Fear to Step Up: Make a stand for them to play a bigger game for themselves. Ask how much longer they are willing to live with this problem. When will they finally step up and get their desired results?
3. Payment Plan: If they need encouragement work with a payment plan option for them.

Overcome Objections – Will it Work for Me?

“I can’t say. But what I do know is _____ other people have enrolled this product/service and here are some of their results. [Share brief case studies.] So the question is are you ready to take a stand for yourself like they did? Because if so I can help you get [list their most desired stated desires].”

Overcome Objections – I don't have the time.

"You don't have time NOT to do this. How much longer will you keep struggling with [fears and frustrations]? When will you take a stand and decide to improve your situation? I can help you get there faster and easier because [benefits]."

Overcome Objections – If they still can't decide...

- "Can you demonstrate that you are more committed to your dreams than your fears by taking the next step?"
- "There is relief in decision. Just make it."
- "Here's really the question you need to answer. Would you like to continue to try and solve your challenges and problems on your own or would you like to invest a little bit of money and let us help you?"
- "What does your heart say?"
- "What does your intuition say?"

Overcome Objections – If they finally say "no"

- Congratulate them for making a clear decision.
- Thank them for their time.
- Share any suggestions or resources that might help them.
- Remind them you will be there for them and would love to support them when and if they are ready in the future.

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Step 6: Sign Up the New Client (2 – 5 Minutes)

Sign Up The New Client – They Say Yes!

“Great [Name]! Now let’s secure this commitment by getting you [the product/service] right now. Go ahead and take out your credit card and read me the numbers. Now let’s get you scheduled into the calendar...”

OR if you have a team member that handles financial arrangements, you can communicate that a team member will reach out to them shortly.

Once You Have Completed The Enrollment Conversation Email Them...

1. Share your excitement to be working with them.
2. Remind them of the main benefits they indicated they want.
3. Tell them step-by-step what happens next.
4. Where to go if they have any questions.
5. Thank them.

Action Steps

1. Practice the enrollment conversation with friends at least three times.
2. Do the enrollment conversation format as we’ve presented it with real prospects.
3. After you’re comfortable with the format, and if you need to, adjust it to fit your style.