

# Welcome to Module 3

- M1 – Improving Your V.O.I.C.E.
- M2 – Aligning Your Sales Mindset  
(not icky, sticky or slick)
- **M3 – Understanding the Value of Serving  
& Sales**
- M4 – The Art of Offer Creation
- M5 – How to Overcome Prospect / Client  
Objections
- M6 – 5 Principles to Building Long-term Client  
Relationships

# Understanding the Value of Serving & Sales

*“Selling is service, if you **can’t** sell, you **can’t** serve.”*

—CaterinaRando

## The BIG Value dilemma...

*Definition of value: the regard that something is held to deserve; the importance, worth, or usefulness of something.*

In this module we are going to focus on value, *your* value and what *you* bring to your prospective client the minute you greet them and say “hello!”

You need to own your value, to feel confident about yourself, what you do and how you can help.

Hey—EVERYONE was new at what they do when they first started!

Your value comes from your life experience, what you’ve studied, what you’ve learned, who you are, how you behave and your character. Just because you’re a new coach, author, speaker or sales person doesn’t mean you have no value and should be giving everything away for FREE!

Let’s revisit the value exercise from Module 1 and identify 7 specific values you have as a coach, author, speaker, business owner. Use the list below to tickle your brain:

|            |           |            |               |               |           |             |
|------------|-----------|------------|---------------|---------------|-----------|-------------|
| Authentic  | Bold      | Calm       | Collaborative | Compassionate | Confident | Courageous  |
| Creative   | Curious   | Empowering | Enthusiastic  | Fair          | Flexible  | Focused     |
| Forgiving  | Fun       | Generous   | Gentle        | Grounded      | Honest    | Independent |
| Innovative | Intuitive | Kind       | Listener      | Loyal         | Organized | Optimistic  |
| Passionate | Patient   | Respectful | Resourceful   | Spontaneous   | Tactful   | Trustworthy |

### My Top 7 Business Values Are:

1. \_\_\_\_\_ 2. \_\_\_\_\_
3. \_\_\_\_\_ 4. \_\_\_\_\_
5. \_\_\_\_\_ 6. \_\_\_\_\_
7. \_\_\_\_\_

**Your Value Calculator:**

Now let's put some cost and investment values together.

How much life experience do you have (since day one)? \_\_\_\_\_

How much have you invested in coaching, training, masterminds, courses and certifications to prepare for your "next?" List *everything* you can think of:

|  |   |
|--|---|
| What Did you Invest In? (course, coaching, etc.) | Your Investment (cost) \$                 |
| _____  | _____                                     |
| _____  | Investment (cost) \$ _____                |
| _____  | Investment (cost) \$ _____                |
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| _____  | Investment (cost) \$ _____                |
| _____  | Investment (cost) \$ _____                |
| _____  | Investment (cost) \$ _____                |
| _____  | Investment (cost) \$ _____                |
|  | <b>Total Investment to Date: \$ _____</b> |

How long have you been a coach? \_\_\_\_\_  
 How long have you been a speaker? \_\_\_\_\_  
 How long have you been an author? \_\_\_\_\_  
 How long have you been a trainer/seminar leader? \_\_\_\_\_

How many speeches have you given? \_\_\_\_\_  
 How many people have you coached? \_\_\_\_\_  
 How many seminars have you taught? \_\_\_\_\_  
 How many (your) books have you sold? \_\_\_\_\_

Knowledge adds value, not reciting your credentials!

**Let's look at the other side of the equation:**

How many people said "No" to your latest seminar, offer, or having you speak? \_\_\_\_\_  
How many did you ask? \_\_\_\_\_

How many people said "Yes" to your latest seminar, offer, or having you speak? \_\_\_\_\_  
How many did you ask? \_\_\_\_\_

As you balance the Offer/Ask vs. the life experience, investment in yourself and professional experience, many times the difference is just practice, asking and *making* the offer (asking for the business).

**SWSWSWSW** (Some Will, Some Won't, So What, Someone's Waiting)  
–Jack Canfield

♥SERVICE = CODE for LOVE♥

"When I shifted from caring what others thought of me – to caring for others – it catalyzed new thinking and BOLD choices that brought on wild growth for my clients, my business and me."  
–Melissa Ford

**4-TYPES OF ENERGY > Create FLOW**

Free – Love – Open - Warm

## Story Telling is Selling...

Create more value and distinction by collecting and sharing your client stories. If you don't have any yet, this is where you'll want to start.

### **Give a speech, ask for a testimonial.**

As the people who come up to you afterwards if you can record them giving a short video with what they loved about your speech.

You can accomplish the same by collecting comments from your chat window in a virtual speech!

### **Ask coaching clients for their feedback.**

At the end of every coaching session, I ask my client, "What was most helpful for you today?" It helps them to identify the biggest value from the session, and provides valuable feedback for me as I coach.

At the end of every coaching program (kick-start, 6-month or 12-month) I review with my clients what their stated goal was when we started. Again, this gives them BIG AHA moments about things they had forgotten. And it powerful stories I'm collecting on clients that I always share with others.

At the end of a longer coaching program, I ask clients to fill out my Coaching Review and Reflection Form. This is a powerful tool to help your clients see the value of what you do from A to Z. It includes space for a testimonial paragraph I can re-use.

Goal is videos or written testimonials that your ideal client will see and say "Oh, I relate to that! Oh, I'd love to do that. She helped her do that? I'm in!!! She's inside my head, she gets me."

List 3 people you could request a testimonial from (speaking, training, coaching).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Make a commitment to contact them. I will contact them by: date/time

1. By: \_\_\_\_\_
2. By: \_\_\_\_\_
3. By: \_\_\_\_\_

## Present Yourself, Your Products and Services with Professionalism

The sooner you create a clear process for engagement, the more you add to your value as a seasoned professional.

Use a client intake form (I used a PDF before creating a website form). It's presented as a requirement before having a conversation with me, and tells me what they're interested in. I also collect birth day (not year) and always text clients and prospects on their birthdays.

Have a clear contract for coaching, speaking, seminars, etc. Make it EASY to say yes. Have contract, payment link ready.

Clearly outline your refund policy.

Determine your renewal policy (discounted rates for alumni?) and your referral policy.

Best way to bring on new raving fans is through an existing one!

I provide a complimentary session for clients that provide a referral who signs up for coaching or speaker booking.

ALWAYS be in integrity (my chakra reading story)!

What do you have in place today to engage with prospects and clients?

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What could you do to up your level of professionalism and let people know you are in business?

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## Prospecting, Filter, Focus and Consistency

Prospecting for your ideal client is just a filtering process to find who you want to work with, and who you can help. It's not just them buying from you, you're determining whether it makes sense to do business with this prospect or not (the funnel). Whether having a conversation about a keynote, seminar, training, or individual coaching. You use a filter.

There is nothing worse than having to fire a client who doesn't engage, doesn't do their homework, doesn't show up, and attempts to be unprofessional with you—trust me I had to do it once. With my highest paying client at the time. Your funnel will help you to connect with people, places and events where you can make a difference, where you can shine your light to inspire and motivate the audience or client. That is Your GOAL.

Not everyone is your client. Know the difference, when it doesn't feel right, when they don't really appear to be engaging, when they are full of excuses from the start...stop and listen to your heart.

What practices do you use today to prospect and find new clients, speeches and seminars?

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Are you focused and consistent about your sales?

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Do you know your numbers (sales, revenue, close ratio, daily, weekly actions)?

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**Are you *interested*, or COMMITTED?**

## Selling from the Heart, Your Personal Sales Process

Sales Process includes:

Prospecting (Online or Face-to-Face)

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Engaging (Conversations)

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Asking Questions/Qualifying (Are they your ideal client?)

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Making an Offer/Enrolling (proposal >getting paid)

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Delivery (Class, speech, coaching, seminars)

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Fountain/Funnel Management (reaching out, referrals)

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### What Are Your Sales/Revenue Goals Today?

Annual Sales/Revenue Goals 2022: \$ \_\_\_\_\_

Monthly Revenue Goals 2022:

- Jan \$ \_\_\_\_\_
- Feb \$ \_\_\_\_\_
- Mar \$ \_\_\_\_\_
- Apr \$ \_\_\_\_\_
- May \$ \_\_\_\_\_
- Jun \$ \_\_\_\_\_
- Jul \$ \_\_\_\_\_
- Aug \$ \_\_\_\_\_
- Sep \$ \_\_\_\_\_
- Oct \$ \_\_\_\_\_
- Nov \$ \_\_\_\_\_
- Dec \$ \_\_\_\_\_

Do you have a Top 50, Top 25, Top 10 Target List? \_\_\_\_\_  
(This can be speaking, coaching, seminars, etc.)

Is it up-to-date and easy to manage? \_\_\_\_\_

I Commit to Creating my Top \_\_\_\_\_ List by \_\_\_\_\_

What do you need to shift (*start* or *stop* doing) in order to reach these goals?

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What is your biggest obstacle today in reaching these goals?

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## SALES STATISTICS

**48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT**

**25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP**

**12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP**

**ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS**

**2% OF SALES ARE MADE ON THE FIRST CONTACT**

**3% OF SALES ARE MADE ON THE SECOND CONTACT**

**5% OF SALES ARE MADE ON THE THIRD CONTACT**

**10% OF SALES ARE MADE ON THE FOURTH CONTACT**

**80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT**

### Banish Fear...

How do I create enough income in one contract so  
I will never have to bring money fear into an enrollment call again?

# TIPS for Shifting to a Service Mindset

## Thoughts on *How* to Serve

Focus on helping improve people's lives – that's when the clients and cash show up!  
Shift FOCUS *off* money (lack of) *to serving clients* and you'll get what you want.

More wealth comes from calendar and conversations – spending time in conversations – serving and being unattached to the outcome.

I need, I want – comes from FEAR and false sense of scarcity and not enough –  
**obsessing over money is one of the loudest, most articulate forms of selfishness.**

If you're jammed up about money, you're preoccupied with yourself, you're not capable of truly serving others.

## Melissa Ford (Excerpt from When All Boats Rise)

"When I shifted from caring what others thought of me – to caring for others – it catalyzed new thinking and BOLD choices that brought on wild growth for my clients, my business and me."

- ♥ Take sights off self (and sale) and serve others
- ♥ Only care about whether and how you can help
- ♥ Profoundly serve people—help them
- ♥ Be their catalyst for transformation
- ♥ Listen
- ♥ Ask questions
- ♥ What results do they want to create?
- ♥ What do they need?
- ♥ What can I offer?
- ♥ What else do you want?
- ♥ Love them

## SERVE without FEAR

- Won't hire me – too expensive
- Let go of FEAR = FREEDOM

Be unattached to the outcome.  
You don't need them as a client.  
Needy and desperate energy  
precedes you

True service – don't buy into prospective client objectives:

- Believing \$\$ stories drains creativity – limiting your ability to help
- Stories re: money (not enough) are FEAR in disguise (real in their mind)
- Can't buy in to their stories – will kill coach creativity

**\*\*THE PROSPECTS MONEY CONCERNS AREN'T MINE\*\***

## Create FLOW

Free – Love – Open - Warm

### 4-TYPES OF ENERGY:

List 1-3 people you recognize in each energy type, and notice how it affects you.

#### Push –

- 1.
- 2.
- 3.

#### Pull –

- 1.
- 2.
- 3.

#### Stop –

- 1.
- 2.
- 3.

#### Allow –

- 1.
- 2.
- 3.

### COMMUNICATION SOFTENING STATEMENTS...

- I'm not sure I understand...
- Do you mean?
- So what you're really saying is...
- I get the feeling I'm making you uncomfortable?
- I feel like I should tell you something, but you might not want to hear it.
- Which means...
- I'm confused.
- And what you wanted me to do is...
- So what you want from me is...
- It sounds like we have a problem.
- Good point.
- Good observation.
- I appreciate your candor in sharing that with me

## Module 3: Homework

Continue to build awareness that helps you to shift your thoughts and beliefs.

1 – Read your new sales story at least once per day with your affirmations from Module 1

2 – Complete your exercises for requesting testimonials if needed

3 – Set your annual and monthly sales goals for 2022

4 – Identify what you need for client enrollment/speech booking and begin to develop your process for on-boarding

5 – Before next class, note your observations, realizations and “Wow!” moments following Module 3

Next week **Module 4: The Art of Offer Creation**

And remember...

**You Have NO Limits**

