Welcome to Module 5

- 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

Module 5

How to Overcome Prospect / Client Objections

*There is a fine line between being stuck in "get ready to get ready mode"
and having enough clarity on your program details to enable you to speak to them,
about them and invite people to join you. –Lori Hanson*

Module 4 Review

Did you complete your Path to Profit and filled in your programs on the Excel Spreadsheet?
___Yes ___No

If yes, what clarity did this bring for you regarding your programs, schedule and offers?

____

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What *absolutely* has to be created right **now**? (Course outline, training schedule, offer details, landing page, payment link, course content?)

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When will you complete it? ____________ When will you launch, begin to offer it?__________

IT'S TIME TO ENGAGE THE "READY, FIRE, AIM" SUCCESS PRINCIPLE.

There is no "perfect" in preparation—your course, program will continually evolve. Share it, get feedback, adjust it. When you're open to feedback, you're ready.
–Lori Hanson

If Path to Profit is not complete, what stalled you, what belief, excuse or obstacle showed up?

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____

After reviewing the Sales Tips and Practices—where are you comfortable, what is new and out of your comfort zone?

Module 5

What do you need to learn or do in order to step out of your comfort zone?

____

____

What is the one belief that is holding you back and needs to be released?
–Lori Hanson

Preparing Yourself for Prospecting Conversations

"Treat objections as a request for further information."
—Brian Tracy

You've scheduled a meeting with a potential client to discuss your coaching, upcoming training, seminar, or event. Or to offer a business client a program they will sponsor for a group of their employees. Now what?

Prepare the basic outline of what you need to ask to qualify them as a potential client, and have your list of bullet points to share to provide them with the appropriate value and benefits they need to accept your offer and enroll, or engage with you (if a business client).

A productive sales conversation happens when you ask questions and listen—*not* when you do all the talking.

Your role in this conversation is one of curiosity (being a scientist) and asking the questions that qualify the prospect's current scenario, pain, discomfort and desire to do something about it. You cannot serve or support someone who is not interested in making a change.

Use this 9-Step MESSENGER process as you prepare for your conversation.

1 – Manage Your Mindset
Prepare yourself mentally to be unattached to the outcome of the conversation. Your goal is to have a conversation and explore if there is any possibility of you supporting them either personally or as a business leader. This is not just about them; you are also investigation whether they meet your qualifications as a client.

"No one can make you feel inferior without your consent."
—Eleanor Roosevelt

2 – Elevate Your Energy
Before you jump on the call, take time to shift your energy into the place where you serve: Using your allow energy. This is incredibly important because your energy will precede you before the call happens. That last thing you want to do is come across, desperate, timid,

hopeful or so stoic that you're unapproachable.

3 – Schedule Your Calendar to Arrive Early
You requested the meeting; you want to be on the call early to respect their time. And to have as much time as possible with them.

4 – Serve Through Your Conversation
You've set the appointment—now focus totally on them in the conversation to see what you learn. Make them comfortable—as you start the conversation. Be a REAL person.
Is what they are sharing with you a fit for what you're offering that could help them?
Take notes so you have them to refer to, and to ensure the conversation is correctly documented. This will help you when you summarize what you heard them say.

5 – Engage Them with Conversations Expectations

- Set the ground rules for the conversation. Confirm how much time they have available. Nothing worse than planning for 30-minutes or 1-hour to have them cut you off 15 minutes in. Reschedule if needed so you can have a quality conversation.
- Ask them if they are okay telling you no, if this isn't a fit. This alleviates the pressure they feel. You're not a fit for everyone—nor are you attempting to be. It also helps you manage expectations so they won't respond in a way that gives you false signals.

6 – Navigate their Situation, Issues and Pain(s)
These are sample questions to help you explore where you prospect is.

<u>Your goal is curiosity</u>.
Ask questions and listen…then dig deeper.

These are not sequential, not intended as a script!

- Is there anything in your current situation you don't like?
- How long has this been a problem/issue?
- What have you done to try and fix it?
- Did it work? Why or why not?
- How serious would you say this issue is for you now?
- What happens if you do nothing?
- How do you feel about that?
- What would you like to change or improve if anything?
  You want to help *them* identify the Gap between where they are/where they want to be
- Why did you agree to meet with me?
- What were you hoping I could do for you?
- Does that mean you're not open for new ideas—or a change right now?
- Can you be more specific? Give me an example?
- What do you think the real problem is?
- How much is it costing you? (could be health, financial, stress, etc.)

Depending on your prospect, you may want to include questions about their business, their revenues, hitting or missing goals, their team, etc., as follow ups to get them to the next level.

This is the time to use softening statements from Module 3

Follow their question with a question, "That's a great question, can you tell me why you asked?" This will help you to ensure you know where they are coming from vs. assuming you know. You don't want to assume anything that you have the opportunity to qualify.

7 – Get an Estimated Budget and Approval Process
This step is essential when working with a business, business owner or manager of a company. You want to qualify in the first conversation what their budget is, what they are expecting to spent or have allocated. If this isn't a program or training they had planned on, they may need to go find the budget—and *you* want to know that up front.

As part of the exploratory conversation, ask them,
"Do you have a budget set aside for this program? Could you share with me in round numbers (or a range) of what your budget is?"

If they do not give a specific number, you can help them qualify it, "Would you say it's closer to $10,000 or $35,000? Then you'll have a response that will help you qualify it further. If your program is $30,000 and they give you a clear indication their budget isn't that big, you can address at that point.

"My programs are typically not the cheapest, why do you think people continue to work with me?" Depending on their response ask, "Should we agree not to pursue this?"
Again, you're giving them space to make the decision vs you pushing them.

You also want to know what their decision process is (in the event this is not a individual).

After you've discussed the budget numbers ask, "Joe, who in addition to yourself is part of the decision process? Does this need to go through a formal decision-making process?" If they tell you there is a formal decision process, ask them who else is included.

Depending on the size of the organization you'll want to ask for the opportunity to present to that group. "Joe, does it make sense for us to meet with the team who is making the final decision? I'm happy to prepare something and meet with them."

At this point, it can be tricky as sometimes an individual wants to do it all alone, yet they don't have the influencer capabilities to really sell the training. You don't want to step on EGO, but you don't want to lose out because they don't have the clout. (This is a much deeper sales scenario, reach out to me individually if you need help to manage this selling scenario.)

It's important how you phrase this so you don't automatically communicate that you don't think they can say yes!

****This is not something you'll typically use for enrolling someone in your coaching or group coaching programs.****

8 – Ending the Conversation (Summary, Wrap Up, Next Steps)
You're approaching the end of your allocating meeting time. Be sure to leave yourself time to summarize the discussion and ***agree*** on next steps, including who will do what, by when. As many times you'll assign your prospect homework.

Possible Outcomes:

- You may find, they are **not a fit for you**—if so, you want to let them know that. "From what I've learned in our conversation today, I get the feeling we are a fit to work together. However, you may want to talk with ……" and give them a referral. Then send an email or LinkedIn introduction for both parties.

- You may find **they are not motivated** to change, or do anything. It's better to know this up front! Simply ask if they would be open to scheduling another conversation in 3-6 months. Then when they say yes, get the appointment on the calendar right then. Now you know what is happening next and you aren't left out in the desert to wander aimlessly waiting for a response from them—when they are totally ignoring you!

- Or **they ask what you charge** or what your program looks like. This can be a two-sided question. Ask them, "Would you be open to hearing how I could help you?" to determine if they are "open" to hearing how you can help, or if they are merely kicking the proverbial tires. A response of, "Sure, just send me your info or proposal after we talk," is most likely attempt to run through the exit as quickly as possible.

- You've reached a point in the conversation where **they are engaged** and you've been serving them so they see, tasted, felt what you bring to the table.

  Simply ask them, "Would you be open to hearing how I could help you?"
  (my program, coaching or consulting could help you, your team, your company...)

When they say yes, summarize your conversation for them:

"Based on our conversation today and what you shared, it's sounds like the biggest issue for you right now is __________, and my understanding is you need to address this problem within the next 6 months or _____________ (you will incur a significant financial loss, your spouse will divorce you, your company will fail…) is that accurate?

You are ready to take the next step and bring my training in for your organization, and you'd like to schedule it within the next 60 days, correct?

The goal for this training would be to __________, _____________, _______________, __________.

We agreed that the success criteria for this training is: ___________________________ (the team has shifted their attitude, results are improved by 15% this quarter, etc.)

Is there anything I missed?

Great, what happens next is I'll prepare a contract for your signature and send it to you by Friday at 3 pm.

You will initiate the vendor approval process with your procurement department and once the contract is signed, will follow up to ensure we receive a Purchase Order…

Does it make sense for us to talk again on Tuesday to sync up and ensure everything is moving as expected? Great what times works?"

9 – Reflect on Your Conversation
After you finish your conversation, add detailed notes so you have them for reference.
What went well?
What did you learn?
What do you want to shift for your next call with them
What do you want to adjust in your approach or questions for future prospecting calls?

Be Prepared to Address Your Prospects Objections

These are the 5 most common objections you will hear from a prospect.
Keep in mind that the objection communicated is typically not the real issue. Treat objections as a request for more information, and they can be addressed with additional questions. The idea is not to take these obstacles at face value, but to drill deeper for the prospect's real meaning.

"Tell me more…" "Could you elaborate?" "Could you be more specific?"

TIME > MONEY > SPOUSE > FEAR > SHAME/GUILT

Time – This is one of the top excuses you'll hear. It is often a cover up for Fear.
There is never a perfect time, Don't let a day becomes a week, a week become a month…

Money – When you've share a program that clearly demonstrates to your prospect how they will move from where they are today > to where they want to be, they get resourceful. Remember, the prospects money concerns are not yours to own, engage or solve.

Spouse – Often heard as, "I need to talk it over with my spouse, or partner. We don't spend more than $200 without talking to each other." Asking them to elaborate, how will this conversation help you make a commitment to this program? This is about asking for their support vs their permission. Often disguised as "you invested in all these other programs and you're still broke."

Fear – this is harder to uncover. More difficult for them to admit they are afraid to step forward, to stepping out of their comfort zone.

"Can you elaborate and share with me what it is that is holding you back? What is it you're afraid of—the past doesn't equal the future!

Encourage them with how they deserve to reach their goals and live their dreams. You'll be there to hold their hand, to guide and support them along the way.

"From our conversation, I know you are here for a big purpose, I see and hear the passion in you to…you deserve to live your dreams. And you can do this, I'll be here to guide and support you the whole way."

Shame/Guilt – This is another objection that is difficult to uncover. Especially in the small business owner space. They may have shame and guilt over all they have invested that didn't work for them, that they didn't finish…etc.

"Tell me more about that, why is this an issue for you…"

If they say, they aren't interested, you could respond with, "Should I take that as a No for now, or No forever?

Handling your prospect's objections becomes easier to do the more you practice it, the you encounter it, experience it and address it.

What Objections Have You Used Most Often?

Think of a specific program or experience, what did you express an objection? (Time, Money, Spouse, Fear, Shame/Guilt)

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What was the *real* reason you put the objection out there?

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____

What Objections Have You *Heard* Most Frequently?

Think of a specific scenario, maybe even one you just observed, what objection(s) were expressed?

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What do you think the prospects real concerns were?

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Your Turn…let's practice with a safety net!

TTT Grad:

You have a meeting to propose your new TTT Seminar to a new company. You received a warm referral to Jerri Prospector who has been friendly via email and agreed to meet with you via a 30-minute phone call. You'll be asking her questions to qualify her for bringing you in to do a half-day TTT seminar.

Jerri:

You got swindled into this meeting because you lost a bet with your buddy over the SuperBowl. You're a nice gal, but have no real interest in having this conversation.

Yet…your team is consistently missing their department goals and it's beginning to rain on you.

Have fun with this, and—ACTION!!!

Module 5: TIPS

TIPS for Prospecting Conversations

- Study and Use the 9 Step MESSENGER Process:

  1 – **M**anage Your Mindset
  2 – **E**levate Your Energy
  3 – **S**chedule Your Calendar to Arrive Early
  4 – **S**erve Through Your Conversation
  5 – **E**ngage Them with Conversations Expectations
  6 – **N**avigate their Situation, Issues and Pain(s)
  7 – **G**et an Estimated Budget and Approval Process
  8 – **E**nding the Conversation (Summary, Wrap Up, Next Steps)
  9 – **R**eflect on Your Conversation

- Identify what you are most comfortable with based on Module 5 and own it
- Identify what you need to study and focus on (Module 5) to increase your confidence!
- Visualize your conversations and see them from start to finish
- Visualize your response to objections and how your prospects responds
- Block time to study, memorize and get comfortable with questions for discovering a prospects issues, pain, and challenges
- Block time to study, memorize and practice responding to objections in conversations both with an individual and with a representative from a company
- Study the process of asking your prospect for the budget, get comfortable asking this. This is a game changer for you!
- Track your progress and level of comfort on a weekly basis. Invest the time now, so you're comfortable when meeting with prospects to talk about your program, yourself and your coaching success
- Study and learn your client stories…story telling makes for excellent great selling

Repeat Daily: **THE PROSPECTS MONEY CONCERNS AREN'T MINE**

Module 5: Homework

1 – Review and practice using the questions for discovering a prospects current situation, pain, or issues…role play it!

2 – Block time this week to study the Module 5 content. Where do you need to get more comfortable? Ask for help where you need it.

3 – Go back and create your Sales Cookbook with the information you have today. If you're new to this, it will take a little time to evolve by tracking the number of conversations you need to have to sign someone up for coaching, a seminar, or a training program.

4 – Before next class, note your observations, realizations and "Wow!" moments following Module 5

Next week **Module 6**: 5 Principles to Building Long-term Client Relationships

And remember…

You Have NO Limits

Notes

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