

# Welcome to Module 6

- 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**

## 5 Principles to Build Long-Term Client Relationships

*“If you want a successful business, you have to go beyond satisfied customers and create Raving Fans”*  
–Ken Blanchard

### Module 5 Review

Did you practice your qualifying (curiosity) questions? \_\_\_ Yes \_\_\_ No

Where are you finding flow as you create conversations using these questions?

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Where are you experiencing uncertainty in asking a potential client these questions?

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What feels hardest about inviting someone to have a conversation? \_\_\_\_\_

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What is your level of comfort in responding to a prospect’s objections? Which ones feel easier, which ones make you feel uneasy?

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Which ones feel easier, which ones make you feel uneasy?

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## The 5 Principles to Build Long-Term Client Relationships (*with Heart*):

**H - appy** = You DELIVER what you proposed and promised, resolve issues proactively

**E - ngaged** = You listen, ask questions, stay visible (top of mind), serve, serve, serve

**A - ligned** = Maintain strategic relationship, research/know them, what's next for them

**R - aving Fans** = Use the 3 Secrets, ask what they want, get feedback, drive referrals

**T - rusted Advisor** = You are on the *inside* track; they ask for your advice, value and follow it. You are a strategic partner.

*“Serve your prospect so powerfully they never forget your conversation for the rest of their life.”*  
- Rich Litvin

**Are you a Raving Fan of a Coach, Trainer or Speaker?**    \_\_\_Yes    \_\_\_No

If yes, who and why? What is it they do that makes you a “groupie?”

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Who else has had a powerful effect on you by serving you in your life (business owner, store, restaurant) and what do they do that keep you coming back?

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What Can You Do to Make Your Clients Feel This Way About You?

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### 3 Secrets to Creating Raving Fans

Ken Blanchard and Sheldon Bowles share 3 Secrets to turning your clients into raving fans.

Secret #1

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Secret #2

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Secret #3

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What Do You Want / What is your Perfect Vision?

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Do You Know What Your Client Wants?

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How Do You Plan to Deliver (and 1)?

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## Serve Your Clients Fearlessly

“When a client pays you, they are paying for their life to change. They are paying for their dream to be converted into a project. You will be the project manager. If all you do is talk about “per hour” and how long your sessions go it demeans the real value of coaching. Your client has hired you because of something they want to do differently. (If you can dream it, you can do it. Disney) That’s what they will pay for.” – Rich Litvin

## Your Turn...let's practice!

### **TTT Coach:**

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.

### **Mary the Distracted Mess:**

You heard about this coach, but you've never done anything like this before. You are nervous, you're a closed book, you're stuck and your miserable. So, you decided to see what this life coach person has to say... You probably can't afford her any way.

Have fun and make it real—

### **TTT Grad:**

You have been invited to meet with a mid-size company who is interested in getting their team aligned. From Sal's email, he shared that the team has missed their goals for 3 quarters, when their competitor had the best year ever last year...

### **Sal the Sales Manager:**

You heard about this Canfield Trainer, but you've also heard it's a little woo-woo. Boy if you could only afford that Canfield guy. Can his trainees be half as good as him? Well you can at least kick the tires and see what their made of.

Have fun and make it real—

# TIPS for Creating Long-Term Client Relationships

## Coaching

- ♥ Serve, serve, serve, ask, listen, ask, listen, ask, listen
- ♥ Show your prospect the gap between where they are today and their Dream life, then show them what it looks and feels like to live a default life where nothing changes
- ♥ Set yourself apart from the rest – what's your style?
- ♥ Be generously grateful – call them unexpectedly, record a video and send, mail a card
- ♥ Remember what's been on their mind, tune in and listen
- ♥ Remember their birthday and acknowledge it
- ♥ Thank them for being part of your community throughout the year (not just at the start)
- ♥ Add extra value gifts...tickets to an event, bonus call, free webinar
- ♥ Review their progress, ask them how the work you're doing together has helped, shine the light on it for them
- ♥ Be tough, hold the mirror up for them—they aren't paying you to please them

## Speaking/Training

- ♥ Ask about their goals, objectives and gain insight into how you can help them be the hero
- ♥ Set yourself apart from the rest – what's your style?
- ♥ Be easy to work with, have your speaker page and brochure available, contracts ready
- ♥ Meet your promised commitments (sending contract, delivering items for speech training)
- ♥ Offer to interview up to 3 people to personalize a program for them
- ♥ Mail a thank you gift when they book you (your book, box of chocolates...)
- ♥ Ask for feedback on the session, training, how it's being received
- ♥ Talk to them about the additional ways you can benefit and help improve their team, organization, results (Focus on the BIG changes you can help them realize through consulting training, etc., it's about THEM not YOU and it's not a pitch)
- ♥ Go the extra mile for them, this will make it easy for them to give you referrals

## Module 6: Homework

- 1 – Identify where you need to spend more time to absorb concepts and techniques and block time daily to work on it
- 2 – Schedule calls and conversations NOW. Ready, FIRE, Aim.  
You will not learn how prospects respond to you hiding behind your computer.  
Take Inspired ACTION.
- 3 – Review class exercises and complete anything that still requires your attention to manage your sales process, offers and deliverables (Annual and Monthly Revenue Goals, Path to Profit, Sales Cookbook, Annual Event Calendar)
- 4 – Ask for help where you need it, delegate and remove distractions commit to staying in your Zone of Genius
- 5 – Block Your Calendar to manage your energy: Marketing Days, Creative Days, Sales Days, Coaching Days (not all at once days!)
- 6 – ASK, ASK, ASK, ASK, ASK, ASK, ASK, ASK, ASK, ASK...
- 7 – Who do you know that needs these tools to increase their confidence, understand how to serve through sales, how to create their Path to Profit and Ravings Fans? Your recommendations and referrals will help others realize their dream to create a successful business and live their passion to help others. Share my info and info about this class with anyone you know that's been to TTT or is self-development...or is part of a sales team. (Class launch details due shortly)

Let us know when you make a referral: [Ellen@LoriHansonInternational.com](mailto:Ellen@LoriHansonInternational.com)

Whenever your referral signs up or books a program, you'll receive a 90-minute coaching session with me. My gift of gratitude to you.

And remember...

**YOU Have NO Limits**







# HEART & SOUL of SALES

*Sell Yourself with Confidence*



***“Now—go out and change the world!”***

*Committed to YOUR Success*  
— **Lori Hanson**, *The Success Whisperer*