

## Sales Mastery

What are the 2 rules of an extraordinary sales person?

1. Always be s\_\_\_\_\_
2. Always be c\_\_\_\_\_

## The Buying Cycle



## Your Sales Numbers - Rough Estimate

1. Current Leads
  - a. A Lead means Phone Number and ideally Email as well

What is the current number of leads or traffic you have in total? \_\_\_\_\_

How many leads are you generating per week? \_\_\_\_\_

2. Current Sales Process

Number of calls made - inbound/wk: \_\_\_\_\_ outbound/wk: \_\_\_\_\_

Number of meaningful conversations/wk: \_\_\_\_\_

Number of appointments booked per week (*if relevant*): \_\_\_\_\_

3. Current Sales Conversion

What is the current closing percentage based on the number of calls and appointments/ week: \_\_\_\_\_

4. Current Transaction Value

What is your current average transaction value? (base over last month)

\_\_\_\_\_

5. Current additional follow ups and referrals

What is the current additional sales closed through follow ups after someone has bought at least one product/service: \_\_\_\_\_

What is the current number of referrals you are generating per sale made?

\_\_\_\_\_ Current referral percentage: \_\_\_\_\_

## **The Sales Journey**

1. Pre- investigation - on social media or any source is helpful
2. Know outcome, prepared/anticipate objections, then get in state of certainty
3. Greeting and establish rapport
4. Ask questions about where they are now?
5. Ask questions about where they want to be? (goals/vision/desired results)
6. Establish the true current challenges/block/current problems they are experiencing in relation to what you can solve
7. Establish emotional and/or financial cost to the problem.
8. Explain how your product/service will solve their problem
9. Close
10. Ask for referral and/or more business/social media celebration

## **Sales Truths That Make a Difference**

1. No one thing can blow a sale
2. Price is never the real objection – The number one reason people buy something is to solve a problem not because of price
3. The second sale is easier than the first. Right before they purchase. You can say, *“most people by x as well – explain it, would you like to do that as well?”*

## Strategy Call Script

The following is the script to use if you have someone who has booked in for a webinar, came directly from your personal facebook page or have booked in for a strategy call/sales call/coaching call. Other names for this script include clarity call/discovery call/laser call/breakthrough call. The call usually goes between 20 min-45 min.

### Introduction:

People need to believe/trust in the following 3 things to buy:

1. Product
2. The salesperson
3. Company

Get them from the beginning to be *100% honest* with **themselves** and **you**. Do not let them bullshit themselves or you on the call.

### General Notes:

Remember the power of metaphors in speaking to the unconscious mind.

Use enough of them:

- Remember the power of *what if...* and *imagine ...* (this gets people to relax and out of fear state and it reframes their false beliefs)
- Remember as you're talking:
  - Their false beliefs usually will start to pop up in their mind.
    - Example: *Can this work for me? It'll be better if I find it somewhere else cheaper.*
- Remember not to be arrogant. People don't care what you've achieved or how much money you have; they care how much you care about them.
- Pre-Frame some point in the call for me to help you, I need you to be totally honest with me.

### Pre - Call Steps:

1. Make sure you know **all** prices and dates for all courses and packages
2. Make sure you know the content of each course and when each course is on.
3. Have CRM open or whatever program you are using to take notes for a prospects history.
4. Open and have ready adobe esignature
5. Have payment gateway ready

6. Have testimonials ready in case

**Step One:** Pre- Investigate Them if Needed on Social Media and Read Past Call Notes if any

Perform background checks on the person you need to:

- What do they love?
- What do they like?
- What are their interests?
- Who do you have in common with them?
- Check student notes in Salesforce to determine the background from past calls.

Before the Sales Call, ask yourself:

- The one thing I have to get them to believe is **The only way to get what they want is to do it with me and do it now.**
- Remember the power of trial closes: *I'm trying to get them to make small commitments* and **say yes to me** from the beginning; their **Unconscious Mind** is always in rapport with me to say yes to me.

**Step Two:** Know outcome, prepared/anticipate objections, then get into state of certainty.

The universe aligns with your outcome and intention.

Intent: serve them at the highest level, have their best interests at heart and give them the best possible result and solve the problem. Then close.

- Your intention is to solve their problem.
- Your outcome is for them to buy so you can serve them.

Note: You have to ask the right questions to find out what they want, to give them what they need and actually find the problems and the **real challenges** they are having so that you can solve it!

Note: People often don't know what they really need

Be clear in what you will project about them.

- Project only what you want to see in them and only what you want them to see in you.

Get in a state of certainty and decide to only speak from the heart; holding non-judgement of whatever they say. *That's how you connect with them.*

**Step Three:** Greeting & Establish Rapport - match voice tone, speed, timbre and pitch. Be in an upbeat energy.

- Build rapport
- Match and mirror voice
- Tonality
- Words
- Breathing

**Step Four:** Ask questions for where they are now (Start at Option 1, 2 or 3):

Depending on the source of the lead you will have to adapt these questions. A lead could be someone you know from your personal facebook page, it could be from a webinar funnel, it could come from a facebook messenger ad, a strategy call ad etc.

No matter what you do, selling is a prerequisite for all the success you are going to create in your life. Selling impacts every person on this Earth. Your ability, or inability to sell, persuade, negotiate and convince others affects every single area of your life and it will determine how well you survive. No matter what your role is in a company, no matter what your business is, you will at some point have to convince others of your position.

Sales are influential. You have to master how to influence the thoughts, feelings and behaviours of others if you are going to get what you want in your life. More so, if you are going to help other people, you have to be able to sell them on what you know to be good for them so you can create win-win outcomes.

Can you sell your belief, idea, concept, product, service, your dreams to someone else?

The most influential people on this Earth were able to sell their ideas to other people – Mark Zuckerberg, Jeff Bezos, Nelson Mandela, Bill Gates, Warren buffet, the list can go on and on. Wars start or end based on the ability of one to sell their idea to another.

This is a skill that **MUST** be mastered!

Your ability to do well in life, to survive, to prosper depends solely on your ability to sell others on the things you believe in. This is not exclusive to just selling products and services, I mean your ability to sell yourself and others on those things you want in life.

You have to know how to negotiate, if you're going to buy a house, a car, have your kids do what you want – selling is not a job, it is a way of life.

The number one reason a business fails is because their ideas were not sold quickly enough, at quantities great enough, and at prices high enough, resulting in no cash flow.

You must learn everything you can about selling, for it is essential to making an impact in this world.

List 5 examples of something you have been sold or you have sold in the last 48 hours i.e. maybe it wasn't even a product or service that you bought or sold, maybe you just influenced someone to do something or they influenced you:

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

*“Only 2 things happen in every sales interaction, either you will be limited by their limitations, or they will be limited by the truth of their unlimitedness”*

You will either **Sell** your idea or be **Sold** on their idea.

*“When there is rapport, whoever is most certain will always win the outcome.”*

To the degree you are sold, you will sell. You should know that the bottom line is, if you are not selling to some degree, you're not sold. You have to be utterly convinced and believe in what you're selling so strongly that you become unreasonable about it. While many products and services may offer similar benefits to yours, you have to be sold that your product, service, or idea is somehow superior!

You have to be 100% certain on the fact that what you're selling is better than any other option.

Until you become convinced of your value others will not agree with you. The amount of conviction you have about yourself, your product, your service, its value, your company and your value, will be to the extent others are convinced of those things. Your conviction is way more important than the convictions others may have about their facts and figures and stories about why they can/can't buy.

A **conviction** is a firmly held belief. “Convict” is latin for conquer. You must be convinced of your beliefs so strongly that other people become convinced. The prospect is a projection of you, if you are not certain they will not be certain. If you are certain, they will become certain.

A sale is made when your conviction and belief about something is **stronger** than another's. At this point the other person will give up their sense of conviction and become convinced of yours. That is the moment a sale becomes possible. This has nothing to do with the product or service and everything to do with **your conviction** about it.

## **Conviction is the “Make or Break Point”**

Conviction is the make or break point. The word conviction is a firmly held belief. Comes from convict-to conquer. You have to be so convinced in your beliefs that no other choices appear available to your prospect. A sale is made when your conviction or belief is stronger than the other person. The other person will surrender their sense of conviction and become convinced of yours. It has nothing to do with the product or service. It's about how much conviction you have. Those that are the most convinced become the most convincing.

Alexander Graham Bell was told he was a lunatic when he talked about inventing a device through which the human voice would be transmitted through long distances over these wires. He was told this invention the telephone was impossible. The same goes for tv, the internet, flying, light.

In sales, if you want greatness you have to become invincible. You have been so sold on your product or service to the point that no one can alter your conviction. Maybe someone entered your head and tried to give you things to doubt about your product or service just enough to shake your certainty. Find out what that is and throw it out like garbage. To the degree you have negative considerations or doubts about your product/service is to the degree you will fail. You must get rid of these considerations.

### **Exercise:**

#### **Questions to Build Conviction**

1. Why should anyone go into debt to buy my product?

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2. Why should they choose my product more than someone else's?

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3. Why should someone do it right now, and not wait another second, 2 minutes 2 hours or 2 months or 2 years?

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4. Why should they buy my product for more money than someone else who has a similar product for less money?

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5. Why should someone do it with me rather than someone down the street?

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6. Why should they buy from my company and not someone else's?

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7. If you are sold on you and your product you will have an immediate response

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8. You must Get so sold on your product that your conviction becomes so high so it becomes irresistible to others!

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9. Would you buy your own product or service?

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10. Your actions are louder than words. You must own the product and service you are selling. Would you buy what you are selling?

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11. You have to sell it on the product service that you would sell it to your loved ones.

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12. To the degree you are in disagreement with your product or service you won't be able to sell it. If you wouldn't buy it, spend your own money on it, go into debt for it, if you wouldn't use it then no one else will.

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If you thought it was valuable, you would buy it. To the degree you sold you will sell to the degree you're not sold you won't sell. To the degree you sold you will take action.

## Use Every Moment to Sell

Take every moment you have and turn it into a moment to sell.

If you only had one minute left to win the game? Or one hour left to win the game? What would you do?

You can't waste time when you have to work the ball down the field. He who makes the most of time accomplishes the most. Billionaires accomplish massive amounts of action in shorter periods of time.

### Exercise:

How many times in an average week do you believe you could have turned a moment in time into a selling moment but you held back?

How many times does this happen per week on average?

If all of these moments the person bought, how much extra could you make per week?  
How much is this costing you per week not turning every moment you can into a selling moment?

What would you have to believe to execute on this? What would you have to decide?

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## Work Your Power Base

Most people are paying too much attention to the people they don't know versus the people they do know.

This is called working your Power Base. Its best to start by marketing and reaching out to:

- People who know you, like you or trust you
- People who possibly want to do business with you that fall in this category
- People who have done business with you before

This will be more effective than starting with people who have never heard of you. Most people either do this or they sit by the phone and wait for it to ring. That will never work!

Everyone has a Power Base, these may also be the people who would be happy to hear from you.

### Exercise:

Write a list below of 10 people who meet any of the criteria above from your Power Base. Who are the people you have not called, have not reached out to that would respond?

- **Note:** Customers/clients who have bought your product/service who have had a good experience are the easiest to sell.

Go through your Phone, Database or Social Media and write 10 names and include their Phone Numbers if you have them below ...

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## **The First Rule Of Selling**

Always agree with the customer.

This is the most violated rule in communication in selling. If you want agreement you must be agreeable. Right or wrong, agree with the customer. Agree while you are in the negotiations. No one will agree with you if you disagree with them.

People move towards agreements. Your favourite family members are those you agree with. The people you agree with the most are the people you want to spend the most time with. Like minds attract in sales. Rapport is born out of agreement. It takes only one person to agree and be no conflict.

If I agree, the disagreement is over. I must agree with the client before an agreement can be achieved. Always agree. Even if what they say to you seems ridiculous, agree. If they say they want to take more time and you let them know taking time is the right thing, knowing the reason why they want to take time is so they can make the right decision. Once you agree then you can move forward.

Once you agree that they need to think about it, you can then explain that thinking will not change the fact that this is the right product, that they can afford it, that your company will be there, it's going to save you money right now, making a decision now will actually put them in a better position.

Make the other party right for their ideas, beliefs and thoughts and then close.

- (a) Agree
- (b) Acknowledge
- (c) Make the other party right
- (d) Close

No rule is violated more in sales than this rule of agreement.

In selling you don't want to be right. You want to gain a trusted client and close a sale.

**Exercise:**

Give an example of a moment where you know you could have turned it into a sale but you disagreed with the customer and lost it afterwards ...

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**The Agreement Drill**

Most sales people run out of energy from exhaustion from disagreeing. If you disagree with someone before you close you risk closing. Be a master of agreeing with the customers first and close them later. Most salespeople exhaust themselves through disagreement.

Examples of agreement are:

- *“You’re right”*
- *“I’m with you”*
- *“I agree”*
- *“I can appreciate that”*
- *“I’ll work it out”*
- *“I understand”*
- *“I’ll make it happen”*
- *“Done”*

You must drill this until it becomes a muscle. **It is critical.** The relationship is built on agreement. I am willing to agree because I’m willing to help people.

If you say it's black and I say it's white, then I will lose the sale. Say *"it is black, you're right."*

If you say it's hot and I say no its cold that doesn't work. If you say it's hot and I say, *"yeah it is"* and then I got used to it, you have far more influential power.

**Exercise:**

For the 10 objections below, come up with the agreement responses ...

1. Objection: *"I don't have the money."*

Response: \_\_\_\_\_

2. Objection: *"I don't have the time."*

Response: \_\_\_\_\_

3. Objection: *"It won't work for me."*

Response: \_\_\_\_\_

4. Objection: *"I don't believe you."*

Response: \_\_\_\_\_

5. Objection: *"I'll think about it."*

Response: \_\_\_\_\_

6. Objection: *"I'll get back to you in a few weeks."*

Response: \_\_\_\_\_

7. Objection: *"Just let me see how I go on my own first."*

Response: \_\_\_\_\_

8. Objection: *"I've done other courses before and it hasn't worked."*

Response: \_\_\_\_\_

9. Objection: *"I need to look at your website."*

Response: \_\_\_\_\_

10. Objection: *"I already have a coach."*

Response: \_\_\_\_\_

## **Trust is Critical to the Sale**

Distrust is not the buyer's problem in a sale. If the person doesn't trust you your offer will be rejected. A salesperson always gets a decision. Thinking about it is a decision. If they decide it was more for them than they could afford is a decision. If they decide to go buy the competition product it's a decision.

If they don't think it's for them and you know it is, it's distrust. If they want to think about it and you are asking them to do it now, it's distrust. These things are because of you. When the buyer doesn't trust you or trust something about the presentation they are going to add time to the cycle.

- The unhandled element of distrust will always guarantee future problems.
- To put it off and to stall is always due to some level of distrust. A salesperson always gets a decision.
- If you know what is going on in the mind of the customer you can become a true professional. You know when people don't trust you. The unspoken thoughts of the customer is the most powerful field to play in, because you are looking at the distrust level behind the scenes.

### **Note:**

1. If you can go into their mind and bring up the unspoken to get to what's really going on you can handle it. Trust is critical.
2. IF YOU DON'T get a sale, something is distrusted.

3. Every decision is a decision.

## **Customers Don't Make Sales, Salespeople Do**

It's the salesperson's job to create the trust and make the sale. You must understand the mind of the customer. Must know how buyers think, what causes them to respond and act. People are run by their minds. Understand the mind and you understand people.

People don't buy because you didn't assume enough responsibility for the selling and also for the buying. You are 100% responsible for the sale. When someone says to me *"I'm not buying today"* I respond with, *"If you'd transform your life with what I have today that would be my fault, not yours. Let's put that aside for the moment, and focus on how I can help."* Then I ask a new question to change their focus. *"I'm not buying today"* is indicating a lack of trust of the salesperson or the inability to make a decision.

The client/customer has distrust possibly of their own inability to make a decision. Be understanding of the customer that communicates distrust and know you can still get trust. If you sense distrust you are probably accurate, you need to break through. You can't sell to people who don't trust you. You have to get people confident in you, which doesn't come through arguing. Look at the ways you can start building trust. It can begin by calling on them on the pattern if you know you can truly help them and solve their problem.

### **Exercise:**

What are some reasons why they are not trusting you?

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A lack of trust costs sales. When you hear *“I’m not sure”*, *“I don’t know”*, *“I can’t tell you that yet”* or *“I don’t feel comfortable telling you that,”* these are examples of the prospect not trusting you.

The buyer has to have belief in you to get the sale. They have to trust you and see you are credible. You have to get beyond them seeing you as a salesperson and see you as a caring professional.

Accept full responsibility for the distrust, don’t take it personal and know the reasons for distrust. You must know everything there is to know about your field, your product, your industry to help you.

## **Attitude**

Did you know that your customer will pay more for your attitude than they will pay for your product. No matter what you are selling it’s your attitude that will make the most difference. A great attitude is worth more than a great product.

Everyone wants to feel good. People are moved by positive and competent people. A person who can make someone else feel good can sell anything. A great attitude with a great product becomes unstoppable. A positive attitude is 1000 times more powerful than a product and if you mix this in where you can actually have fun in the interaction its becomes super powerful.

It's easy to say no to a product but it is hard to say no to ‘feeling good’. When something makes you feel good you want more of it rather than whether it makes sense or not. People will spend money on things that make them feel better than anything they actually need. People don’t often buy things they need, they buy because it makes them feel good. Attitude is senior to everything.

If you are positive no matter what, that’s what matters. With a great attitude people will find you irresistible.



# Intention

Intention is extremely important when it comes to selling. People feel your intention. I believe there are two primary intentions you can have and you want both in your mind.

However, it's important that you are very conscious about this. The first intention I believe should be to genuinely help serve that person in the highest in best way. If they do not feel that is your primary intention then they are likely to feel that you just want their money. So that must be your first and primary intention and then as you are doing that the second intention should then be to close the sale.

## Exercise:

Name a time when your intention was to just close the deal and the prospect felt you didn't care about them.

What happened as a result of this?

Name a time where you genuinely were seeing how you could best solve their problem and then once you have achieved that you were intentional about closing it, what was the difference in the response from the prospect? What was the impact?

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Note: When you genuinely care and want to help someone you create connection, this is far more likely to lead to a sale.

## **Treat Them Like A Millionaire**

If you want to be a millionaire, treat your customers like a millionaire. Treat people like they have money and they will spend money they don't have if they are treated right. The people that say I can get financing or I can't do this or I can't do that, treat them like millionaires.

Treat people the way you want them to act. Treat people like they have money and they'll pay money. If you treat people badly, they will act badly. You always have to be of the best service to them. Treat them all as if they are very important.

### **Exercise:**

Have you ever treated a prospect as not as important as you could? What impact did that have? Have you ever treated the prospect as very important, what impact did that have?

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## **Give, Give, Give**

Focus on what you can give. Operate from the higher plane of service. Service is senior to selling. And giving is senior to getting. You must deliver beyond what they ask for. Exceed the buyer's expectations. Give, give, give. Focus on what you give not just what you get. Put your attention on the prospect.

Best salespeople have a sincere desire to serve and add value and give enough. If you give enough, life will give back to you. Give people the most energy and the best attitude you have. Your 'give give give' approach will increase your credibility and show a higher level of service.

Deliver beyond what the client asks for. In a restaurant if you are a waiter and you brought out the dessert tray that's way better than asking do you guys want dessert.

Exceed the buyer's expectations. It is also very important to love the one you're with and be 100% present with the one you're with- no interruptions. Show them how they are THE most important to you in your universe at that present moment.

If you chase two rabbits you'll catch none. Give 100% of your attention to one. Commit to the one you're with. Turn off your phone when you are with a customer. Love the one you are with. Give all of your attention and let them know that and they'll see that you're there with them all the way. Too often people feel neglected. Give them complete attention. Regardless of where they are or how much money they have, if you treat them like they will buy then they will buy.

To be the master of the universe you must be the servant before you can ever become a master. Call people back with urgency and attention and interest. A big smile, full attention and service is better. Follow people up before there is a problem. Go where no man or woman has ever gone before with service. Instead of reducing price, go up on service. Elevate your level of service. Problems are opportunities for service. It gives you an opportunity to win that client. Look for every opportunity possible to service your client.

**Exercise:**

Give an example where you could have serviced your client better? What extra service can you give that your competitors won't? How can you create a level of service that separates you from the competition?

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## **The Hard Sell**

It's been said that you have to ask someone 5 times before you get them to say yes to you. Most people don't buy the first time you ask. Most people won't say yes if you quit asking. If you quit, it will be a no. The moment you stop asking, the moment the deal will be lost. This is not pressuring people.

If I've got a friend and he's about to lose consciousness and I've got drugs to stop that from happening I will pressure him. If I have a great product and a great service and I know it will save the person money and I know it's the right thing to do, I'm willing to stay there until I get the deal.

Obviously you have to make sure you always keep rapport. Most sales people won't push their prospect to where they need to go in order to get the deal and that's where they miss out. You must be willing to stay in the conversation and persist through that transaction until the close, if you truly believe deep down the product and service is right for the buyer.

You must be willing to persist and that is what is meant by a hard sell. A prospect said to me once, *"I don't like to be pressured."* I said, *"that's the last thing I would want you to feel, my intention is for you to know that I care and that I can help, I am happy for you to make whichever decision you feel is best for you."*

Then, I ask a different question. If it is something the person wants to do, you have to duty to lead them into the decision so they can have the life/solution/result they want. When you hit this place of the hard sell where you know the only right choice for this person is to make a decision to do business with you. To do anything short of that means you have given up on something which you know to be true.

The willingness to stay in there and persist even when it gets uncomfortable separates the master of the trade versus an amateur. The amateur runs away from the hard sell. If you don't truly believe in your product or service and you don't believe that what you have to offer is more valuable than what you are asking for, then you won't ask them to borrow the money or take out a loan or go into discomfort. You must become so convinced that your company or product is the only answer that will truly take care of the buyer and that any other choice would be a disservice.

Need nothing, and be willing to walk away. The things you need in your life are the things that will control you, if you feel you need the sale, your prospect will feel that and you will

be controlled by their reactions. Always be willing to walk away if you know this person is not willing to be helped. It is healthy to want something, but not need it.

**Exercise:**

Can you remember a time you projected need onto the prospect where they felt that and said no because of your neediness?

Can you remember a time when you took away the need of anything and they felt your power and bought? What was the difference? What can you believe to take away all neediness?

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**Closing Requires Preparation**

You will close what you are ready for. The more you practice handling people's objections, the more natural you are going to sound. Most objections are just complaints or unanswered questions.

You want to be prepared and learn what you're going to say so you can handle certain situations effectively. Become a professional hard sell closer where you're willing to learn the techniques that need to be practiced, perfected and drilled to respond intelligently to the objections. Practice every possible situation you are going to handle that day. If you can't close you will lose the ability to help them. If you don't learn how to push through you won't become one of the greats. For you to be a professional you have to prepare yourself.

**Price is Never the Real Issue**

Walk into every transaction completely believing that price is not the real issue. If I solve the problem better than anyone else and it's worth more than the price I am charging then price is not the real issue. When there is a price problem there is something I don't know.

Know what else is important to a person other than a piece of paper. If a competitor has the exact same product that you sell and you charge more, their question is going to be why would I pay more for the same product from you if I can get it from John down the street.

Now it comes down to the customer placing value on you and your company that exceeds the extra they are paying. Your job is to give the buyer reasons to pay you the extra. No matter what, I will always be able to find someone who sells my product or service cheaper.

People want more than the lowest price, people want to know if they're buying the right thing, they have to believe it's going to give them the feelings they want, that it's going to be the best value for what they pay and it is what they need.

Confidence in the product and confidence in the company, the person that's representing that company and product is crucial for the customer to have. You must take a genuine interest in the person you are selling to and talk to them the way they like to be spoken to.

What do you have to:

1. Establish that they love the product and must have it! They will love it if you can make them feel good and it gives them the result they want.
2. They have trust that it will solve their problem. They must also have trust in me and the company.
3. Demonstrate why buying from you and your company is uniquely different and gives more value than the price difference. They must know you offer something that the competition doesn't offer.

To handle this objection on price difference being higher than the competition:

1. Determine the connection and love they have for your product by presenting other possibilities. *"Hey let me ask you...on a scale of 0 to 10 how would you rate this product? 10 being the highest, how would you rate it? 'Oh I'll give it a 9.' Really what would make it a 10?"* They must have confidence in the product. Every customer is looking to solve a problem when they are buying a product always.
2. What problem are you trying to solve? Must find out what problem they are trying to solve. Why did you seek this today? Why now? Why didn't you wait 3 months? These types of questions help find out what the motivation is. Then make people like you, service them like mad, laugh and agree with them. Never take anything personal

and

never quit and they'll want to do business with you. When they are completely confident in the product that it will solve their problem and they like you, they will want to do business with you.

3. Build value in YOU and the company and establish why you are going to take care of them better than anybody else. Why doesn't everyone just buy from the lowest seller? Because they want confidence and trust in the product, the company and the seller.

## **Price is Not What You Think**

The way to get more money in your business is to understand the price issue. If you've ever lost a person in your life, in that moment you would sell everything you had just to have that person back for a moment- why because of love and connection. Love and connection is what people really want, if you can give that better than elsewhere you have something really special to give on top of the best solution.

Price is not the real issue, if you've ever bought something that was cheap and then soon after you buy it, you found out it was broken you would have wished you paid more for something that did work.

You have to get the customer to want your product more than he/she wants their money. If I sell you something for \$100 how much is it worth? Not \$100! It has to be worth more than that for me to sell you that price. At any price you sell anything you have to know its worth more than that.

Demonstrate to the person how the value is far more than the price, then they will get the money. Know also if someone is committed enough, they will always find a way! Build the value way higher than what you sell something for.

### **Exercise:**

For each of your top 3 products/services demonstrate how the value is worth far more than what you charge. What are they getting that is worth far more than the money they pay? What will it cost them that is worth more than what you charge if they don't buy?

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## **It's Not the Price, It's What They are NOT** **Saying That is the Issue**

If you know the value of the solution is worth far more than the cost of the problems they have then price is not the real objection. If someone is committed enough, they will find a way to do anything. So what they may really be thinking is ...

1. Is this the right product?
2. Will this truly solve my problem?
3. Will I use it?
4. Do I really need this right now? Do I really want this?
5. What will other people think about this decision?
6. Is this something I'm going to really enjoy and use?
7. Will this company take care of me?
8. Am I better off buying something else (or some other product)?
9. Will something better come out next week?
10. Do I know enough to make a decision?
11. Is this going to be a mistake?
12. Is this person going to let me down?

If you handle these concerns to your buyer's satisfaction then price will not be the issue. It's almost never price if the solution is worth more than the cost of the problem. If they say the reason they are not buying is because of price, it's because they have other issues that need to be resolved.

### **Exercise:**

Think of a time when the prospect said the price or the money was the reason they couldn't buy, and you let them get away with it, what do you think it really was that wasn't said? What was the unspoken that you didn't get? What would you do differently next time?

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## **Justify the Price with Other Products**

When you offer the product at a lower price that will make them less likely to buy. Move the buyer up in price to a more expensive item when price objection comes up. It's incorrect to lower the price when there is a price objection. When you move them down in price that will cause them to believe that you don't believe in the value of the solution. The customer must think in terms of value not price. Those who struggle shop on price, those who value themselves shop on value.

Buyers are more concerned with making a good decision than how low the price is. Get them to look at something more expensive. Then they probably will move down in direction to the original item. They will look at what is most expensive and then see value in the original item. Exhaust your products and services but never exhaust your price. Looking at the more expensive will get them to see more value in the product. "*we can always move back to the original product you looked at*" is something you can say.

You lose as many products to more expensive products as you do to customers of less expensive products. When I can't close someone because they say it's too expensive I either justify the price through the value they will receive, or move them up to something more Expensive.

Your buyer would rather pay more and make the right decision than pay less and make the wrong decision. The objection is because of the fear of making a mistake, it's against making the wrong decision. If you move them up to a more expensive product it will sell them on the value of the original item.

Buyers are more concerned with making a good decision than they are about getting the best price. When someone says, "*may I have a discount?*" and I see no valid reason for the discount, then I respond with "*I will be able to give you more value than a discount ever would.*" Asking for a discount tests your conviction on the value of what you sell. How certain of the value are you? Are you willing to walk away if they can't see the value?



## Traits of an Extraordinary Salesperson

What are the traits of an Extraordinary Salesperson?

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### **Option 1:** If They Came from your Personal Facebook Page

Ask questions about where they are now and state intention if you like- You must ask questions to gain trust and rapport first. 'How have you been? What have you been up to? How was your weekend? How's your day been?' Etc. You can say why you are calling so they are not surprised when you start selling them if you like. You can say 'is it alright if I ask you some questions to find out how I could support you achieve your goals or make any changes you'd like to make?' 95% of the time they'll say yes.

Now what you are going to do is ask questions to find out where they are, then where they want to be and then the challenges or problems that have blocked them from having what they want. You can start by opening with..

(If the person is seeking **personal** help Go to step 5)

(If the person is seeking **business** help Go to **step 4b**)

### **Option 2:** If they Registered for a Webinar Through Paid Facebook Ad

*"Hi its \_\_\_\_\_ (your name) here from (company name), how are you? I noticed you are registered for the webinar coming up next \_\_\_\_\_ (Date) at \_\_\_\_\_ (time), is that right? No worries, we are just giving people a call to support you to achieve their goals on the webinar, is now a good time to catch you?"*

If "no": *"no worries when was the next best time to catch you?" (book in a time in your calendar to call them)*

If "yes": *"What sparked your interest in wanting to sign up for the webinar/event? How did you find out about us?"*

*"What kind of work are you doing now? What kind of products or services do you have?"*

*“How long have you been in business for?”*

(Outcome: to get an idea of where they are now, its good if you can start to find a gap b/w where they are now and where they want to be)

(If the person is seeking **personal** help Go to step 5)

(If the person is seeking **business** help Go to **step 4b**)

**Option 3:** If they registered for a strategy call through a paid FB ad

*“Hi its \_\_\_\_\_ (your name) here from (company name), how are you? We have you booked for the free 45 minute coaching strategy call, is that right, is now still a good time? No worries, great! We are just giving people support you to achieve their goals, identify the obstacles that have held them back, give them some ideas on how to overcome those things, and if you like there are some options for some further help as well, is that okay?”*

*If no: “No worries when was the next best time to catch you?” (book in a time in your calendar to call them)*

*If yes: “What sparked your interest in wanting to book this coaching call? How did you find out about us?”*

*“What kind of work are you doing now? Do you have a business? How long have you been in business for? What kind of products or services do you have?”*

(If the person is seeking **personal** help Go to step 5)

(If the person is seeking **business** help Go to **step 4b**)

**Step 4b)**

*Note: It’s Ideal if you can find out how much they are earning/week or per month.*

- If they have a business or are in sales, find out how many sales they make a week or a month. Ask how many people they speak to per week or per day for their business (if it involves sales) and how **much they earn per sale**. Also ask if they have a value ladder (*we can work out their ideal client*).
- *“Do you have social media? What’s your page, can I review it? If I was to come across your page right now, do I know who you are, what you do and if your services will solve my main point?”*

- Review how many friends/followers they have and compare it to their engagement on their posts/videos.

**Note:** if it's a client who you know runs a business: You must find a clear gap between **where they are** and **where they want to be**. **It must be measurable** and **they have owned the cost of the problem**.

- Go into asking about their daily tasks they do in their business and break it down. How long do they spend on the following so you can easily demonstrate their value later:
  - Sales calls
  - Administration tasks
  - Coaching delivery
  - Marketing activities

### **Cognitive Biases: Relatability and Liking Tendency**

Tell a metaphor of how you used to struggle and shared it with someone who could help you (*if you think they may not open up*). Tell your origin story of what would relate to them most and **include the epiphanies** you had to overcome the objections you think they may have (e.g. how you had no money and the beliefs you had to find the money and act now).

- **Note:** In the story go in the state you want them to go in and put in the epiphanies that you want them to have:
  - It could be your story or from someone else. For example: *“For me I was in a school teaching job and I thought to myself, I can’t do this for another 40 years there must be more to life, then I had a relationship breakdown and was put in this low emotional state, I used to drink a lot to escape it but it never worked and so my friend who was a coach and he said why don’t you have a session with me. So I was willing to try anything because nothing worked and in 2 hours I had more change than in years of reading self help books and other meditation stuff that I had tried. I felt the best I ever felt and I felt so powerful and so from there I thought I have to do more so I did a course and here I am 4 years later and been able to help a lot of people.”*”

### **Step Five**

Ask the following: Ask questions about where they want to be (goals/vision/desired results):

**Note:** Find out specific things that you know our program can help them with.

- *“Where do you want to be?” “What goals do you have for the next 6 to 12 months?”*
- *“What is your vision you’d like to see come to life?”*

- *“What is your income goal?”*
- *“Anything else you want to change or see happen?”*

## Step Six

- Find a need/problem/challenge
- **Say this with Certainty:** *“What would you say is the biggest challenge or block that has held you back from having what you want or feeling what you want up until now?”*
- *“What are the negative or limiting thought patterns that you’d like to clear out that has prevented you having what you want?”*
  - **Follow up Question:** *“How long have you had these for?”*

## Optional (recommended):

- Ask: *“Where has this played out in your life, what’s an example of this?”*
- Find the cost of the problem *“If we had to assign a cost to this in your life or business, this is important so can measure the value of how we can help, how much would we say is the financial cost per month or per year for this pattern/problem?”*
- Find out their next challenge or inner block (*and get cost of each one*)
- Ask: *“Is there anything else that would need to be cleared out to get your goals?”*

## Note:

- Find the emotional and or financial cost to these problems
- Chunk down
- Find all the stuff your product/service solves

Then say a metaphor of how you helped someone else with similar problems. *Cognitive Bias: Social Proof.* Building social proof (*you need social proof and relatability on the call*).

## **What is this problem costing you or how has it affected you?**

Tell another success story if you’ve got one from working with the company.

**Step Seven:** Link the need to our product/service:

As soon as they have seen enough value or you know they have the belief that this works then talk about the program:

- When it is
- What it involves
- How it can help
- How is it delivered (online or live)
- How long does it go for?

If you think they are looking at other programs, say why you are different and better (your USP/X Factor). If you feel like they don't fully understand what they need and may shop around, tell them what they need and why and how you will meet that.

Tell them about accommodation options if it's a Live Event.

### **Training Hours**

Describe to them the training hours or time investment from them depending on what you are selling. What are the hours?

### **Accommodation Options**

If it's a live event explain the accommodation options of where they can stay. If it's an online course that isn't required or if it's another product or service then you can skip this.

### **USP**

Here you must explain what your Unique Selling Proposition is. A normal program/product/service like this would just a, b and c **but** that's like leaving someone in the forest without a map, so what we do is... x, y, z (*this is our unique selling proposition*).

### **Explain the Support Structures**

If you are providing ongoing support you can describe it here. This helps them to feel you really care as well.

**Step 8 - Close:**

1. If selling all a live course or online course:
  - a. *"Are you right to get those days/times off? Is there anything that would stop you from getting those days/times free?"*
2. Go through payment options:
  - a. *"In terms of commitment wise, the investment is \$ \_\_\_\_\_ up front or an investment plan for \$ \_\_\_\_\_ with a \$ \_\_\_\_\_ deposit. Which one would you prefer?"*

- i. Either they will be sold or you will have to reframe and use metaphors or they might be adamant on getting an email with the details.  
Always do everything you can to overcome the objection before agreeing to send an email or let them think about it.
  - ii. Handling all objections is crucial before the close, which we will cover in the next section. If after several attempts you have tried to reframe the objection and overcome it, yet they still aren't willing to commit sometimes you have to send them an email of the details and organise a follow up call.
3. If there is no way they will buy without the email, you get their email and then send it and organise a time to follow up:
  - a. *“Awesome, after you've read through the email I am about to send you, when is the closest next time to catch you and follow up?”* (within 3 days is ideal)
  - b. Send an email through and links of testimonials and say which testimonials will relate to the student:  
*“Look at the testimonial for \_\_\_ (name of testimonial) because you'll really be able to relate to them and can see how powerful their transformation was. I need your commitment to see that though ... can you do that?”* (wait for response)

*“Great! Will send the email now and look forward to seeing you on.... At \_\_\_ am/pm.*

*See you then.”*

# Handling Objections

## **If there are Objections: Isolate it!**

Whatever the objection is – isolate it then go back to the emotional and financial cost of the problem. So you know the root of all objections is they are not trusting you/not believing in themselves and/or they are not the decision maker. Below are the responses to different objections.

### **1. Objection – “I don’t have the money”**

- a. *“Alright I’d really love to serve you and I know what it’s like to be a hard financial position, I was there, so tell me is it only the money is stopping you?”*
  - i. If yes:  
*“We have a payment plan of \_\_\_ months x \$ \_\_\_ per month or 3 payments of \$ \_\_\_ leading up to the course and we can pick the dates that we can automatically take out the money.”*
  - ii. If no:  
*“What else other than the money is stopping you?” Let them empty out. Then you will handle one objection at a time.”*
- b. If they still say they can’t do the payment plan It really helps if you can get them to see a financial cost to the problem where possible so they can see the cost of the problem is far greater than your solution e.g
  - i. *“Well you mentioned before that the problem was costing you this ... (show the amount that is far greater than the investment you are asking for) (past cost) and for every week/month it’s not solved its costing us \_\_\_ per week/month, so for me I’m thinking I would much rather us to find a way for you to invest in this so you don’t spend way more than that anymore.”*
- c. Ask for complete transparency
  - i. *“I need you to be honest with me, do you do you believe this will work?”*
  - ii. If no: then go to social proof success stories that you have,  
*“It worked for \_\_\_ who was experiencing things very similar to you and now he has changed and achieved x (the result similar to what you prospect wants).*
- d. List a few social proof stories and relate it back using a metaphor, e.g
  - i. *“ I see it as baking a cake, if we just follow the recipe of change then we are going to get the result, the question will not be does it work, it will be are you committed, because I only recommend this for people*

*who have the commitment to change.”*

Here is where you will get the commitment and they will say ‘I am committed.’

Once the objection is handled, get them to confirm or empty out anything that may prevent them from keeping their commitment.

1. “Okay great. So what would be the biggest reason that it couldn’t work for you?”

Note: They are not trusting you. So handle that.

a. *“Can I just share that if you want this change, and others have got incredible results with this, similar to what you want, so your problem is not in trusting me, it’s in trusting yourself, because you won’t trust another person any more than you are able to trust yourself, and you have no reason to not trust me because I trust myself and I already have produced the results, so it has nothing to do with me, the reason why your mind may struggle with trusting others at the moment, is because of your trust being broken in the past, so regardless of whether we do this course/program/product/service or not we have to transform this, because this will affect every other area of your life, it will actually impact every relationship in your life. This person who broke your trust is still carrying your power”*

*“So I really honor for wanting to change, and if im going to help you , you’re going to have to share with me who has broken your trust in your past? It’s a past relationship or its your parents or an authority figure from your childhood”*

2. They will tell you. They may break down or cry or share what really they are afraid of, which tells you, you have helped bring them in their heart.

a. *“Okay so we have to change this, this can’t control you anymore, it’s been going on for long enough, and so the only people who actually get the life they want is those who are committed. Difference between those who get their goals versus those that don’t are those who get their goals! they make their goals a must, and so it’s time to do that for you, I think you feel me now in why I want to help you and why you have to do this for you, so if this was a matter of life and death, who can you borrow this money from? Someone has this money? It has to be important as if I said if you don’t find the way that you wouldn’t see your family or kids again, if it was that important who has this money? Where can you borrow it from? I ask that you’re honest with me first, how much is in your account?”*

i. (then work out how much they need more for the deposit if needed, or you may find they have the money)

**NOTE:** Then explain to them if they are going to succeed at this, they have to put down what they have (if its a high enough amount for you), and then help them come up with a plan to actually get the money. Support them on how they can communicate to the people they want to borrow it from. Then organise a date/day to get the rest.

## Other Reframes/Metaphors if Needed

### Your Personal Story

I share my personal story if needed, about how I was dead broke and borrowed money from my parents and I knew I had to take 1 step backward for 3 forward steps. The problem was not a lack of money in the universe, the problem was me.

### Reframe: Specific Cost of Problem

1. Go into the cost of the problem
  - a. *"Before we agreed that the cost of the problem is x, y, z right. (this amount should be way higher than what you charge for the solution, e.g. \$4k) so really all we need to do is find a way for you to get \$4k, or \$1500 for the deposit because the weekly/fortnightly or monthly payments you can do right?"*
  - b. The way I like to frame people is to ask them to look at what makes the difference between those who achieve their goals and don't, and key common denominator I have found is this commitment, the difference between those who achieve their goals is they make their goal an absolute must.
    - i. *"Let's say this goal of revenue was an absolute must for you, and if you didn't find \$1500 (or \$4k) you would be dropped off in the desert and never seeing your kids or never see anyone ever again. and you know you needed this money to prevent this from happening. if you were to be totally honest with yourself who would you call? Who would you contact? where would you get this money from or who has this money?"*

### Reframe: You Have to Treat This Like a Business

1. Pretty much every successful business that exists today the owner had to take on some form of risk or borrow some amount of money to make it work.
  - a. *"If you bought a McDonald's restaurant that would cost you at least \$1M, if you bought a boost juice that would be at least \$300k"*
  - b. *"Every business that is serious requires you to invest. Jeff Bezos borrowed \$300k to start Amazon, Sam Walton borrowed \$20k to start WalMart and that decision made him the richest man in America"*

- i. “There are many other examples of this, you have to be willing to invest and sometimes that requires borrowing, so who could you borrow it from?”

**Reframe for coaches or anyone in service based industry: “You don’t get what you want you attract who you are”**

1. If you are a coach/consultant/PT etc, you have to know if you are going to create abundance for yourself, you don’t get what you want you attract who you are.
  - a. “Does an apple tree bear oranges? Does it bear Kiwi fruit? No because we don't get what we want in life we attract who we are, so we only attract in our life what is a vibrational match for who we are.”
    - i. If you add time and think about it, or don't believe you can make the money/get the result, you are going to attract prospects who will come to you with the same thing, because that's the vibrational frequency that is a match for who you are being. It will just create more scarcity, because when they say i don't have the money or can't find a way, you will accept that from them because you accepted it for yourself. You have to cross the bridge for you first if you are going to take others with you. By acting now, you actually attract people who will act immediately with you and you will be able to be congruent to help them to do that because you did it for you.

**Reframe: There is a very different decision making strategy for millionaires/successful people vs those that stay stuck**

1. The reason successful people become successful is not because of their external circumstances.
  - a. “What separates those who struggle versus those who succeed comes down to one thing, their decision making strategy. Those who struggle to make decisions or make them very slowly and say ‘they can’t’ do not get the results of those that make decisions very quickly and stick to them, not because of what is outside of them, but because of this deep trust and belief in themselves.”

**Metaphor: The leaking fuel out of the car metaphor for business owners**

*“If your car was leaking fuel and it was costing you \$50 per trip in leaking fuel and you do 10 trips a week, thats \$500 per week its costing you to drive your car! Over a single year that would cost you \$25000 in lost fuel leakage. If someone said to you they will fix your car for \$4,000 and you knew that if you didn’t do it, that would be \$500 times 52 weeks which is \$25,000 in costs in a single year, possibly MORE, would you keep driving your car that’s leaking fuel or would you pay \$4k to fix it?! So your business is leaking money and lots of it, your car isn’t costing you \$500 per week, your business actually costing you \$ \_\_\_\_\_/week (their weekly cost of the problem) for every week you don’t invest in this!”*

*We have to do this because its more expensive to you not to do it!*

**Reframe: “do you know how to build courage?” Include Plane & Weights Metaphor**

1. *“Do you know how to increase your fear? Think about it. Literally the way to increase fear is to think about things because what that does is it tells your brain that the things you want to do you can't do, because your not acting on what you want. The reason why is because our brain is not designed to make us succeed, it's designed to keep us safe, that's why if we go to jump out of a plane the instructor says, 1...2 and then pushes us out, because they found when they wait to 3 you know what people do? Hold onto the rails. So you know how you build courage? immediate action. That's how you build it, it's like a muscle , if you don't use it you lose it and then fear starts to build and then it makes it harder and harder to lift the weights that give us the results we want in our life.”*

**a. Airport Metaphor**

i. *“If I said there was \$20,000 waiting for you in Darwin Airport would you find a way to get hold of \$2,000 for the flight? If you were certain that \$20,000 was there waiting for you?”*

ii. If no: You may not have built strong enough rapport or there is something they are not telling you, you have to find out what it is.

iii. If yes: You know it's not money, it's their belief they can't make money from working with you.

**b. Gym and Standing on the Edge of a Cliff Metaphor**

i. If yes: *“then you know your problem is not finding the money or your resourcefulness, it's in your belief in yourself to achieve the success you want. Because if you were absolutely certain that I would give you \$20k in return, you would find the way. So how to generate belief in yourself? Do you think you do it by thinking about it? No. You do it by two words ... immediate action. Building belief in yourself is exactly like building a muscle in the gym, if you don't lift the weight which means acting on what you want now, belief in self just gets weaker like a muscle, because we are not using it. It's time to use it, and it's time to trust. Did you think about tying your shoelaces up this morning? No. why not? because you believed you could do it. Now you can do it. Belief is built action, and fear is increased by inaction, right now you are standing on the edge of a cliff, and the longer you stand on the edge, the more you talk yourself out of doing it, because*

it's unknown for you, but if you want your parachute to open what do you have to do? jump!"

**Reframe: "If you want to be a successful coach ... "**

1. *"If you want to be a successful coach you have to make decisions like one. What makes a successful coach is they are being the client they want to attract. If you think about things you will attract clients who will think about things and so you'll never get to help them, because we don't attract what we want we always attract what is a match for who we are vibrational beings. The law of vibration in the universe. If you buy this objection from you, you'll buy it from them because you bought it from you. The best thing you can do to make yourself a successful coach is the client you want to attract, which means acting on what you want immediately so you can help yourself quicker so you can help others at a deeper level. You only get paid in direct proportion to the value you add to other people's lives, so you have to add this value to you if you are going to add it to them, so you can make the difference you want"*

**Reframe: "Do you pay taxes?"**

1. *Do you pay taxes? Do you pay the ATO? You give them money each year, why don't you give it to yourself. At least give it to someone you like. And it's not even your money any way you got it from somewhere else. This is someone else's money. So let's use someone else's money that you got from someone else and invest it in you.*

**Reframe: "If you got sick?"**

1. *"I want to share something with you, and it's quite powerful for self reflection and seeing the truth of what really is holding us back, so if God forbid if an accident happens or if you got sick or a family got sick and you needed \$x dollars (e.g.\$1500) to save their life where would you go? Because regardless of whether you do this program/product/service or not, I want you to know that all problems are unanswered questions, and the problem is not the problem. The problem is often we have not asked the right question to solve it. For me you finding this money is a symbol to you that whatever you set your mind to you can do, which will ripple out in every other area of your life. So this problem will only be solved if you be totally honest with yourself, and I know if someone is*

*committed enough, they can always find a way, so if this was a matter of life and death and you needed to find this money to save your life or a family members life, where would you go?"*

**Note: Once you've handled the objection, if they don't have the full amount get take payment for the amount of money they have as a deposit.**

1. *"How much do you have? Or how much could you put down?"*
2. Organise how and when you will get the rest of money from them. Must take FULL payment before you start. Use a metaphor of why they must put down what they have if you need to.
  - a. *"We want you to put down what you have because the more energy you put in the more you are forced to use more of who you are to make this happen, which means you are going to succeed, the only way to swim to the other side, is we have to jump in the pool, then you are forced to swim to the other side"*

### **Objection: I want to think about it.**

This is usually because they are uncertain it will work.

1. *"Okay cool, I know if you are wanting to think about it, it's because you want to make the right decision, which I want you to make sure of, and whenever we want to think about things it's usually because we are feeling uncertain. What is it you feel you are most uncertain about?"*
  - a. (help prompt them if they can't answer) *"Is it the price? If it's going to work? Is it the product? Etc"*
    - i. If it's the price/money: Refer to the "I don't have the money" objection rereames.
    - ii. If it's "I want to ask my partner": refer to those reframes below.
2. If they say, *"I'm not sure im going to get what I want"*
  - a. *"Well is there anything that you haven't yet mentioned in terms of what you are looking to get out of this?"*
  - b. Get them to tell you everything they want, elicit any more challenges or inner blocks if you need, share some social proof success stories if you have them, tell your relatability story if you need to. Then go again and ask what is really holding them back, it will probably be they are not trusting you or believing in themselves that they can succeed. Then you can use one of the reframes/metaphors from above that addresses this.

### **Reframe: "When we are uncertain, we all have an exit strategy"**

1. *"There is a science to changing your life: the brain is designed to go back and keep you safe, not to make you succeed. It's sort of like jumping out of a plane, if they've never done it before they like to hold onto the rails, that's why it takes an instructor to help them jump. I want to help you and I know everyone has an exit strategy. Some people's exit strategy is to think about it and I know that sabotages people if it is something they want to do. Do you want to do it? Do you believe it's going to work? Are you committed? Because if you're committed you've got my commitment."*

### Metaphor: Oak tree

1. *"When's the best time to plant an oak tree? 20 years ago. When's the next best time? Now."*

### Metaphor: Shoelaces and Pool

1. *"\_\_\_\_\_ (person's name), do you trust yourself? \_\_\_\_ (wait for the 'Yes') Okay great, are you wearing shoes? When you put them on this morning did you take 15 minutes to think about it before you put them on? When you hopped in the car do you sit in the driver's seat and wait 15 minutes before you turned the ignition on? No. Why? Because it wasn't that you just wanted to do those things, like this, but you also trusted yourself, that this is the right thing. And this strategy of adding time has got you to where you are now. So can I be really honest with you? \_\_\_\_ (wait for the "Yes"). I am going to need you to be completely honest with me. Is that okay? \_\_\_\_ (wait for the "Yes"). If you're going to create your future, and I'm standing on the edge of the pool, and I want to swim when do I need to jump? \_\_\_\_ (wait for the "Now") and if it's just a decision of how much you want to pay, then is there anything else I need to know that would stop you from checking your phone and how much is in your account right now? I'm saying this because I know how the mind works and I've seen enough successful people who know if they are going to do something, if they are going to change their life, the only time that truly exists is now."*

### Objection: "I want to ask my partner"

1. You have to feel if they actually need to ask their partner or if this is an exit strategy.
  - a. *Okay, cool - just to double check, you wanted to do this? Does your partner support you? Do they want you to be happy? \_\_\_\_ (allow response). Ah, because I know if I wanted my partner to be happy and supported them, I'd just want them to change their life in a positive way.*
    - i. This will help identify if it's their fear or if they actually have to ask their partner as that's how they make decisions.
2. Second Response
  - a. *"Have you ever made a decision without your partner before? Have you ever bought them a present without them knowing? \_\_\_\_ (allow response). Then lets give you and them the gift of your happiness and unlimited potential starting now!"*
3. Third Response
  - a. *"What happens if your partner says no?" I have seen before if their partner doesn't support them that the person who has dreams for their life stops acting on them and lets somebody else decide whether they should have their dreams or not. Which I think is the saddest thing. If you are in a relationship and if*

*your partner is fearful the best thing you can do is commit, because if you commit, they are forced to trust you, otherwise they will talk you out of it and you stay in the same place you've always been, which does not help you or them. After you commit now, I would go and say to your partner can we have a conversation, and say i need to share something important with you, and I have made a decision to do something because I want to create a certain life with you, and the truth is I haven't been happy with where I am right now, and if I'm not happy then I don't have happiness to give to the rest of us , you or the kids (if they have them), so I want to make my happiness a priority, I want to make my dreams a priority, and I want your support on this, and I don't just want this for my im doing this because I want this for us, I want us to enjoy the greatest life possible together, so I've invested in a course, and that is going to give me x, y z so I can do x, y, z, and i'm asking for your support is that okay? The course was \$x dollars, and I invested in it because I knew it was right for me and i knew it was right for us, and so I want your trust on that, because I love you and that's what is important to me, is that okay?" That will do it.*

4. Fourth Response 4: If the prospect is doubting it will work

- a. *"If you are uncertain I can tell you they will be more uncertain. and that just expands the uncertainty and then it will be sabotaged. The way you will strengthen your fear and uncertainty is by talking it over, I know I've seen it many times. the way you strengthen courage, and belief in yourself and belief in each other as a couple, is by immediate action."*

5. Fifth Response 5: Is this a success strategy or exit strategy?

- a. *"If you were to be completely honest with yourself is this a success strategy for you or is it a sabotage strategy your mind is using to keep you safe so you don't grow out of your comfort zone? because our mind does not like the unknown, the only problem is that everything we want is in the unknown. so in order to avoid it we come up with some strategy to stay safe so we don't face our fear of not getting the results or success we want. and if you want to strengthen fear, all you have to do is think about it. if you want to build courage and belief in yourself the only way to build that is by immediate action."*

6. Sixth Response 6: masculine reframe for men

- a. *"Do you know what the core essence of masculinity is? its directionality. masculinity at its core, if we have awakened it, it's about decisiveness and directionality. If you don't decisively go in the direction you want in your life, then as a man, our fear starts to take over. and we start to let fear control us. If we want to take charge of our life, we must honor our true masculinity and that is being directional, and by you trusting yourself to do this now, she will*

*trust you because you have trusted yourself. The feminine wants to be guided, it wants to be led, it wants to let go, but it can't let go and be led when you are uncertain. You have to crush your uncertainty. The way we do that is being decisive in our direction and taking out the mind and listening to the spirit, which knows there's only one time we always need to trust yourself, which is in the only moment that truly does exist in our lives, and that is now. Do you want this goal? Are you committed to this goal? Are you committed to being the leader and example? Then let's do this!*

7. Response 7: Deminine reframe if they are a woman

- a. *"Do you know what the core essence of femininity is? its radiance. radiance meaning we are openly radiating love from our heart. and so if we want to influence the man we have to remove the fearful patterns in the mind that get in the way of us being that. and the way we do that is by letting go of fear, trusting ourselves, trusting this moment, trusting in the gifts that we have, and saying yes to ourselves. By trusting yourself here and saying yes to yourself you are saying yes to life, and you are saying yes to your heart, and that will bring deeper happiness to you, which will bring deeper happiness to your family, and to your partner and it strengthen him because you have trusted yourself. his belief will go up, his certainty will go up. so it's time to say yes to the gifts you have been given."*

**Note:** If you think their partner won't support it and tell them not to do it and follow with the below response options:

1. *"Only we know the truth that lies in our soul, no one else should be given the power of determining our final destination in life. If you wanted to drive somewhere and you know the passenger you were with didn't want to go where you wanted, or didn't know how to get to where you want to go, you would let them drive. You would take the steering wheel to where you wanted to go, not them. We're a team on this. It's time for you to take charge of the steering wheel."*

2. Reframe: "Other challenges will come up"

- a. *"If you want other people to go all in on you, then you have to go all in on you. It's the way the universe works. The universe ALWAYS supports you when you make a decision to move you closer to what the universe wants, which is to love, to truth to unleashing your unlimited potential, because that's what the universe wants for you. It always supports you whenever you make a decision based on truth not fear. When people delay, I've seen the universe give them something else to direct their money to, because it's always giving us challenges to grow. I've seen them leave without making a decision and then their dog gets sick or some bill gets sent to them and then the money that*

would have been invested in what they want, it went to what they don't want. But when you commit and set a direction then the universe will go all in on you supporting that. If you are standing on the cliff of change, the only way to fly is to jump."

### Apple Tree Metaphor:

1. "By you deciding to do this, you are deciding to attract the same energy of decisiveness back to you. We don't get what we want, we attract who we are. Does an apple tree bear oranges? Does it bear kiwi fruit? Does it bear tomatoes? No. Why? Because we don't get what we want, we attract who we are. By being decisive you actually attract other people being decisive with you because you have become a vibrational match to attract that to you. So, all of a sudden people will be decisive in buying your products and services because you have become the vibrational match for decisiveness. Your world will change immediately by doing this."

### Objection: If they want to do the smaller package as opposed to the bigger package:

1. You may need to Reframe to help them see the benefit of the bigger package and the value of going all in.
  - a. Car breaking down analogy:
    - i. "If your car broke down, or was rattling you'd take it to a garage right? And if they did an analysis of the car and they said these are all the things that need replacing on the car or need fixing. You wouldn't say 'ah just fix a few of them and leave the rest.' They would say if you're going to fix the car, fix the car. You go all in on your car. So go all in on your mind. That's one thing that will take you further than your car. "
  - b. Doctor reframe option:
    - i. "You don't go into the doctor and say doctor can you just fix part of the problem that's affecting my health. No you say what's wrong in my body how do I fix it all. Same thing here."

### Objection: "If you cant help me achieve what I want/or if I don't get the result from the course, do I/can I get a refund?"

1. Help them see it's a challenge that will make you succeed
  - a. "I understand that, and I know why you would want a refund if it didn't work, because I used to think the same way. And the reason why the mind would want that is because what that is is uncertainty in your ability to succeed. I know that because when you want to buy a pair of shoes you don't say to the seller, if I don't get my shoelaces to tie up can I have a refund? You will think 'No, I know I can tie my shoelaces!' and if I gave you a refund if it didn't work

for you, I wouldn't be helping you because what will happen is if the universe doesn't give you what you want straight away, or if it gets hard, at the point of where it is most challenging your mind would look for a way out and think I can just escape the difficulty and then you'll never be rewarded because you won't get your goals and you'll look back knowing you gave up. What happens is the way people achieve goals is if when it gets tough, if there's no way out, they go holy shit I have to succeed.

So what happens is they use a whole new level of their potential they didn't know they had. and when they use that potential which for many people is when it's toughest and they are literally 3 ft from the gold, is when you get the gold. Goals for most people don't come easy, they come with work, so if you jump in a pool and you've never swam before, you are forced to swim to the other side. and that's where I know you will grow, and this commitment is why you will succeed. so this is a breakthrough for you, because you are forced to trust yourself, which is a prerequisite to succeed, that's why you have to jump.”

### **Reframe: Supporting a Child**

“If you're honest with yourself what that really is is belief in self, because if you are certain you can do something you don't ask for something back, because you know you will make it happen. and so we will clear that out in the course, and you will have total certainty, and that total certainty will be worth far more than \$4k, when you have a child you don't go if i don't like It can i dump it. you go ‘no i have a child’ i must find a way to support it, and that's why you find the resources to support the child, because you are forced to. people achieve in their life what is a must for them and what they are forced to achieve. and what's far more valuable than \$4k is you have to trust yourself. you trusted yourself to drive a car, to tie your shoe laces up, and so this is a new level of self trust, and the money is energy which forces you to develop this. and that's how you will create abundance, by going all in.”

### **Objection: “I do not have childcare”**

“The purpose of not having a babysitter is not so you don't achieve your goals, its how can I use this situation to be a greater example of what's possible? I know your kids will be impacted so much after you come back because of the person you have become. I have had people after coming home where it completely transformed their kids as well because our kids don't learn by what we say, they learn by how we live. I have seen parents make it who had 7 kids to 3 different partners (true story), so it will be about my own resourcefulness to make this happen. And it's an example for you that when obstacles show up in life you are able to find a way, this will ripple out in every area of life, because the obstacles never go away. So if this was a must for you, and it was a matter of life and death to get here, and you knew, if you didn't get here you wouldn't even be able to see your kids again, who could you ask to look after them? Or who could you pay?”

# **Texts and Voicemails**

## **Calls & Confirmation Texts**

At the beginning of the day if you have a booked strategy/sales/coaching calls, text the following at the start of the day:

*“Hi \_\_\_\_\_ (insert Student Name), it’s \_\_\_\_\_ (your name) from \_\_\_\_\_ (company); how’s it going?! Hope you had a great weekend. Just confirming our clarity call today at \_\_\_\_\_ am/pm? Thanks so much, \_\_\_\_\_ (your name).”*

## **If There is no Answer After you Called/Text**

*“Hey \_\_\_\_\_ (insert Student Name)! Luke Hawkins here, how’s it going? I had you down as Interested for support in achieving your goals this year. Just called before was wondering if there was a better time later today to catch you or tomorrow? Thanks so much, \_\_\_\_\_ (your name).”*

## **If you get Voicemail**

*“Hi \_\_\_\_\_ (insert Student Name), it’s \_\_\_\_\_ (your name) here from \_\_\_\_\_ (your company). Hope you’re well! We had you recently had you down for \_\_\_\_\_ (say what they opted in for from Facebook or where the lead was generated) the webinar on how to become a 6 figure coach. If you can give me a call back on \_\_\_\_\_ (your number), I’ll send you a text as well. Look forward to speaking with you soon!”*

**Exercise:** Role Play

**Objection:** *“Can’t afford it.”*

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**Objection:** *“I need to think about it.”*

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**Objection:** *“I need to ask my partner.”*

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**Objection:** *“Can I have a refund if it doesn't work.”*

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## Controlling the Objections from the Prospect

There are only 3 reasons that would stop you from investing in this:

1. You are not the decision maker
2. You are not believing it will work
3. You can't afford it

Which one is currently stopping you?

*"In every sales interaction always ask for the sale if you know you can help"*

### **Follow up Facts:**

- \_\_\_\_\_ of all sales are made on the first contact
- \_\_\_\_\_ of all sales are made on the second
- \_\_\_\_\_ of all sales are made on the third.
- \_\_\_\_\_ of all sales are made on the fourth.
- \_\_\_\_\_ of all sales are made on the 5th-12th contact.

### **The Best Practices for Following up:**

1. \_\_\_\_\_
2. \_\_\_\_\_ - 50% of business goes to this.
3. \_\_\_\_\_ - 50% of business goes to this.

## Structure of the Cold Call to Businesses/Companies/Corporations

You want to get through to the decision maker of the company.

Call up the business if you can't get the owners direct number or walk in (this is even better) and you say ...

Greeting - This is \_\_\_\_\_ here from \_\_\_\_\_ (company name), I am wondering if \_\_\_\_\_ (name of owner) is about?

They will either get them or say what it was about.

*“Well, we help businesses to \_\_\_\_\_ (big claim; e.g. increase their profitability, create a powerhouse culture, empower cultures and teams to maximise their performance, etc.) so just working with a range of businesses in this industry and would like to see how I could help and wondering if they have 5 minutes now. If he/she is free now I am happy to chat quickly now or if they are not I’m happy to schedule a time.”*

They will likely get the owner. You probably have a 50% chance of speaking to the owner then or they would say come back at a more suitable time.

## **The Sales Meeting - Pitching to Companies and Big Businesses**

### **Greeting**

*“Hi, I’m \_\_\_\_\_ from \_\_\_\_\_ (company name), how are you?”*

### **Reason for meeting**

*“I help companies/ businesses to \_\_\_\_\_ (big claim) increase their profitability, create a powerhouse culture, empower cultures and teams to maximise their performance, etc. so for me to best serve you just need to ask a couple of questions if that’s okay?”*

### **Build rapport**

*“Can I ask how long you have been in business for? How many team members do you have? What would you say are the goals of the business right now?”*

### **Challenges**

*“What would you say is the biggest challenge in the business right now?”*

*“Do you have any team members that are underperforming?”*

*“How would you rate the culture right now 0-10? 10 being everyone aligned, peak motivation, happiness and performance to 0 meaning terrible falling apart?”*

Then ask the questions about the business that bring up the problems you solve.

Assign a cost to the problem: assign a cost to the problem over all so they can see clearly how much it is costing them per month or year to solve it.

Then propose your solution and what your program includes. Could be a half day, full day, 2 x half days, 2 hour presentation, 1 hour presentation, whichever you think is best.

Get their commitment and close.

## **Brand Activation:**

Create a company purpose

Every company needs a purpose. Whether you are still a 1 man band or regardless of the business you run you need a company purpose. This is the reason you exist in a company.

Ask yourself:

- What is your company's purpose?
- Why do you exist?
- What is the reason for your business to exist in the next 100 years?

At **LUKE HAWKINS**, our company's purpose is:

*To create massive change in other people's lives.*

Google: To organise the world's information and make it universally accessible and useful.

Infusionsoft: To create and dominate the market of all in one sales and marketing software for small businesses with 100,000 customers world wide.

## **7 Questions to Consider for Your Company Purpose**

1. Do you find this purpose is personally inspiring, and does it make you feel proud of your company?
2. Do you envision this purpose as being valid 100 years from now as it is today?
3. Does this purpose help you decide which opportunities and activities to say YES to and which ones to say NO to?
4. Is this purpose authentic (not merely words on paper), and would it be greeted with enthusiasm rather than cynicism by your people?
5. Does it describe your products and Services or customer segment
  - a. It can't because that is a brand promise
6. Is it only about making money?
  - a. No - those are targets
7. Is it about achieving a long term business goal?
  - a. No - that is a goal

**Exercise:** Create your company purpose in one sentence. It can evolve over time but it needs to start somewhere. This is something you usually create with your team however create one in your mind now and you can do this process with your team to come up with the final decision.

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## **Identify the Core Values That Your Company Will Live By**

Values are what is important to you and it can include principals, or behaviours or beliefs in this case that you hold and endeavour to put into practice. Values guide you in performing your work and they are going to guide all the behaviours of everyone in the company. Ask what values would cause my team to produce the behaviours and emotions I want them to produce?

At **LUKE HAWKINS**, ours are ...

1. Getting the result
2. Leading the way
3. Delivering a wow student experience

4. Being world class in everything we do
5. Going the extra mile
6. Creating fun, bringing energy
7. Accepting Responsibility - own it!
8. Heart based communication
9. Building a united team and family culture

### **Google**

1. Focus on the user and at the rest will follow
2. Its best to do one thing really really well
3. Fast is better than slow
4. Democracy on the web works
5. You don't need to be at your desk to need an answer
6. You can make money without doing evil
7. There's always more information out there
8. The need for information crosses all borders
9. You can be serious without a suit
10. Great just isn't good enough

### **Infusion Soft**

1. We empower entrepreneurs
2. We listen, we care, we serve
3. We do what we say we'll do
4. We practice open, real communication
5. We face challenges with optimism
6. We check our egos at the door
7. We innovate and constantly improve
8. We do the right thing
9. We believe in people and their dreams.

**Exercise:** What are your company values (list 6-10)? These can evolve over time and you will probably go through this with your team as well but it is good to have a final destination in mind in terms of what is important to you.

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**Mission:**

You want to create a company mission.

This is the target of what you will achieve at either the 5 year mark or 10 year mark from now. Most people overestimate what they will achieve in the short term and underestimate what they will achieve in the long term. You can measure this by the number of people that will take your online courses, become distributors in your MLM business, the number of people who will attend your live events. This is a tangible number!

Example: To have trained 10,000 people in our Live Events by 2023. To have 500 in our Inner Circle by 2023.

You can review this with your team also.

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