

The Quantum Strategy Call

In a moment we will go 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. This can be adapted to use in any industry. You can use the script we are about to teach on the phone or in person. The call usually goes between 20 min-45 min.

Other names for this script include clarity call/discovery call/laser call/breakthrough call.

Pre - Call Checklist:

Make sure you have ticked off the following:

- ✓ You know **all** prices and dates for all courses and packages. You know the content of what is in each course and it is written in a document to share with them if needed.
- ✓ Your CRM or whatever program you are using is open to take call notes.
- ✓ You know the call notes history (if applicable)
- ✓ You have ready adobe e-signature for them to sign online.
- ✓ You have payment gateway/system ready- Stripe/Paypal/Bpoint(Commonwealth Bank), Your Bank details ready
- ✓ Have testimonials ready in case

The Quantum Strategy Call Script

Step One: Pre- Investigate

Pre-Investigate Them if Needed on Social Media and Read Past Call Notes if any. Perform background checks on the person if you need to:

- What do they love?

- What do they like?
- What are their interests?
- Who are the common Facebook friends you have with them?
- Check client/prospect notes in Salesforce/CRM you use/Excel sheet to determine the background from past calls.

Step Two: Know your outcome and get in a state of absolute certainty

Be prepared/anticipate the objections they may have, then get into a state of certainty. The universe aligns with your outcome and intention.

Your Intent is to 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.

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: Greet & Establish Rapport

Match voice tone, speed, timbre(quality) 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 or

Webinar funnel or

Facebook messenger ad/ A strategy call ad etc.

Option 1: If The Lead Came from your Personal Facebook Page

Ask questions about where they are now and state the intention of the call if you like. You must ask questions to gain trust and rapport first.

“How have you been? and/or

What have you been up to? and/or

How was your weekend? and/or

How’s your day been?” Etc.

If needed: You can say why you are calling so they are not surprised when you start selling them if you like. 95% of the time they’ll say yes to this...

“Is it alright if I ask you some questions to find out how I could support you to achieve your goals or any changes you’d like to make?”

(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

The Outcome here is to get an idea of where they are now so we can start to find a gap b/w where they are now and where they want to be.

“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 them 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?”

***If they have a business:** “Can I ask How long have you been in business for?”*

(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! What we are going to do is see how we can help you to achieve your goals, identify the obstacles that have held you back, give you 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) Business Analysis (small business of 1-4 people)

If they have a business, find out how many:

- ✓ Leads they generate per week or month
- ✓ People they speak to per week/month (on the phone or in person)
- ✓ How many sales they make a week or a month.
- ✓ How much they earn per sale.
- ✓ Who is their ideal client?
- ✓ What is their value ladder?
- ✓ How much do they do in revenue per week or per month

Social media analysis

- ✓ Review their personal facebook page/business facebook page and look for clarity of ✓ messaging and number of people in their target market that are following them
- ✓ Is it clear: who they are, what their message is and what they offer?
- ✓ What is their engagement like on all social media posts?

Note: If the client runs a business you must find a clear gap between **where they are** and **where they want to be**. **The problems must be measurable in terms of financial and/or emotional cost and they have owned the cost of the problem.**

Hourly rate Analysis:

Ask about their daily tasks they do in their business and break down what their hourly rate is. Their hourly rate is the things they do that make them

the most money e.g. sales calls. Then find out what are the tasks they do that are less than their hourly rate? E.g. admin tasks. You can see they are probably doing things they shouldn't be doing. Ask what are the tasks that are worth \$0-\$30/hour that they currently do? What are the tasks that are \$30-\$100/hour that they currently do? What are the \$100+/hour tasks they do? How much is it costing them doing things less than their hourly rate?

Some categories are:

- Sales calls
- Administration tasks
- Delivery of coaching service /service they provide
- Marketing activities

Step Five: Where do they want to be?

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?” “Can you give me an idea of what goals 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 their needs/problems/challenges

- **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?”* **or** *“What are the negative or limiting thought patterns that you’d like to clear out that has prevented you having what you want?”*

For each problem/challenge ask:

Follow up Q. 1: *“How long have you had this/experienced this for?”*

Follow up Q. 2: *“Where has this played out in your life/business? What's an example of this?”*

Find the cost of each problem/block/challenge Optional (recommended):

“If we had to assign a cost to _____ (name of challenge/block/problem) 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?”

Repeat step 6 for every block/challenge/problem they have. Reframe they need to be honest with you if needed.

After you think you have all the challenges/blocks/problems to make a decision), Ask:

“Is there anything else that would need to be cleared out or see change to get your goals?”

- If needed, tell them your own **personal story that you feel would relate to them** so you connect and relate to them deeper to build more trust. Put in the epiphanies you had that are the same epiphanies **you want them to have** so they decide to work with you! E.g. *“I realised if i kept doing what I have always done, I would have what i have always had”*

Note:

Find the emotional and or financial cost to these problems

Chunk down to get details of each problem/block/challenge (listen 80%, talk 20%)

Find all the problems your product/service solves

Build Social proof (Recommended)

Then share a story(stories) of past clients you have helped with similar problems and what their results were that are similar to the desired results that your prospect wants. This builds certainty and trust in you!

Note: At this stage I put myself in their shoes and ask myself the question ‘If I were them and I were looking at my product, my service, my offer, are there any other concerns I might have? Then I tell a story or share some beliefs that will handle their resistance in advance and help them to make a decision to buy now!

Step Seven: Link the need to your product/service

As soon as...

They have seen enough value or

You can hear in their voice they are ready to know about your product/service and/or

You know they have the belief that this works

Then talk about the program/details of your product/service. Based on their problems, only talk about the details they need to know for them to make a decision (while still sharing anything you know is important for them to know). Talk about...

- When it is - “do those dates work for you?” then I say...
- What it involves
- How it can help with the problems they mentioned
- How is it delivered (online or live)

- If it is a course or program: How long does it go for?

USP (Unique Selling proposition)

If you think they are looking at other programs/competitors (listen for certainty or uncertainty in their voice), say why you are different and better (your USP/X Factor). “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*).”

If you feel like they don’t fully understand what they need and may shop around, **tell them what they need to look for when buying a product/service similar to yours** and why and how you will meet their needs better than anyone else!

If it is a Training course: I tell them...

Training Hours

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

Accommodation Options

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

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 (skip if you are not):

1. *“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:

1. *“In terms of commitment wise, the investment is \$ _____ up front or an investment plan for \$ _____ with a \$ _____ deposit. Which one would you prefer?”*

1. 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.

2. Handling all objectives is crucial before the close, which we will cover in the next section.

(If the person has an **objection** or **wants to think about it**, Go to “**handling objections process**” section)

(If after going through the objection handling process **they still refuse to buy** on the first call/interaction go to the “**Follow up process**”)

Step 9: Ask for referral and/or more business/social media celebration

Ask them if they know anyone who could benefit from what you do and ask if its okay you celebrate them on social media for joining the family of clients you serve and support. This helps gain momentum as well.

Follow Up Process

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. Any follow up call you must organise and book in a time within 3 days.

If there is no way they will buy without you sending an email, ‘thinking about it’ or going through whatever longer decision making process they need to go through, you ...

1. Get their email

2. Organise a time to follow up and book it in your calendar with them (a google invite is good)

“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)

3. Mention what will be in the email

“Great ill send you an email with all the details, 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!”

4. Send an email through of the details and links of testimonials with pictures/videos is ideal.

5. Go through the review process.

Go through the result you got, what was their response, what was the reason they gave that response and look for lessons to do better next time.

Handling Objections Process

If at any point you get an **Objection: 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.

Objection – “Can you send me an email”

“Yeah sure i can, I'd like to address if I can what you need more details on because often more things will come up anyway, what is it specifically you need more details on/you're uncertain about?”

(Isolate the objection and then go to the specific response on that objection below.)

Objection – “I don't have the money”

“Alright I'd really love to serve you and I need you to be totally honest with me, because this is not for me this is for you, is it **only** the money that's stopping you or is your mind feeling uncertain about it?”

i. If ‘Just feeling uncertain about it’:

“What is it specifically uncertain about? Is it the money? Is it that you're unsure if it will work for you?”

(Isolate the objection and then go to the specific response on that objection below.)

ii. If “Unsure it will work for them”:

Ask “What specific part are you unsure that will work?” Then explain how it works and why it will and back it up with a metaphor that supports your point.

iii. If Money/price Offer the payment plan below or Go straight to iv

Payment plan offer:

Tell a story of how you were in a hard financial position (we all have been at some stage), how you became resourceful and then say... “We do have a payment plan where its \$ _____ deposit and it's a payment plan of _____ payments of \$ _____ over _____ months/weeks. Would that work?”

If yes: Organise payment plan

If no: Ask what deposit they could do (as long as it's high enough for you) or find out what the real objection is.

iv. If still no (If they still say the money is holding them back and 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 and/or mention the reasons why they wanted this....

“Well you mentioned before that the problem was costing you this ...

(show the emotional/financial cost of the problem that is far greater than the investment you are asking for) and for every week/month it's not solved it's costing _____ 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. I only have to help you get.... (x result they want)

Or *“you mentioned you wanted this because (list reasons) did you still want that?”*

Then state how if something is important enough to us we will always find the way. E.g...

“I know if something is important enough to us, we will always find the way. It's just people don't use all their potential inside of them to find a way either because they are not in enough pain about the problem yet or they simply don't want it enough. Because you finding a way to make this happen is an example of when you see an obstacle or challenge in your life it is not going to stop you, that you are going to find a way to solve or rise above anything that comes your way. And that time is now.”

Note: They will probably state the real objection here

Then based on that objection:

1. **Share a metaphor/reframe on either..**

Trust or

Courage or

Faith or

How if people were 100% certain of a financial return they would find the way or

If their kids needed this amount of money they would find the way or

Any response necessary based on the objection they give you from the “other metaphors/reframes if needed section.

Lean in with absolute certainty here!

(See individual reframes/metaphors below for each of these)

AND/OR

2. **Share A Social proof testimonial that has a similar story to your prospect who got the result they want and then follow up with a metaphor.**

State success story then (if necessary) share metaphor: *“ I see it like 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: *“Are you committed to this?”*

If yes: *“Great let's organise your commitment to get you started. How did you want to organise payment? If you've got a set of card details handy.”*

If no: they are probably not a good client to work with.

Other Reframes/Metaphors if Needed

In this section we have a series of reframes and metaphors you can use for ANY objection you hear.

Objection: “I don't believe it wont work for me” (this could be spoken or unspoken.) Issue: Trust

1. *“Okay great. So what would be the biggest reason that it wouldn't work for you?”* Note: They are not trusting you. So handle that.

1. *“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 they're really afraid of, which tells you, you have helped bring them into their heart.

1. *“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?"

(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.

Objection: "I dont have the money"

The following paragraphs go through a series of different reframes and metaphors you can use to help people overcome this objection.

Reframe: Specific Cost of Problem

1. Go into the cost of the problem

1. *"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?"*
2. 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.

1. *“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?”*

Metaphor: Your Personal Story to handle any objection

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: 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.

1. *“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”*
2. *“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”*

1. “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.

1. *“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.”*

1. “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.

1. “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, that’s \$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!*

Metaphor: The Airplane & Weights Metaphor to explain how to build courage

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.”*

Metaphor: Airport followed by the Gym and Standing on the Edge of a Cliff Metaphor

“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?”

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.

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

If yes to airport metaphor: *“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 ... ”

“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 being. 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 yet then 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.
 1. *“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?”*

(help prompt them if they can't answer) *“Is it the price? If it's going to work? Is it the product? Etc*

1. If it's the price/money: Go to the “I don't have the money” objection response.
2. If it's “I want to ask my partner” go to this objection response below.
3. If its *“I'm not sure im going to get what I want”* go to this Objection response below.
4. If its that they are just fearful and uncertain see responses below.

Metaphor: Oak tree

“When's the best time to plant an oak tree? 20 years ago. When's the next best time? Now.”

Metaphor: Shoelaces and Pool

“ _____ (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’m not sure im going to get what I want”

“Well is there anything that you haven’t yet mentioned in terms of what you are looking to get out of this?”

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”

“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."

Objection: "I want to ask my partner"

1. First response: You have to feel if they actually need to ask their partner or if this is an exit strategy.

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.

Note: 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

"Have you ever made a decision without your partner before? Have you ever bought them a present without them knowing? _____ (allow response). Then let's give you and them the gift of your happiness and unlimited potential starting now!"

3. Third Response

"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: If the prospect is doubting it will work

"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?

"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

“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: Feminine reframe if they are a woman

“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."

Objection: "My partner won't support it" (or you know that's what is holding them back)

Reframe: Only we know what lies in our soul

"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."

Or Reframe: "Other challenges will come up"

"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."

Or Metaphor: Apple Tree

"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

You may need to Reframe to help them see the benefit of the bigger package and the value of going all in.

Reframe: Car breaking down

"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. "

Reframe: 'The Doctor'

"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?”*

Here you have help them see it's a challenge that will make them succeed.

“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 wont 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 whats 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 prospects 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.”*

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

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

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

How to Pitch Businesses/Companies/ Corporations (small to large size)

STEP 1: THE COLD CALL/ COLD 'WALK IN' PITCH

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.

STEP 2: THE ONLINE OR 'IN PERSON' SALES MEETING

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 brings 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 you can either:

1. Propose your solution, what your program includes and adapt it to their needs. Could be a half day, full day, 2 x half days, 2 hour

presentation, 1 hour presentation, whichever you think is best. See the appendix for ideas of what you could put in these programs.

2. Ask for 30 mins- 1 hour of their time to go deeper with them free of charge or for \$110 to do a business analysis.
3. Offer a free 1 hour “How to have the best year in business” training with the CEO and their staff. See the appendix for a breakdown of this training.

Get their commitment and close.