

Signing Clients Confidently



Let's Dive In

On a scale of 1-10, 10 being the highest, rate your confidence as a business owner:

Why did you rate yourself at this number?

Now, let's chat about increasing your confidence. Here are my top tips for improving your confidence and in turn, successfully signing clients.



Price With Conviction

Your prices must feel good for you. Otherwise, you won't be successful in closing a sale, or even pitching to your potential client.

What are your current services?

What are your prices?

How do you truly feel about your prices? Anything you should change?



Practice

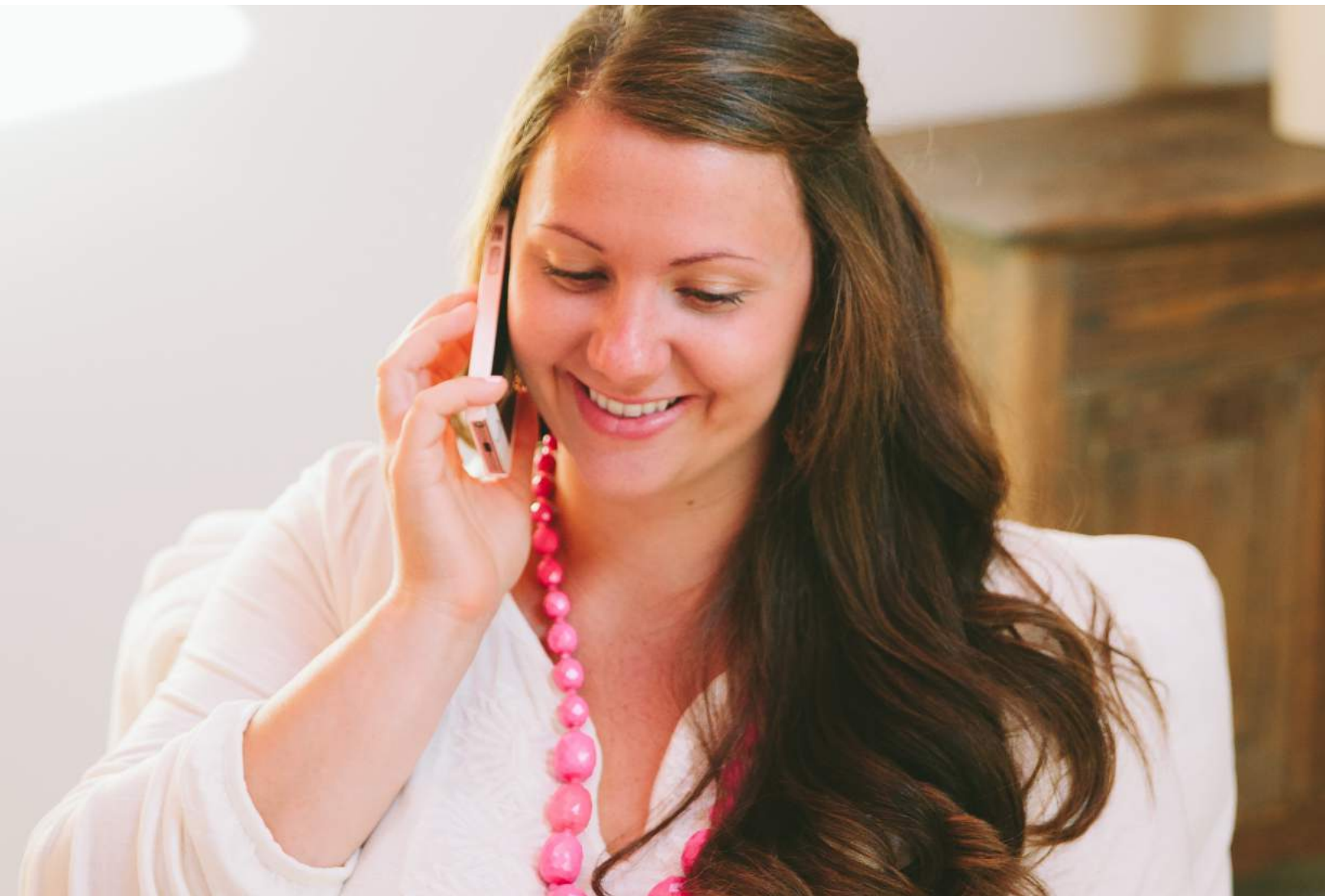
The best way for you to get better at what you do is to practice, right? Here are some ways you can "practice" as you improve your program and business:

Run a beta test group

Practice "coaching" your colleagues or past clients

Allow a trusted colleague or past client to join your program and give you detailed feedback

How else could you "practice" your program and/or coaching others in your program?



Invest In Yourself

If you're not willing to invest in yourself, why would others invest in you? Here are some ways you can invest:

- New Certification
- Read a book
- Take an online or college course on this topic
- Hire your own coach in this area

What are a few other ways in which you can you invest in yourself?

Notes:

Check Your Capacity

One of my closest colleagues, Jasmin Neimeic says, "To book a new client, you need to have capacity. For me, I used to think "fully booked" would mean a 40 hour workweek with 50+ clients. But after the restructure, I realized there was a better, more scalable way to get the right amount of clients, serve them well, and still hit my financial goals."

How many clients can you serve, based on your ideal schedule?

What specific times have you blocked off for your clients?

What price will your coaching have to be to be at/under capacity and still hit your financial goals?

Could you add a passive income stream to your business? (eBook, self-lead course via membership site, etc.)

What will you do to expand in your readiness to book a client?

In what ways are you NOT ready to receive a client?

Your Website!

Here are my top 10 tips for creating a beautiful AND successful website:

- Easy navigation
- A simple, intentional web address
- A clear and concise description of who you are and what you do (video and text)
- A very visible contact form AND opt in (popup/header)
- Testimonials
- A clear call to action (schedule a call, sign up for your email list with tips, etc.)
- Know SEO basics
- Quality, up-to-date content (no typos!)
- A design style that's friendly to website visitors- mobile and desktop compatible
- Be on brand with photos, text and colors



Notes:

With integrity, you have nothing to fear, since you have nothing to hide. With integrity, you will do the right thing, so you will have no guilt. Zig Ziglar

Schedule Sales Calls

Create an Acuity account



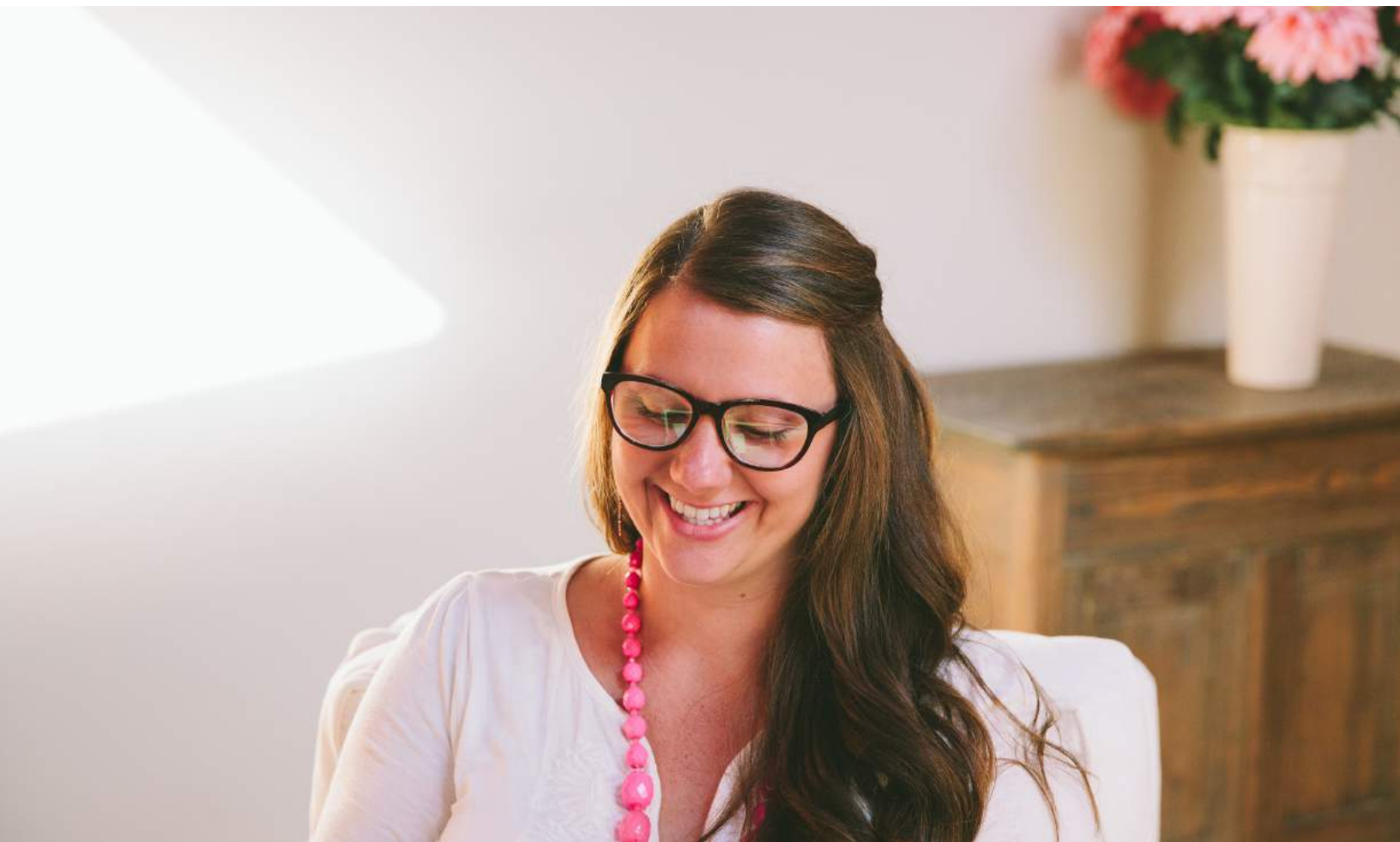
Here are some tips for getting started:

Make custom link, colors, pictures, decide which calls available

Customize your schedule

Have an alert for calls or delegate to your VA

Make application for program, attached to specific call type



Payments

Here are some pricing related things you need to think through as you prepare your client intake process:

Will you offer custom payment plans?

What is the price of your installment option? {Industry standard for installments is about 20% more than the "pay in full" price}

How many installments are there?

How much is the deposit to hold their spot?



Double Check That Waiver

Here are some waiver related things you need to think through as you prepare your client intake process:

What's your refund policy?

What are your terms and conditions?

What are your deliverables?

What are your client expectations?



Assemble The Sale

Here are some closing related things you need to think through as you prepare your client intake process:

Create an urgency factor (price is going up, extra bonuses if they sign up by Friday, limited spots available).

Have your calendar system set up so they can schedule future calls with ease.

Be prepared to track analytics.

I created a Google Sheet to track client acquisition analytics.

Here is what I track:

- Client Name
- Payment Plan / In Full Payment
- Scheduled Payment Dates
- # of Payments
- Installment Amount
- Total Sale
- Call Schedule
- Number of Calls
- Call Completed
- Contract Sent Date
- Contract Signed
- Welcome Pack Sent? Date
- Pack Collected
- Where did lead come from?
- Days on Email List
- Other Notes

Sales Calls

Here are some tips for mastering the scariest part of the business: sales calls.

- Remember that you have so much value to offer!
- Remind yourself that this call is only 15-45 minutes and then it's done, it's not going to take all day, and if you fail miserably, it'll only last for a short period of time (but this won't happen!)
- Remember that even if you do blow it, you're still going to celebrate because you got someone on the phone!!
- Be their coach
- Make a connection



Notes:



Your Sales Call Formula

Here is the step-by-step discovery call flow I use to turn discovery calls into sales...

1. Welcome her to the session. Let her know you're excited to speak to her and have the chance to talk to her directly.
2. Tell her you had a chance to review her form/questionnaire she filled out on your call system
3. Pull out a few things she said in the form that you loved or inspired you
4. Make a connection with her (kids, work, location, mutual interest).
5. Ask her to share about herself and her business (how she got started, etc.) (About 10-15 minutes...people love sharing their story!!)
6. Ask her what her goals are specifically in the next 90 days.
7. Ask her why she hasn't achieved them yet. Ask her what's holding her back.
8. Ask her how she thinks you could help her (put the ball in her court) and ask her why she felt like she needed to schedule a call with you.
9. Ask how committed she is to achieving her goals
10. Ask her how she plans on achieving her goals.
11. Ask her what drew her to your company or made her want to work with you.
12. Ask her if she has any questions about your program. You can describe how your program is run during this section of the call.
13. Let her know you need to go (even if you don't have another call after her, you have a business and home to run and this call should be brief and professional) but she can reach out with any questions she has
14. Let her know you'll send her an email with more info {about program, payment, a smaller investment such as an ebook, etc.}
- *15. If she opts in, discuss payment with her- payment plan? Which dates will she pay? How often?

Your Sales Call Formula

You must make this work for you!

Most importantly:

1. Build a genuine connection.
2. Discover if you're/they're a good fit.
3. Support them in the investment.

NOTE: This isn't a regular coaching/program session. Often times, coaches try to cover too much and go too deep on these calls, which may confuse your clients..

Notes:

After the Call

She's all in:

- Thank her for chatting
- Tell her how proud and excited you are that she is investing in herself
- Send payment link (if she wants a payment plan, make sure you clarify)
- Send group link (if applicable)
- Send waiver, ask to be returned
- Send her anything she can receive immediately, nothing that is of high value however, until she pays

She's On The Fence

- Thank her for chatting
- Encourage her in areas that she was insecure about and push her to reach her goals
- Remind her of the urgency to register now- save her spot, register while it's on sale, etc.
- Send her to a former client or testimonial that is relevant to her weaknesses and goals

If people like you, they'll listen to you, but if they trust you, they'll do business with you. Zig Ziglar

Overcoming Objections

Here are the most common objections I hear and how I overcome them:

Objection: "I just don't have the money right now."

Response: "I completely understand how scary an investment is. When I invested in my business coach, I didn't have all of the money upfront either! When I invested, we were in debt and I was so scared it would be a waste of money. But she helped me think through ways I could find the money, which were so helpful. Would you like me to chat through the logistics with you and see if we can find a way to make this work?"

10 Ways To Find The Money

1. Rearrange your budget. Save little by little
2. Sell tangible items (unused clothes, electronics, furniture, china, books, etc.)
3. Have a garage sale (Ben and I did this and made \$450)!
4. Pick up a few extra hours at work
5. Small Business Loan
6. Pick up a second job or a side job (babysitting, waiting tables, selling crafts, etc.)
7. Accept a virtual assistant position
8. Increase hours at current job
9. Ask for the money as a Birthday/holiday present
10. Credit Card (Unused credit on current credit cards, increase credit limit on current credit cards, apply for a new credit card, split between a few credit cards)

Overcoming Objections

Objection: "I'm not ready to invest."

Response: "I don't believe anyone ever feels 100% ready to invest a large amount of money. It is really scary. What do you feel your gut telling you to do (or if they're a Christian, what do you feel God is telling you to do?). Also keep in mind that as women, we are extremely hesitant to spend our income on ourselves, so naturally we're geared towards spending on others. I would encourage you to make this investment in yourself, based on the inspiration and passion I just heard in your voice as you shared your goals with me."

Use your story and explain to them how you weren't 100% ready to invest in this program either. Tell this perspective why you decided to invest in this program and what gave you that final peace. (If you are coaching someone to join your team or a program in which they can earn money, make note to them that they will see a return, quickly and more than they initially invested.)

Objection: "I don't have time right now."

Response: "How are you spending your time right now? How would you like to be spending your time, based on what we just talked about?"

If the time management module was a life-changer for you (which I HOPE it was), share how you completely revamped your schedule to make time for what you wanted your life to look like!

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Overcoming Objections

Objection: "My husband will kill me if I spend anymore money on my business (or any money at all)."

Response: "Have you asked him yet? I thought my husband would be really frustrated and mistrusting of my investment as well, but I was so surprised at his support when I confronted him about the investment. He was actually really helpful in figuring out how we'll find the money as well as encouraging to me to do something for myself. I know you may feel scared or embarrassed about asking him to agree to a large investment, but share your heart with him and all that you just told me. I bet you'll be so proud of yourself for even bringing it up and that he'll be more supportive than you think once you open up."

Don't let her assume he wouldn't support her. A lot of times, women are looking for an excuse not to do something scary or different (or for themselves!), and husbands are a good excuse to fall back on. Encourage your potential client and empower her to approach her husband with confidence and excitement about this investment.

At the end of the day...

Step out of your comfort zone and push potential clients to do uncomfortable things! They will thank you for it once they do. One of the most encouraging things my personal business coach shared with me is, surprisingly her running client's testimonials. She shares: "I have clients that thank me all the time and say, "If it weren't for Jasmin, I would have never lost 15 pounds, hit a race PR, and finally find confidence in myself!"

Overcoming Objections

Practice what you'll say & how you'll overcome in regards to these objections:

I don't have the time.

I don't have the money.

I'm scared to invest.

I don't know if this is really for me.

I'm worried this program won't fix [her problem].

My husband doesn't agree with my vision.

Stop and reflect

Congratulations, you have completed the course!

In what ways can you become more available to receive money?

Are you ready to receive money?

Share your main takeaways from this packet.

I want you to reflect back on 8 weeks ago when you started this course. In what ways do you feel different, as an entrepreneur? What comes to mind when you think of where you were before starting this course? How do you see yourself now?

9 Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the LORD your God will be with you wherever you go.” Joshua 1:9