



*Jessica Caver Lindholm presents*

# *Freedom School*

Make Money, Doing Work You Love, From Anywhere.



## *Module 5*

# *Master Sales*

# *Calls*

## **Welcome to Module 5 of Freedom School!**

Welcome to your module on mastering sales!

One of the areas that I'm asked for support on the most is doing sales calls and being able to offer your services to potential clients while still feeling authentic and in integrity.

I know this area can feel a little stressful as it brings up so many of our fears of looking pushy, salesy and having to really be in a solid place with our own money story so that we can support others in moving through theirs as well.

This is something often overlooked when it comes to making sales in our businesses. We understand why the money, success or business coach may need to be on the up-and-up when it comes to wealth consciousness, but many other entrepreneurs and coaches in different fields don't realize the importance of consistently mastering their own money story in order to be able to close sales with clients and support them in making the investments they truly desire.

If our beliefs around money are wavering then it's easy for us to fall into the potential client's story around their own money situation.

This isn't to say that sometimes a potential client isn't going through a tough patch - we've all been there from time to time. But, if you feel solid in your own relationship with money you also know that there's more than enough out there for everyone and that when a woman has a true desire, sets her intention and takes action, there's no stopping her from reaching her goal.

In any sales conversation when it comes to the money discussion, the outcome can often depend on if we fall into someone else's beliefs around what is possible for them.

If we slip into the "you're right, this is too expensive for you, you have these bills coming in and such and such happening right now, maybe later would be

better”, then our belief that “there’s more than enough in this world and financial abundance is available to you now” has been overcome by their concern.

And yes, the potential client may not sign up at that point. But it’s not even about the money, it’s about allowing someone to hold on to their story or lack mentality when you can clearly see they want out and it’s no longer serving them.

This is one of the reasons we have this conversation with potential clients - to find out if they’re really ready to leave this way of thinking behind or do they prefer to stay where they are in terms of mindset and whatever area they’ve reached out to you for support (health, business, writing, travel, lifestyle, relationship, etc.).

During this module we’ll be covering:

- Your Ideal Client Requirement Checklist
- Sales Call Structure - The ‘Lean Back’ Formula
- How to Overcome Objections with Integrity
- How Many Sales Calls to Book to Hit Your Income Goals

Sales conversations are one of the most important parts of running a successful business, but it doesn’t matter how confident you are with sales conversations if you haven’t taken the time to get really clear on what you have to offer, where your ideal clients are looking for support and if you have begun to clean up your own money story.

Having implemented the previous modules you now are clear on your packages and offerings, your prices, your opt-in offer, you’ve started to build your list and audience and now you’re ready to start mastering the sales process and booking new clients.

So let’s dive in!

## ***Ideal Client Requirement Checklist***

It's important for you to be clear on who you'd love to work with and what you're available for when it comes to your ideal clients.

Often times when entrepreneurs get started in their business they're looking to work with anyone they can book because of the concern that there's "not enough" clients or money.

As you begin to build your wealth consciousness and work with more clients you'll realize that this isn't true. There's no reason you need to work with clients who don't feel like a good fit or who you don't enjoy working with.

There are times when we'll work with clients who will teach us something as well. They'll help us get clearer on who we enjoy working with, what triggers we have to work through or even topics that are just uncomfortable for us.

We often have the mentality that we just need to "push through", do it all, be everything for everyone, or save others. Maybe we're thinking, 'well they invested in me and I need to help them get their money's worth so I have to have all the answers'.

I had this own thought system myself. I thought it was my responsibility to save others and that if I turned someone down or decided not to work with a potential client that I was then letting them down.

This will exhaust you. You can never have the answers to everything for your clients so it's important to be clear during your sales conversations with what your main focus is and what you're great at. Make sure you feel confident in what the potential client is desiring support with.

It is not your job to save everyone. If you don't believe that a client is a good fit and decide not to work with them this will actually allow them to find the coach or business owner that is the best fit for them, meaning they'll get more out of the relationship as well.

So when someone doesn't feel like a good fit, know that you are helping them more by saying 'No' than by saying 'Yes'.

Something else to keep in mind: There are currently over 7 billion people in the world, more than 2 billion of these people are on the internet and almost the entire 2 billion are on social media! And 1 billion of these people (half of everyone who's on the internet) are on Facebook!

Now are you really concerned that there's not 5 or 10 people out there this month who are looking for exactly what you have to offer?

When we slip into fear we have to get back into reality. And the reality is that this is a very big world with a lot of people. There's no shortage of ideal clients and there's no shortage of money.

So let's get really clear on who you truly desire to work with and who you're not interested in working with. And moving forward as you offer Clarity Calls to potential clients, keep your client requirement checklist with you so you can decide if someone meets your requirements or not.

Of course at times a potential client won't meet all of your requirements. Then you'll have to check in with yourself on whether that client actually is a good fit and there's just one area they're currently working on or if the trait they have/ don't have is a non-negotiable for you.

And of course keep in mind that if someone doesn't meet your client requirements, there's almost 2 billion more people online. And there's definitely enough ideal clients out there right now to book you up for the rest of the year.

## **Action Steps**

**When you think of your ideal client, what kind of characteristics or traits would you love for them to have? These are completely unique to you so let yourself choose who you do and do not desire to work with.**

**Examples could be: They make decisions quickly, they take responsibility for themselves, they have a sense of humor, they follow the coaching and consistently implement what's been recommended for them, etc.**

**What characteristics or traits are you completely unavailable for when it comes to working with clients? These are completely unique to you so let yourself choose who you do and do not desire to work with.**

**Examples could be: tardiness, they reschedule often, they're not prepared for their sessions, they expect you to get them results rather than taking responsibility for their life, etc.**

**Now it's time to create your own client requirement checklist by reviewing the answers to the above two questions and writing a list of the traits that are non-negotiables for you below. You can then print this page off or transfer it to a piece of paper so that you can keep it with you when doing sales calls in the future.**

**Share some of your 'ideal client requirements' in our Facebook group.**

**My Client Requirement Checklist:**

## ***Sales Call Structure - The 'Lean Back' Formula***

One of the most important pieces to keep in mind is that a sales call is really nothing more than a conversation with someone who's interested in possibly working with you.

It's not a free coaching call, a long complicated system of talking someone into signing up with you and it's not an audition.

It's connecting with someone to get to know them better, get clear on their goals and desires and where they're feeling stuck right now. And then deciding if you're a good fit to help them overcome their struggle and move towards their goals.

Sales calls become stressful when we put too much pressure on ourselves to control the situation.

You can't control the outcome 100%. You can do the mindset work, be clear on your message, packages, value and pricing. But that doesn't mean that now and then someone's not going to sign up for one of your calls who just isn't a good fit.

So let go of the attachment from the get-go of needing to close a sale while still staying completely attached and insistent on hitting your goals.

Not going into your sales calls with an agenda will change everything.

I'm completely open when I get on a call.

I'm excited to connect with someone who sounds like a good fit after reading the form I have potential clients fill out before we set up the Clarity Call. I stay really present with the client and get to know them. If I feel like I can honestly support them with their goals then I let them know this and share the program I think would be a good fit for them.

And I have no problem helping someone through their objections or concerns if they know the program is a 'Yes' for them.

What I'm not here to do is talk anyone into working with me. This isn't an audition.

When you go in with this openness it takes the pressure off both you and the client. They no longer feel like they're going to be pushed into something. And the concern about being 'pushy' completely disappears.

How do you stay this detached when you feel like you have to make money ASAP?

Book more Clarity Calls.

The more Clarity Calls you book the more clients you'll book and the more money you'll make.

And just a reminder and a great mantra to practice if you have any concerns about clients having the money to sign up with you or your prices:

***"My prospects CAN afford my services.  
I CAN charge and receive the money I desire.  
I CAN easily close sales with ideal clients."***

Now it's time to dive into the structure that I typically follow for sales calls. Just to be clear - this is an outline, not a script.

Always keep in mind that the main rule to follow is to be really present and curious with your potential client. But this structure will help you keep the call on track so you don't end up on the phone for 2 hours hearing stories that have nothing to do with the client's goals, concerns or working with you.

So use this outline to keep you on track. Follow the basic system, but also be open to adjust it and create your own questions to work with in each section. Make it your own.

Let's dive in!

## Sales Call Structure

### Step 1:

Greet your potential client and set the tone of the call that you're the expert and in charge by laying out the structure of the call.

The call structure that I typically use and share with the client is:

1. "First, we'll go over what you'd really like to get clear on at the moment."
2. "Then, we'll go over what you feel is preventing you from reaching this goal."
3. "And if it feels like a good fit, I'll share how I can be of service and how we can potentially work together. How does that sound?"

Here's an example of how this might play out at the beginning of a sales call:

*"Hi Mary, it's so lovely to connect with you today and I'm looking forward to getting to know you better.*

*To get started I just want to share the layout of your Clarity Call and then we'll dive right in, sound good?*

*(Mary says great).*

*Great!*

*So first we'll get clear on your main goals and desires for your business and lifestyle right now and how you'd love to see these look.*

*Then we'll explore any areas that feel like they're blocking you from these goals or any obstacles that are coming up for you.*

*And then if it feels like a good fit, I'll share how I can be of service and how we can work together.*

*How does that sound?*

*(Mary says sounds great).*

*Great!*

*Let's dive in."*

One of my favorite parts of this structure is that within a couple minutes of starting the call you've already come to agreement with the potential client that this is a sales call and there's a very good chance you'll be discussing your offerings at some point.

And you've verbally asked them if they're okay with this. I've never had someone say no, by the way.

Also, remember that you're providing the opportunity for the person you're connecting with to up-level their life and get the support they desire. And a really great way for your client to move forward with her goals is to work with a coach or entrepreneur who can support her with this.

That's exactly what you're offering!

You're not trying to trick someone into working with you. You're not trying to take anyone's money. So let go of that thought immediately if it's still hanging around.

Your goal is to be of service and because you run a business, your way of being of service is to sell your programs or packages.

## Action Step

**Now it's your turn! Write out the intro to your sales calls based on the structure that I shared above so that you feel completely confident on where to start during sales calls going forward.**

## **Step 2:**

Now do exactly what you just outlined in Step 1, starting with getting clear on what her main goals and desires are right now.

How do you do this? Ask.

This is your time to really get to know your potential client. Ask questions and listen to what her dreams are and the way she'd like her life/business/body/relationship/etc. to look and feel right now.

This is a great example of 'leaning back' during your sales calls. You're guiding the call with your questions but you're not controlling the conversation and needing to know what to say ahead of time. You're just staying present.

Here are some examples of questions I find most useful to ask during this part of the sales call:

- *So tell me more about the work you do and your main goals with your business.*
- *What's your main focus right now?*
- *If you had a magic wand and could make your life/body/health/relationship/business look however you wanted over the next 90 days, what would this look like for you?*
- *What do you desire to be earning a month in your business? How would your life look if you were earning ----- a month right now? What would look different? How would that feel?*
- *Finish this sentence "My deepest desire for my business/life/body/relationship is -----".*
- *If we were to work together, what results would you love to see? What results would just light you up?*
- *What would your ideal lifestyle look like?*

Of course, you don't need to ask all of these questions. Sometimes just one or two is perfect until you can get a really clear sense of what the client truly desires and bring them to a place of feeling what this shift in life would be like.

Also, it's very important to take notes during these calls of the exact words and phrases that your client uses. This allows you to mirror back the language to your potential client so that you both know you completely understood her.

### **Action Step:**

**Make a list of possible questions that you could use during this section with your own clients to get a better idea of what their main goals and desires are and why they've reached out to connect with you.**

### **Step 3:**

Find out where your client feels stuck right now and what their big concerns or challenges are.

Now that you're clear on your potential client's desires you can start to explore what her big obstacles are and where she needs additional support.

This will help you decide if you believe you're a good fit for the areas where your potential client needs support.

Here are some questions I often use to help get clear on what's holding a client back. You may use one of these questions or several during your calls depending on the situation. And of course, remember to take notes on the words and phrases she uses:

- *So in what areas do you feel stuck right now?*
- *What obstacles are preventing you from reaching ----- ? (use their words)*
- *Have you worked with a coach before? What was your experience like?*
- *What are the main areas that feel like they're holding you back?*
- *What inspired you to reach out to me? What about my work resonated with you?*
- *What do you think is the main reason you're not hitting your —— goals right now with your ——?*
- *What seems to be blocking you from reaching the next level in/with your -----?*
- *If you could change something about your —— right now, what would it be?*

## **Action Step:**

**Write a list of questions that you'll use during this section of the sales call to get clear on where your potential client is feeling stuck, their big obstacles at the moment and concerns that are keeping them from achieving their goal.**

## **Step 4:**

Now it's time to explore how committed your potential client is to making a change. Is she the type who wishes she would have reached her goals yesterday or someone who says this is really important to her, but when it comes time to take action it isn't as big of a priority as she makes it sound?

A potential client's sense of urgency to make a difference in their lives and commitment level to sticking to this desire is incredibly important both in investing in your package as well as then sticking to the work.

Think about it, there's always that person who says they want to lose 10 lbs but they honestly have no intention of taking the action to make it happen.

Or maybe they really desire to lose the 10 lbs, until they run the story clear through and realize they're just not interested in going on the diet and starting an exercise regimen.

These would not be fun clients to work with and would end up in a lot of pushing and pulling to try to get them to their goals.

These are also going to be the clients who may say they really want to lose the weight until you get deeper into the conversation and discover it's more of a wish than a serious goal.

Here's some of the questions I ask to uncover the potential client's sense of urgency and how committed they are:

- *If you don't address this issue what do you think will happen?*
- *Why do you feel like now is the time to work with a coach or get extra support?*
- *How is not doing \_\_\_\_\_ affecting you right now?*
- *Do you feel a sense of urgency to overcome \_\_\_\_\_ or is it something that if it doesn't happen for 6 months that's ok?*
- *How is not having \_\_\_\_\_ sorted out affecting your business? Your life in general?*
- *Is having \_\_\_\_\_ a non-negotiable for you?*
- *What is your most pressing concern right now?*
- *What is it worth to you to overcome this obstacle and claim \_\_\_\_\_?*
- *Is achieving this goal a no-matter-what for you?*

## Action Step:

**What are the questions that you could ask your potential clients to discover their commitment level and sense of urgency? Write these out so you have them readily available during your sales calls.**

## Step 5:

Now is when you wrap up everything that you've learned so far about the potential client.

Share back with them what you've heard them say are their main goals and desires as well as biggest concerns and obstacles. This not only lets them know that you've heard them correctly but also gives you the opportunity to make sure there's nothing else that they're looking for support with.

Now you can see why it's so important to take notes during these calls!

Here's an example of how this part of the call could go:

*"Great, Mary. So just to recap, I'm hearing that you desire to take your current coaching business, that's mainly in person and local, online. Is that correct?"*

*(Mary: Yes)*

*And you feel like you need support in becoming visible online, creating a great online presence, setting up new marketing systems to reach women internationally, get your systems and structures in place, and most of all someone to really keep you accountable and support you in implementing the great ideas and plans you have at the moment.*

*Does that sound right?*

*(Mary: Yes definitely)*

*Great!*

### **Step 6:**

Now that you're clear and in agreement with your potential client on exactly where she desires extra support, you can now start to create a potential plan of how you would help her reach her goals and which coaching packages would be the best fit.

This is your time to step forward in the conversation more, rather than leaning back, and share the what (not the how) of potentially supporting her.

What this means is that you might share a recommendation like, "To help you reach your goal of losing 10 lbs I would create a personalized eating plan to give you the exact meals, recipes and grocery lists you'll need every day."

This clearly helps the client see how you would be supporting her, but is completely different than giving her the 'how' which would be something more like, "To help you reach your goal of losing 10 lbs, start by eating a bowl of oatmeal every morning with a 1/2 a cup of blueberries in it. Then you'll go for a walk afterwards for at least 30 min, then...".

See the difference?

This is where far too many coaches and entrepreneurs slip into coaching people who aren't their clients.

Here's another example of how you can share a plan with a potential client of how you'll support them without actually telling them exactly what they need to do to get results, since that's the whole point of working with you (honestly, this can't be done during a Clarity Call anyway):

*"So Mary, based on where you've told me you need the most support I think a private coaching mentorship is going to be really powerful and effective for you.*

*I'll support you in setting up your online presence by going over your copy and site layout with you to make sure that it's clear, effective and connects with your potential clients.*

*Then we'll set up your systems and structures so that you can start to build your list and get new sign-ups even when you're not online.*

*Then I'll support you in setting up your marketing using Facebook and your list to start booking discovery sessions with your potential clients which will allow you to start booking online clients.*

*All of this will be best done in my 90 day coaching package because I know how important accountability is for you and this package will provide the consistent support, guidance and implementation to not only set up all these pieces but to start seeing the results you desire as well."*

Notice how there's a clear game plan to reach the potential client's goals so they feel supported without you actually telling them exactly what they need to do until they're a client.

### **Action Step:**

**Imagine that you're on a call with a potential client who you think is a good fit to work with. They've reached out to you because they have the exact goals and obstacles that you love to work with.**

**Write up a plan below that you would share with your client as if you were on a Clarity Call with them right now. Be sure to share the 'what' but not the 'how' in your plan to stay out of going into free coaching before this person is a client.**

## **Step 7:**

Now that you're clear on what the potential client needs, her goals, concerns and you've shared a plan of how you would support her, it's time to share what working together would look like and see if it feels like a good fit for her.

I also highly recommend that you help the client decide if the package is a 'Yes' for them before you start discussing money or the financial piece. Because if the program is a 'Yes' you know there's more than enough money and can support the client in signing up.

But if the package isn't a good fit for the client in the first place then there's no reason to discuss finances.

Here's how this part of the discussion could go:

*"How does this plan I've laid out for you sound?"*

*Do you feel like it covers all your goals and is the support you need?"*

*(Mary: Absolutely, this sounds like just what I need)*

*Great! What about it feels like a good fit?"*

*(Mary: I know I need consistent support to hold me accountable and ----, -----, and ---- are exactly where I feel like I need the most help right now)*

*Awesome, would you like to hear what all is included with this package?"*

*(Mary: Definitely)*

*With this 90 day package you'll receive a Welcome and Prep Pack right away to start gaining clarity and fill me in on any other background info I may need so we can hit the ground running during your first session, set up your action plan and start moving towards your goals immediately.*

*You'll also receive 11 follow-up calls which clients typically use weekly, and full email support so that we can consistently adjust and implement as needed to get you set up and moving towards your goals as quickly as possible.*

*How does this all sound?*

*(Mary: Sounds great, it would be so nice to have someone invested in my business with me for the next 90 days)*

*Absolutely. So with the way we've laid out your goals here and how this program is going to support you moving forward, does this feel like a 'Yes' to you?*

*I've found that it's most supportive to make sure a program feels like a strong 'Yes' before we explore the investment options.*

*(Mary: Yes this program has everything that I'm looking for in coaching. I really like your energy and feel this is a really good fit.)*

*Great! So this 90 day program with the weekly calls and email support to get everything in place with your business and provide the guidance and accountability you desire is \$—— in full or 3 payments of \$ ——. However, if you sign up for your coaching package today I can offer you a special bonus of ——.*

*How does that sound? (pause and give space her for her to think, don't rush forward. It's ok if there's a little quiet while she processes for a minute).*

*(Mary: Sounds great! How do I sign up?)”*

This is the ideal we're going for in sales calls. Connecting with an ideal client who is committed to the work and ready to sign up right away.

I highly recommend visualizing this outcome often during your meditation or visualization practice so you can really get it into your body and mind what it feels like to have someone effortlessly sign up with you.

This outline has served me well throughout my coaching business. It gives me the structure to support a potential client through the discussion but also allows the spaciousness to just be present, curious and explore with the client.

If there's any concerns or objections from the potential client at this point we move on to this section...

## ***How to Overcome Objections with Integrity***

It's one of the questions that I hear come up the most. You get clear on the structure of your sales call but then a potential client will say something like:

- I'd love to but I don't have the money
- I need to think about it
- This just isn't a good time because — is going on right now, why don't we check in next month?
- I need to check with my husband/partner/etc. first

How do you deal with these objections? That's exactly what we'll be diving into during this section.

Objections are going to come up from time to time during sales calls, especially in the beginning as we're building up our confidence and honestly just getting better at this whole process.

Just remember that helping someone explore and possibly overcome their objections doesn't mean you're talking or forcing someone into your program.

I highly believe in working with integrity and if a package or program isn't a good fit right now, that's completely fine.

What I'm not available for is the woman who knows she wants to work with me and sign up for my program 100% but either honestly doesn't know how she's going to pay for the program at the moment and needs some support in exploring these options or she has a limiting belief, that she's ready to move past, but is currently holding her back.

Often times the easiest way to help someone move forward with their desires is to remind them of their goals and dreams. If this is the first time they're investing in themselves it might be a little scary, especially if deep down they don't really believe that they deserve to have this level of support or don't think they can really reach their goals.

If this is the case and there are any triggers around money when the program price is brought up the client may constrict and completely forget about the goals and desires that she reached out to discuss with you in the first place. Take her back to these, ask her about her goals again, to explain them to you, to close her eyes and feel what that lifestyle/body/relationship would feel like. What would be different? How important is this to her?

### **Common Objections and How to Respond:**

1. Them: "I don't know"

You: "Do you feel like the package isn't a good fit for you or are you concerned about the investment?"

Them: "The package just doesn't feel like a good fit, it feels really long and more support than I think I need right now. I'd rather just get in and get something done."

You: "I completely understand, why don't we explore my half day intensive instead which will give you a powerful jumpstart and immediate clarity?"

Them: "Great"

Sometimes an objection or concern has absolutely nothing to do about money and is more about helping the client get clear on the support they're looking for and how they'd love to work with you, like in this case.

2. Another way this could play out...

Them: "I don't know"

You: "Do you feel like the package isn't a good fit for you or are you concerned about the investment?"

Them: "I'm a little concerned about the investment, the package feels really good to me and I'd like to work with you but I don't have the money at this time."

You: "I completely understand. Just to check in because you said that this package feels like a good fit, what about the package feels like a good fit to you?"

Them: (they explain)

You: "Ok, so I hear that you're needing support in this area. And there's no pressure here, it can come from me or another coach, I just don't want you to spend months or longer spinning and not seeing results by trying to do this all on your own because I can tell you have a really strong desire to \_\_\_\_\_, is that true?"

Them: "Yes."

You: "I'm always available to support my clients in getting clear on where the money can come from, because I've found that when a woman has a strong desire and says 'yes' to herself, the money always shows up. For instance, if I was offering you a home that's worth \$200,000 and if you can come up with \$6,000 today would you buy it?"

Them: "Yes definitely, that would be a great deal!"

(Notice here how easy it is for a client to say yes when they can easily see the value. Of course they'd buy a home that they know would be that great of an investment for them today even if they need to run to the bank for a high interest loan, borrow money or sell something).

You: "Coaching is an investment just like buying that house. You're investing in the support you need in areas that you just haven't mastered yet, which is very wise. Otherwise you can end up doing the same thing over and over again hoping for a different result. Would you like to explore where the money might be available for you?"

Them: "Yes, that'd be helpful."

You: "Ok great. So just to start, because you've already told me it's true that you want to be part of this program I just want to check in, is it true that

you don't have the money to sign up at this time?"

Them: "Yes, I don't have the money to sign up."

You: "Are you flexible about whether you pay in full or for the payment plan?"

Them: "No, I feel like I need to pay in full because I just don't want any debt."

Ding ding! You've just uncovered a limiting belief and have gotten to the core of the situation for the moment. There's a very good chance she's putting the pressure on herself to pay in full even though the payment plan option might be easy for her to do but she was taught somewhere along the way from family, friends, media, etc. that responsible people only pay in full and so that's the rule she had set for herself.

And this opens a whole new discussion working through the money objection.

3. Them: "I'd love to but I don't have the money."

You: "Is this true? Would you love to be in this program?"

This question is going to bring them back to their goals and desires. If they really truly want to be in your program they're going to tell you all the reasons why it's important to them.

On the other hand, you might find out that there's something about the program or package that they're confused about and hadn't asked. Or maybe they were hoping there was a community included in the package and either your offering actually isn't the right fit or it's something that you could add in for them.

If they absolutely do desire to be in the program and it's just a financial concern, find this out.

I always ask for a potential client's permission before I start discussing their finances with them. Having this discussion is an area I used to avoid, but once I became confident enough to actually support clients in making the investment, I received nothing but gratitude.

Remember, if a client truly desires to work with you then they're going to be just as excited as you are about finding the money and signing up.

4. Them: "I'd love to but I don't have the money." (and you've gotten clear that they actually would love to work with you but are concerned about the finances)

You: "I completely understand your concern. Investing in yourself can be a really big decision. I often help my clients explore where the money might be available for them when they know they'd love to sign up for a program. Would you like to explore where the money might be available for you?"

I've never had a potential client say no to me after asking this question. Quite the opposite, most, if not all, the clients I've helped with this have actually thanked me.

We get caught up in our own limiting beliefs and can sometimes not see how to move forward even though we deeply desire to. This is where you're helping them.

It has nothing to do with 'taking' anyone's money but instead is focused on supporting and being of service.

If someone did say no to me with this question I would most likely call it good and end the call because my ideal clients wouldn't respond that way.

But of course always check in with your intuition and if someone still feels like a good fit there may be another question you're inspired to ask to move the conversation forward.

5. Them: "Yes, I'd love some help trying to figure out where to come up with the money."

You: "Great. What do you think might be some options where the money might be available?"

Our clients are smart and typically have the best ideas of where the money could come from that we might not even think of. Let them explore and give you some ideas first.

If they're feeling stumped then start to walk through the options:

- *Do you have credit cards?*
- *Could you increase your credit limits?*
- *Could you take out a new credit card?*
- *Do you have a savings account?*
- *Do you have a 401K?*
- *Is there a family member or friend that you could borrow the money from?*
- *Is there anyone who owes you money and needs to pay you back?*
- *Could you sell something?*

You're never pressuring someone to sign up. By going through this list the potential client may realize that she has lots of space on her credit cards but she was taught that using credit cards is bad.

Or she may have a savings account but was taught that savings are only for rainy days or emergencies. Check in with her. Does her current situation with her business/life/health/etc. feel like an emergency?

6. Them: "I need to think about it"

You: "I completely understand wanting to make sure this is a good decision for you. I notice that when we need to 'think about it' it often means there's a fear or unanswered question. Are there any concerns or questions coming up for you right now?"

There's nothing wrong with needing to think about your decisions. But I've

found that I love working with women who are more fast decision-makers. Not reckless, but who know what they desire and take action towards it.

Also, I'm unavailable for potential clients who are spinning on the sidelines. My intention when it comes to sales calls is to bring a client to a yes or a no at that time because indecision is a huge energy leak for both sides.

Think about a time when you had to make a decision and kept going back and forth. Did it eat up your time and your mental space? We can become completely consumed by indecision and that's what I'm not available for.

I let potential clients know that my intention is to bring them to a yes or a no in working together and there's of course no pressure either way and share how I feel about indecision being an energy leak.

7. Them: "I need to check with my husband."

You: "I completely understand, it's great that you and your husband are so open and honest about your finances. The men in our lives are there to protect us and I've noticed that if we go to them with any fear they'll often shut down immediately and say no. So I like to make sure my clients feel really confident when they're going to their husbands to ask for support rather than coming from a place of fear. Do you feel confident in your decision to move forward with this program or are there any questions you still need answered?"

Them: "Well I am a little concerned about...."

You: "Absolutely, I'm glad you brought this up. Because it's much easier to make a decision when you have all the information and I won't be around later when you're discussing with your husband. So I'm happy to answer any questions for you now to help make the decision, whether it's yes or no, easy for you. If you go to your husband confidently with your decision either way, he'll feel that and will be much more likely to support you than if you go in with fear. Any other concerns coming up?"

Them: "No, I think that answered it for me. This is definitely a yes, I'll just let my husband know and then I'll sign up this afternoon."

You: "Great! I'll plan on seeing your payment this afternoon then and will send your welcome packet immediately. And why don't we set up your first session for Monday?"

8. Them: "I'd love to sign up, I just need to move some finances around."

You: "Great. You mean you just need to transfer some money between accounts or credit cards for the purchase?"

Them: "Yes, I just need to move some money from my savings into my checking account."

You: "Got it. I completely understand. I can only offer the special bonus of — if the program is a yes today, when would you be able to transfer the funds?"

Them: "I was going to do it tomorrow but I guess there's no reason I can't do it today."

You: "Sounds great. So I'll plan on receiving payment from you this afternoon and as soon as payment comes through we'll send over your welcome packet and materials. And why don't we get you scheduled for your first session on Monday?"

Them: "Awesome, I'm excited."

Stay with them. Don't just end with "great, go move your funds around and let me know how that goes someday." Keep the momentum by setting specific times for actions to be taken and specific incentives like as soon as you sign up you get your welcome packet, and scheduling the session now to keep the energy moving forward.

What you've probably noticed is that a lot of helping someone with objections or concerns is simply helping them to get really clear on what's actually coming up for them.

They may say they don't have the money but once you explore further in the conversation you discover they have lots of space on their credit cards but were taught by their parents that using credit cards is irresponsible.

The next step isn't to say "Oh come on, you can use your credit card" because we're still detached from whether she signs up or not. But what we can do is some exploration on where this belief came from, is it true for her, are there any fears around being able to pay the credit card back?

Or maybe she's afraid of paying interest on credit cards so she won't use them (this one was definitely my belief and fear that I had to work through).

When you stay really present with someone it shifts the energy of the entire call and process. Rather than feeling salesy you're here to be compassionate and just curious with the client without being attached to a result.

Your potential client will feel this and it's incredibly refreshing in the entrepreneurial world where so many people are either pushy and trying to get you to sign up immediately or just as much of a letdown are the individuals who's products you're actually interested in who are so uncomfortable with the sales process that they'll pretty much push you away or hang up to not have to share their prices with you.

Don't be either of these. Be confident in your offerings, confident in your pricing and learn this process so you can support someone all the way through to their decision, one way or another.

## ***Booking Sales Calls to Hit Your Income Goals***

Now that you're clear on how to carry out your sales conversations and overcome objections, it's time to start booking Clarity Calls and put these tools to use.

But before you can get clear on how many sales calls you need to book this month to hit your income goal, you also have to be totally clear on how much you desire to earn this month. And to do that, you must have specific purpose for the money.

### **Action Steps:**

**How much do you desire to earn this month? Be specific and have purpose for this money that totally lights you up. Whether it's taking a trip to Italy or paying off your credit cards, it doesn't matter. But make sure it excites you, that it's a non-negotiable. Then you'll be inspired to make that goal happen.**

**How many packages do you need to sell to hit your income goal? I find it easiest to focus on selling one type of offering at a time, doesn't mean you won't sell a 90 day package and an intensive, but it makes your marketing and focus easier. So pick one of your offerings that you're most excited about, and how many do you need to sell to hit your income goal?**

**I typically work with the assumption that 50% of Clarity Calls will turn into a sale. In the beginning this number was probably lower and now the percentage is definitely higher due to practice and being clearer with my marketing. So if you were working with the assumption that 50% of the sales calls you do this month will result in selling your package from the previous question, how many Clarity Calls do you need to schedule this month? This week?**

**Create a plan for booking this number of Clarity Calls this month. Will you be using Facebook posts, emails to your list, putting out a special offer, bonus or incentive, a combination of all of these or more? Share the number of Clarity Calls you need to book this month and this week in the Facebook group along with your plan of how you'll book these calls.**

It's a numbers game. It really is that simple.

The more Clarity Calls that you book the more comfortable and confident you'll feel doing the calls, plus the more masterful you'll become at the whole process.

And the more Clarity Calls you book the more clients who will sign up to work with you, which means the more you'll get to be of service AND the more money you'll make.

If you desire to be earning more then the answer is simple, book more Clarity Calls.

## **Wrapping Up**

Woohoo, great work!

You've just learned one of the most important skills that's out there for coaches and entrepreneurs - how to confidently carry out sales calls and book ideal clients.

Remember that one of the most overlooked and important parts of feeling confident during your sales calls and booking new clients is to have a healthy relationship with money yourself.

If you're consistently in a space of lack or fear around money, then it can be easier for you to slip into a potential client's story of why they don't think they have the money to work with you.

I'm not saying that you have to be successful already or earning at a certain level to be able to have great sales calls. But, you do have to be consistently nurturing your own relationship with money so that when you get on a call with a potential client, it's easy for you to stay in the space of possibility for them, to see a larger vision for their life than maybe what they're allowing themselves to see at this point.

It's not about talking someone into investing with you. It's not about "taking their money" as you have great integrity. The only way you can "take someone's money" is if you're stealing credit cards and running them without permission, which is not what you're doing.

What this is about is supporting someone in moving towards their goals and desires, in taking that next step that propels them forward past their own fears. Helping someone be liberated from their own beliefs around money, investing in themselves and removing that lack mentality.

And you'll also find that it's not just about the money. Sometimes it has nothing to do with the money and a client's concern about investing in themselves is

more about their fear that they're not worth it, they're not trustworthy or they don't deserve to have what they really desire. So take the time to be really present with your potential client, to be curious. Ask the questions and don't make assumptions.

When you get to the root of what's really coming up for your client, this is where you can truly support them and where the decision becomes an easy 'Yes' to work together.

Keep your Client Requirement Checklist and your Sales Call Structure with you so that anytime going forward when you get on the phone with a potential client you can show up as a leader and as the expert. Support and be of service to others in the way you truly desire while making a great income.

To Living Free!

*Jessica*