

The Namaste of Sales

A sales conversation that serves your potential client or customer at the highest level and converts is determined by WHO YOU'RE BEING and the QUESTIONS YOU ASK.

PREPARATION

You want to be clear, grounded, confident, and ready to focus and lead.

- ✓ ___ Are you prepared with your offer, pricing, and way to take payment or next steps?
 - ✓ ___ Have you turned off distractions?
 - ✓ ___ Have you researched your potential client or customer?
 - ✓ ___ Do you have a means of tracking time?
 - ✓ ___ Are you grounded, in your power, connected to Spirit?
 - ✓ ___ Are you ready to serve at the highest level?
 - ✓ ___ Are you prepared to see your potential client at their highest potential?
 - ✓ ___ Are you expecting a yes?
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CONNECT AND LEAD

You want to connect, position yourself as the leader, build trust, and get their buy in to discuss next steps working together.

EXAMPLE: "Hi, this is Amira. It's nice to talk with you. I'm going to jump right in and get started as we have 20 minutes for this call and I want to make the best use of our time together. The way this call works is that I ask you a series of questions to help you get clear about what you want and what's getting in your way, and I promise you that you'll leave with a much clearer sense of that. Then, if I think I can help you and that we're a good fit for working together, I'll let you know how I can do that and we can discuss coaching options/program options/next steps at that point. Does that sound good?"

- ✓ ___ A short and sweet hello
- ✓ ___ Frame the conversation: time, format (series of questions), potential offer
- ✓ ___ Make a promise that you will keep.
- ✓ ___ Get agreement to make offer

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ASK, THEN
"SHUT UP" AND
LISTEN

QUESTION #1: What do you want? Then, what's important to you about having that?

You want to have a clear and emotionally resonant picture of what they truly want.

If you don't know what they truly want, how can you help them achieve it?

Example questions to ask:

- *What is it you're hoping to achieve? What's your vision for _____ (fill-in the business you're in)?*
- *What is it that you really want? What is your big goal, vision, or desire with regard to...?"*
- *If you could wave a magic wand, and really get what you want, what would that look like?*

Then ask:

- *What's so important to you about achieving this or having that?*
- *What is this in service to? What's the reason for wanting this?*
- *What is this tied to? Is it connected to a financial goal? A service goal?*
- *What would having your vision come to life do of you? What is important about that to you? What would having that do for you? How would that affect your relationships? Your financial life? How would your day to day life change? What would get to happen that's not happening now?*

- ✓ ____ Do you know what they want?
- ✓ ____ Do you know why they want it?
- ✓ ____ Can you feel their truth?

Your questions:

Notes:

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QUESTION #2: What's stopping you from having what you want?

You need to know what's stopping them from achieving their goals and dreams in order to determine if you can help them. You also want them to see what's in their way.

Example questions to ask:

- Okay, so what is getting in your way of having that, of having _____ ?
(Repeat what they said they wanted using their own language.)
- What's stopping you or slowing you down from having _____ right now?
- What are your obstacles or challenges to accomplishing that?
- What is your biggest challenge with that?
- So, up until now, what's kept you from _____?
- If you were to GUESS what your obstacle is, what would you guess? (Use this question if they don't know what's stopping them.)

Then ask (DIG):

- And what do you think stops you from _____ (what ever they told you the obstacle was)?
- What do you think the bigger problem or fear is here?
- So you're telling me that you want xyz and that you're blocked because of abc, but is the real issue pdq?

✓ _____ Do you know what's stopping them?

✓ _____ Did you get to the real problem?

Your questions:

Notes:

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QUESTION #3: So, are you saying...???

You need to confirm understanding using their own words (don't guess or paraphrase). This lets them know you've listened and understood them, a rare experience in our day to day life.

Example questions to ask:

- *Let me confirm. What I'm hearing you say is that you want _____, _____, and _____ and that you're you want to figure out how to _____, _____, and _____, and that it would mean _____ to you. Is that right?*
- *So, your vision is xyz and having that would allow you abc, but you stop yourself/worried about/get in your way with pdq? Is that right?*
- *So what you're really saying is _____ ?*

Clarify until you get a yes.

✓ _____ Did you get confirmation? A yes?

Your question:

Notes:

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QUESTION #4: What happens if you don't solve this?

You need to know if it's important and urgent for them to solve this problem. You also want them to recognize what happens if they don't do anything and keep going as is. They need to see how important this is in order to step into a solution. Their subconscious mind wants to keep them "safe and same."

Example questions to ask:

- So, what happens if you don't solve this problem?
- Where will you (your family, your company, etc) be in 3-6 months if you don't fix this?
- What do you think this is costing you now and in the future, dollar and cents wise?
- What does it mean to you if you don't solve this problem? If it just continues as it is now?
- How would that feel if you didn't _____ ?

✓ _____ Is it urgent for them? (If it's not urgent, then they probably won't buy immediately.)

Your questions:

Notes:

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QUESTION #5: So, are you committed to solving this?

This is a question of extreme gravity. Let them know what's at stake through your words, energy, and tone of voice. If they aren't committed to solving their problem, then your solution won't work. Do not skip this question.

Example questions to ask:

- So, are you committed to solving this?
- Are you willing to do what it takes to achieve this / solve this problem / overcome your fear or block?
- Is there anything that would stop you?

Then ask:

- Would you agree that if you learned _____ (skillset or how to xyz), you would be able to overcome _____ (big block/fear/obstacle) and achieve _____ (want they want)?

✓ _____ Are they committed?

✓ _____ Do they agree?

Your questions:

Notes:

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QUESTION #6: Great, would you like to hear about how I can help you with this?

Short and sweet.

✓ ____ Did you get a yes?



MAKE YOUR OFFER. REFER TO YOUR CHEATSHEET. CONNECT THE DOTS BETWEEN WHAT YOU'RE OFFERING AND WHAT THEY WANT AND THE PROBLEM THEY WANT SOLVED.

✓ ____ Are you offering the best option for them, regardless of investment level?

✓ ____ Have you paused to confirm understanding?

✓ ____ Did you share the "of course" investment level?

✓ ____ Did you speak directly to a deadline?

✓ ____ Did you only offer one thing at a time?

THEN GO DIRECTLY TO...

QUESTION #7: Would you like to get started today?

You must ASK for the sale.

Example questions to ask:

- *Would like to go ahead and get started?*
- *Would you like to book your first session/consult/meeting?*
- *It sounds like you're ready to do this, shall we get started now?*
- *Would you like to purchase the ____?*
- *I can go ahead and send you the contract and we can walk through that on the phone.*
- *Shall we do this? I can get your set up today and we can start immediately.*

✓ ____ YES! Go directly to taking a deposit or pay-in-full.

✓ ____ No, go to speaking to their concerns and objections.

Your questions:

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QUESTION #8: Is that true?

Speaking to objections requires that you hold a higher truth, step out of their story, and that you respectfully and confidently question the truth of their statements and beliefs. Point out the integrity issue that they're not owning (the gap between what they say they want and what they're willing to do) and reframe the situation for them. Go above and beyond for them in service: beyond simply agreeing with them, "acceptable" or "polite" conversation, what's comfortable for you, and commonly held assumptions about time and money.

Questions to ask YOURSELF:

- What is the story they're telling themselves?
- What are they assuming is true that isn't?
- What are you buying into it? (The hook.)
- What are you assuming is true that isn't?
- What is the higher Truth? (Universal Law)
- Where are they out of integrity with themselves?

Example questions to ask:

- Are you saying _____ and does that mean _____ ?
- It sounds like you're saying _____, is that what you really believe? Because the truth is...
- What I'm hearing you say is _____, is that true? Is that in alignment with what you want?
- Earlier you said you were committed and that nothing would stop you, was that not true or did some fear come up?

- ✓ _____ Did you identify the untruth?
- ✓ _____ Did you identify the integrity issue?
- ✓ _____ Did you offer reframes?
- ✓ _____ If necessary, did you schedule a follow-up call?
- ✓ _____ If necessary, did you let them know that they can email you with any questions?

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Your questions:

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POST CALL NEXT STEPS

You will want to...

- ✓ ___ Email any material required. (Contracts, information about your product or service.)
- ✓ ___ Schedule follow-up or next steps.
- ✓ ___ Update your sales and/or money tracking sheet.
- ✓ ___ Identify what went well and lessons learned. (Assumptions? Skipped questions?)
- ✓ ___ Clear any resentment. Send blessings. Do this immediately.
- ✓ ___ Be in gratitude. What are you grateful for? Do this immediately.
- ✓ ___ Go off and do something that occupies all of your attention.
- ✓ ___ Keep your faith and manage your expectations.
- ✓ ___ Watch for any doubt, worry, or fear. Flip immediately.
- ✓ ___ Take the long view. Think relationships, connection, and follow-up.
- ✓ ___ Be the woman who makes the sale, closes the contract, etc. Be her NOW.
- ✓ ___ Are you expecting a yes?

SUMMARY

1. Pre-call preparation
2. Connect and lead
3. What do they want?
4. What's the problem?
5. Confirm understanding
6. Is it important enough for them to solve?
7. Are they committed?
8. Offer and Ask for the Sale
9. Handle Concerns and Objections
10. Post-call steps