













Anatomy of the Heart-Centered, Impact-Focused Sales Process

01  INITIAL FOLLOW-UP	The purpose and intention are to connect and build rapport. Remind them of where, when or how you met. Be interested in THEM.
02  BE A GREAT INTERVIEWER	Ask Questions about THEIR lives in the areas you know your clients typically have challenges or unmet desires
03  MAGIC PHRASE TRANSITION	Once they've self-identified areas where you can add value, here's where the magic happens. Magic Phrase Transition... <i>"I might be able to give you some ideas about that, would it be okay if I asked a couple of questions?"</i>
04  QUESTIONS TO UNCOVER CHALLENGES	These are more specific questions to dial in and discover their level of pain or desire so that you can best serve them. Find out what it's costing them to not have a solution, what they've tried before (that did or didn't work), This will also reveal concerns and objections even before ever asking for the sale!
05  GIVE VALUE	Offer 1 or 2 tips or suggestions focused on identifying the problem area that needs attention. CAUTION: Don't give too much advice here or they won't see the need to continue with you. Instead they'll want to go implement what you just gave them.
06  MAGIC PHRASE TRANSITION	Pre-Requisite: You have a high level of rapport, they have said, "Yes" several times and/or have agreed with you and indicated they want a solution. Magic Phrase Transition to Sale ... <i>"Would it be okay if I now share how we can continue working together?"</i>
07  ASK FOR SALE OPTIONS & PRICING	If possible, offer 2 product options (one higher priced than the other). This gives the buyer the power of making a choice between (A) and (B) rather than a choice between Yes or No. (Note: It's essential you know your pricing and packaging beforehand.)
08  BE QUIET	Silently count to yourself (6 seconds is a good rule of thumb.) If they do not say anything, ask ... <i>"Wouldn't you love to be able to say this time next month that this was the best decision you made because you finally got what you wanted?"</i>
09  HANDLE CONCERNS & OBJECTIONS	Be Prepared – You Already Know the Most Common Concerns. Remember, "Feel, Felt, Found" and have personal stories or client stories that demonstrate how that concern was eliminated and the resulting success or transformation.
10  ASK FOR SALE	<i>"So now that you've realized that this is easier and simpler than you think, let's go ahead and get started. Which credit card would you like to use?"</i>
11  HANDLE CONCERNS & OBJECTIONS	You may experience a second round of concerns if all of theirs were not uncovered in the first round. Repeat ... "Feel, Felt, Found" and ask for the sale again.
12  HAPPILY COLLECT PAYMENT WIN-WIN-WIN	Collect the Payment and AFFIRM THEIR GREAT DECISION using <u>their</u> words of how they will feel when they finally have what they want (these were already conveyed to you in Steps 2 & 4).