The Prosperity Accelerator Sales System

with Nancy Matthews & Trish Carr

The Proven, Guided & Predictable Path to Prosperity

Women's Prosperity Network

Anatomy of the Sales Process

How to Turn Contacts Into
Qualified Leads and Happy Paying Clients!

01 Initial Follow Up
Connect-Build Rapport

Let’s Get Connected!
Remember … the phone is your gateway to serving people … changing lives!

YOUR INTENTION: Connect, Build Rapport, Remind Them of Where / How You Met, Be Interested in THEM

Scenario - You met somewhere recently

Example 1:	Example 2:
1. Hi, it’s Trish Carr from WPN, we met a couple of months ago at the Ft. Lauderdale Chamber and I’ve been wanting to connect with you since. 2. I’d love to get to know more about you and your business so we can explore possibilities and so I can send you referrals. 3. Do you have a few minutes to talk now?	1. Hi, it’s Trish Carr from WPN, and I came across your card on my desk today and have been meaning to reconnect - I only take cards from people I really want to connect with. 2. I’d love to get to know you more, explore possibilities and synergy. 3. Do you have a few minutes to talk now?

What if they don’t answer the phone?

Repeat numbers 1 and 2 above, and instead for number 3 …

> So, give me a call back at (state your phone number - SLOWLY), I’m so looking forward to connecting with you.

What if they say, “I don’t have time to talk now”?

To move the conversation and connection forward you want to continue with open ended questions and offer two (2) options, for example:

> Okay, I totally get it – when would be a good time for me to call you back – later this afternoon or another day this week?

If they say – another day – you ask
> Okay – would Tuesday or Wednesday be better?

If Tuesday (for example)
> Okay great – how about 11 am or would 2 pm be better?

Then, continue narrowing to find good time and they set appointment with you.

And, follow up with an email confirmation (assuming you have their email).

The beauty of this is that when you do talk at the appointed time, they are more receptive and expecting your call!

Scenario – You've gotten their card from a trade / expo booth

Example 1:	Example 2:
1. Hi, it's Trish Carr from WPN, and you came by my table at the ____ event. 2. You dropped your card in so I could give you more information about ____ 3. Is this a good time for us to talk for a few minutes?	1. Hi, it's Trish Carr from WPN, and you came by my table at the ____ event. 2. You dropped your card in for the raffle and I'm calling to let you know what you won. 3. Is this a good time for us to talk for a few minutes?

What if they don't answer the phone?

What if they say, "I don't have time to talk now"?

Follow above script.

Scenario – Follow Up Call to Gatekeeper

1. Hi, it's Trish Carr from WPN, and we spoke last week regarding ways that I could _____ (benefit focused towards the impact on the gatekeeper)
   i.e. Insurance – get better coverage for all the employees at your company and save you money too.
2. Is this a good time for us to talk for a few minutes?
3. Have you had a chance to send the information on to the ___ (person you really want to speak with)?

What if they don't answer the phone?

What if they say, "I don't have time to talk now"?

Follow above script

02 Ask Questions - Be a GREAT Interviewer

The Art of Listening & Asking the Right Questions

YOUR INTENTION: Ask questions about THEIR lives in the areas you know your clients typically have challenges in or unmet desires.

Your job is to find the right questions to ask so **THEY SEE** the problem without you having to tell them they have it.

What are the problems that your prospect may have that you could be the solution for?

For example, as a business coach, I know that the problems my clients face most often are:

1. Not making enough profit
2. Not enough or not having the right resources to get the job done efficiently and effectively
3. Not having work and life balance

I invite you now to consider your product and/or service (pick one or a package) and jot down:

What are 3 problems you solve?

1. ____
2. ____
3. ____

What are great questions you can ask so that they tell you what's going on in their lives related to the area you're an expert in?

From the example above, questions that could get to what their problems are could be:

(Remember … this is still part of the connecting conversation – getting to know each other, and these questions are designed to discover if there is a need or desire you can fulfill. Take it slow and trust the process – going too fast in the beginning of a relationship can end up as a strike out or a one- night stand. Taking your time here allows for nurturing a long-time relationship and repeat business.)

Note: Remember that this is a conversation and that means you'll want to listen, respond appropriately with, "Oh", or "Wow, or that must be challenging…"

Ask questions to engage your customer in sharing their current situation. Most of the questions you'll ask are "open questions." Open questions:

- Invite them to answer with more than just a yes or no.
- Allows and encourages the customer do most of the talking while you listen.

With just a few open questions followed by, 'tell me more,' or expand on that for me,' or something similar you'll uncover their specific challenges.

Sample challenges and questions about THEIR lives in the areas you know your clients typically have challenges in or unmet desires.

#1 Not making enough profit	• How are things going for you through the summer months? I know a lot of my clients go through some dips. • Have you taken any fun vacations or trips lately? (if they say no – it may well mean cash or time crunches in their lives, good for #3 below too) • What's your favorite thing about being an entrepreneur? (this is good to put them in a happy mood – and if they can't find something – a good clue they need you) • What's your least favorite thing about being an entrepreneur?
#2 Not enough money for or not having the right resources to get the job done efficiently and effectively	• Is it just you in the business or do you have others that work with you? • I'm thinking about adding a Virtual Assistant, have you worked with VA's in the past? • Isn't it great that we have so many ways to market our businesses – especially on social media? (this could likely trigger == yeah, it's great but who has the time to do it all) • What social media sites are you focusing on? How's it working?
#3 Not having work life balance	• Tell me a little more about you … what do you like to do in your time off? (…I often get .. what time off?!) • Just the other day I treated myself to a massage (or something similar – as long as it's true) – You know – entrepreneurs like us are the crazy people willing to work 100 hours a week just so they don't have to work 40 for someone else! – what do you do to balance it out? • What's your favorite thing about being an entrepreneur? (this is good to put them in a happy mood – and if they can't find something – a good clue they need you) • What's your least favorite thing about being an entrepreneur?

03 Magic Phrase Transition to Specifics

THE MAGIC PHRASE

Transition to Specific Challenges They Are Having

YOUR INTENTION: Having them say, “Yes, I’d be happy to answer a few questions so you can give me ideas and suggestions for my challenge.”

Once they’ve self-identified areas where you can add value … use the Magic Phrase to transition.

This is the transition that will change your conversation from chit chat to getting real results – for you and for the person you’re serving!

Magic Phrase – Bridge the Conversation
Transition to Your Area of Expertise

“I might be able to give you some ideas about that – would it be okay if I asked you a few questions?”

-or-

“What you just mentioned is in my wheelhouse and I’d love to offer you some suggestions to support you … would it be okay if I first ask you a couple of clarifying questions?”

NOTE: They *ALWAYS* will say, “YES … please do.”

04 Questions to Uncover Specific Challenges

Next Level of Connection

Questions to Uncover What's Really Going on for Them

YOUR INTENTION: Exploring whether they may be experiencing challenges in your area of expertise so that you can serve them.

Note: The specific problems you solve in your business determine the questions you ask.

These are the questions you will ask AFTER the initial round, once you have already "dialed in" to parts of their life that you may be able to support them in.
As an example, here are some specific questions I as a business coach might ask. I will not ask all of these, I'll pick a few to start the conversation and to keep them talking to me to get to the problems they're experiencing, how they impact their life/business and what they want instead.

As a business consultant and coach, I ask open questions like these:

- What challenges are you dealing with now?
- What steps are you taking to meet the challenge?
- How do you balance work and home?
- What's it costing you in terms of time/money/resources?
- How much money do you make on an average sale?
- Take me through the functions in your business. Who does what?
- What processes are in place for ____________?
- What were your revenue goals for the last year, 1Q, 2Q, etc.?
- What was the actual / what was the gap?
- If you had a magic wand what would you change?
- What keeps you up at night?
- What's the one thing in your business that must change?
- What's your (the company and/or the leader) greatest strength?

Questions to help your prospect realize the **urgent need** to solve the problem:

- How do you feel facing that (problem, revenue shortfall, etc.)?
- Where will (the business and/or you) be a year from now if nothing changes?
- How will it affect your life if you don't turn this around?
- When would be a good time to take action to stop the downward spiral?
- Do you want to decide on some actions right away to stop the down spiral or are you wanting to wait?

And the big question, the one that gets them to see there's a way out – this question gets at what they want:

Imagine we're together a year from now and the challenges are resolved. What does your life look like now?

Here's another example. One of my clients works with people who want to lose weight.

So, the obvious problem is – they're heavier than they want to be. That's the high-level problem, But it's deeper than that. Being fat, overweight or too big is a label that doesn't get to the real problems. **<u>The real problems are the symptoms that appear on a regular basis</u>** those symptoms are the REAL problem. Here are 3 possible problems:

1. Don't feel good, low energy, too tired to play with my kids and grandkids; too tired to make dinner, engage in my favorite hobbies, etc.
2. My clothes don't fit – every morning is a struggle to get dressed. I want to cry when I look in my closet and see all the clothes that just don't fit.
3. I'm embarrassed at how I look and sometimes I don't even participate in things I'd like to because of how I feel about myself and/or how others will judge me.

Step 1: What questions can you ask to uncover the problems?

1. What are the challenges of having that extra weight?
2. How do you feel about how you look now?
3. What's it costing you in terms of how you feel?
4. What's the #1 thing stopping you from making a change?
5. What's the number #1 thing that must change for you to look and feel the way you want to?
6. How long have you been feeling this way?
7. What's the financial price? How much money are you spending on…(diets, the next size clothes, etc.)?
8. What do you think the extra weight is doing to your overall health?
9. What do you think your (kids/family/spouse/co-workers/boss/customers) think of you being overweight?
10. How would it make a difference for you personally If you could take off the weight?
11. Same question professionally?
12. I know you've probably tried diets before – what happened?
13. If you got down to your ideal goal, what would happen for you?
14. What's going to happen if you don't make a change?
15. How has not feeling fit and fabulous affected you in other areas of your life?

Step 2: Now to the implications that uncover the URGENT need to solve the problem?

1. How will it affect your life if you don't take the weight off?
2. What's going to be different a year from now if you don't make a change now?
3. When would be a good time to take action to stop the downward spiral?
4. Do you want to decide on some actions right away to stop the down spiral or are you wanting to wait?
5. **And of course**: imagine it's a year from now and you're at your ideal weight. What's your life like now?

Notice they are open questions, getting the prospect to do the talking.

And remember, this is a conversation. Between questions, acknowledge, empathize and sympathize. As appropriate, you'll ask Yes/No questions to get specifics.

After uncovering the issues and challenges you propose your solution based on what they told you they needed.

05 Give Value – Pinpoint Root of Their Challenge

Give Value – Demonstrate Your Expertise

They'll Experience a Taste of Working with You

YOUR INTENTION: Provide suggestions or tips that support them in getting results.

Offer 1 or 2 tips or suggestions focused on identifying the root of their issue. Don't give too much advice here or they may feel they don't need you and instead will want to go implement what you shared first. The key here is identifying the problem area you will solve.

Example:

Let's say you're a social media expert and during the discussion and responses to questions you discovered that:

- They're frustrated and irritated because they spend a lot of time on social media but not getting clients.
- They think they're doing what they should be … having received advice in the past, watched webinars, etc.
- They're "spent" in terms of time and money having hired people to help them in the past and still didn't get results.

Give Value:

"From what you've shared with me it looks as thought the main problem has to do with inconsistencies in your messaging and you may be putting your efforts into the wrong social media platform. This is a problem that many of my clients come to me with and we can often get this part of the shipped turned around in just a couple of sessions."

Notice I didn't say … "You should be on X platform instead of Y, and your messaging should be tweaked to include _______"

Giving that level of advice is likely to have them say, "Thanks! I'm gonna go do what you suggested and get back to you."

Rather, the advice shared pinpoints where the fix needs to be – it's not the actual fix. And, let's face it … a quick fix that you might give them is rarely (if ever) the lasting solution.

This positions you perfectly for … the MAGIC PHRASE!

06 Magic Phrase
Transition to Sale

MAGIC PHRASE

Transition to the Sale

YOUR INTENTION: Create a relaxed environment to share how you can provide services and value to the buyer.

Pre-Requisites:

1. You have created a high level of rapport, they have said, “Yes” several times during the discussion and/or have been in agreement with you have shared.

2. It is also key that they have self-identified a challenge and that they want a solution.

3. You have demonstrated your expertise by giving value in terms of a tip or suggestion.

If all those conditions are present … move on to the best Magic Phrase of all giving you permission to invite them to work with you!

Magic Phrase – Ask for Permission to Sell
Transition to the Close

“Would it be okay if I now share how we can continue working together?”

They ALWAYS will say, “YES … please do.”

07 Ask for Sale – Share Options & Pricing

ASK FOR THE SALE

Share Options & Pricing

YOUR INTENTION: Create a relaxed environment to share how you can provide services and value to the buyer.

If possible, offer 2 product options (one higher priced than the other). This gives the buyer the feeling of making a choice between (A) and (B) rather than a choice between Yes or No.

Then, you move on to share how you can serve them through your programs, products or services.

Remember … start with the optimal solution for them … your largest (appropriate package) and if they are not ready for that just now, you can down sell to smaller and lower priced offerings.

Next you share,

"My programs range anywhere from $______ to $__________ and either 1, 3 or 6 months of time that we work together. I'm really committed to ensuring that when I work with someone, they're getting what THEY need. So, based on what you've shared with me that you want to achieve ________"

(then repeat in their words the results or goals they said they wanted)

I would say that either my ____ program (higher price) or my _____ program (slightly less) would work best for you and what you want to achieve.

Let me start by explaining the ___ program (higher price).
i.e. We'll work together for six months, meeting regularly so that we can make continual progress and deal with any challenges or issues that come up along the way.

Continue outlining the BENEFITS of the way your program will work for them keeping them in a "YES" mode.

The investment for this program is $________

And the _____ program (slightly lower price) is us working together for (less time) meeting regularly so that we can make continual progress and deal with any challenges or issues that come up along the way.

Continue outlining the BENEFITS of the way your program will work for them keeping them in a "YES" mode.

And the investment for this program is $______

Which of those two feels like a better fit for you?

THEN …. BE QUIET AND LISTEN

08 BE QUIET

BE QUIET

YOUR INTENTION: Allow them to absorb what you have just shared and respond in their own time.

Speaking too soon or chiming in with offering a payment plan or raising concerns can lead to planting thoughts in their head they hadn't even considered. Their silence may simply be them thinking about which credit card they want to use!

Silently count to yourself (6 seconds is a good rule of thumb.)

If they do not say anything by then, ask more questions, anchoring back to what they previously told you they wanted in the time you asked questions uncovering their needs (Section 4).

Sample questions to break the silence are designed to:

- Get them back into feeling good about getting their result
- Remind them of the costs (time, energy and money) of not getting a solution

Examples:

> *"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?"*
>
> *"Imagine how great it's going to feel when your husband sees you're finally making money in your business and you get to treat him to a night out!"*
>
> *Do you really want to find yourself a year from now wishing you had said yes today?*

This is the time when concerns or objections may arise.

If so, that's okay … it's a normal part of the process people go through and your job is to answer their questions and concerns to help them get what they really do want!

09 Handle Concerns or Objections

Handle Concerns or Objections

Helping Them Get What They Really Want

YOUR INTENTION: To listen with empathy and understanding that they are working through in their own mind the change they are considering.

Any time we make a change, there is resistance in the process. Having laid a solid foundation prior to this point will make it easy for you to help your client get what they want … the results and transformation that you can provide them.

- Be Prepared – You Know What People Say Most Often.
- Remember “Feel, Felt, Found” and have personal stories or client stories that demonstrate how that concern was eliminated and the success they had.

Objections can arise at different times during the conversation and what’s essential is that you have been carefully listening to what’s going on in their lives every step of the way so that you are best prepared when an objection arises.

The most common objections you’ll hear are:

- I don’t have enough time
- I don’t have the money
- It won’t work for me
- I’ve tried everything already
- I’m not ready
- I’m already working with someone

We’ll go into the specific objections a little further on, but first …. Set yourself up for success in answering their concerns with the following two PRO TIPS.

PRO TIP – Feel, Felt, Found

“I understand how you feel, I felt that way too, and what I found is _____”

BONUS PRO TIP – use a client story with Feel, Felt, Found

“I understand how you feel, [Mary] felt that way too before we started working together, and what she found was that _____”

By answering with the Feel, Felt, Found formula you are:

1. **FEEL** - Acknowledging rather than discounting. [Oh, you don't have to or shouldn't feel that way.]
2. **FELT** - Creating rapport, likeness and acceptance by sharing that you (or one of your clients) felt that way too.
3. **FOUND** - Showing them that there is a solution for their concern.

Now, let's go through those objections.

- I don't have enough time
    - I totally understand how you feel, I bet you wish there were an extra couple of hours in each day, I used to feel that way too, but I found that when I actually carved out just a little time to focus on _______ (the result their seeking), that it freed up not only actual time, but mental time cause I wasn't just thinking and hoping for ____ I was actually making steady progress towards it.
    - What would it feel like for you to finally be making progress towards this? Can you now see how it would actually save you time?
- I don't have the money
    - I can totally get that and in fact when I hired my first coach my bank account was close to zero. I so wanted to hire her and knew it would make a big difference for me, but I was so scared and didn't know where I was going to get the money from. I found that when I made the commitment and said Yes … I found a credit card and within the first couple of weeks of working with them, enough money had come in to pay the investment I made two-fold.
    - So, what would it be worth it to you to finally have _____ (the result)?
    - Let's get creative and brainstorm how you can have that, all right?
    - (then ask questions about credit cards, savings, family or friends who believe in them).
- It won't work for me
    - I so hear what you're saying, and which parts are you thinking won't work for you?
    - (This one is so general that you'll want to go deeper to uncover what is really at the core --- usually, it stems from a lack of belief in themselves.)
- I've tried everything already
    - Yes, I get it can be frustrating and even exhausting to keep trying and trying and not get the result you want. What are some of the things you've tried and why do you think they didn't work for you?
    - (Again – this is broad, so you've got to dig deeper to find out what's going on underneath).
- I'm not ready
    - I can totally respect that and have felt that way myself before making a big decision. What would it feel like if you were ready?
    - That will open them up to share more of what's going on underneath.
- I'm already working with someone
    - That's great – I love that you recognize the value of investing in yourself. What areas of _______ [their problem] is your current coach working with?

10 Ask for Sale

ASK FOR THE SALE

(Yes, Again)

YOUR INTENTION: Having moved through their questions and concerns your intention is to move them to making a great decision for themselves.

When you ask for the sale this time, you will be able to easily reference back to the concerns they previously had (which you've dispelled).

Example

> *"So now that you've realized that this is easier and simpler than you think, let's go ahead and get started. Which credit care would you like to use?"*

11 Handle Concerns or Objections

Handle Concerns or Objections

Helping Them Get What They Really Want

YOUR INTENTION: To listen with empathy and understanding that they are working through in their own mind the change they are considering.

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 and Begin Serving

Happily Collect Payment

Begin Serving … That's What It's All About!

YOUR INTENTION: Affirm your client's great decision to say, "Yes" to themselves and assure them that you are there for them.

They will likely be feeling a combination of excitement, exhilaration and a little fear … that's natural and part of the process. You can make it easy for them by:

- Congratulating them.
- Provide clarity on the exact next step in the process with you.
- Paint the vision of what their work with you will deliver to them and for them (in all areas of their life). This is where you once again anchor back to what you learned about them in the early questioning phases of the conversation.

Be sure to quickly follow up with them on any promised resources, recordings, products, calendar links, etc.

This is your first step in a long and mutually beneficial relationship with your new client.

Honor it and treat them with the same (or even better) respect and experience you want when you make a purchase!

Bonus | Discovery Call Client Conversion Formula

Discovery Call Client Conversion Formula

Low Cost or Complimentary Sessions

YOUR INTENTION: Discover what's happening in your prospect's life (and/or business) and how you may provide value for them.

Suggested time for Complimentary Discovery Calls is 30 to 45 minutes.
Keep a buffer of 15 minutes in your schedule to leave room for finalizing their enrollment.

1. Have an initial intake form completed prior to the scheduled discovery call. Do your best to review it prior to the session. This serves two important purposes. First, it gets the prospect focused on what they do really want and second, it lets you gain insight into what they're looking for (and some background on them too).
    a. CLICK HERE for a Sample Intake Form
2. Open the call with …
   *"I'm so looking forward to our time together today, thanks for taking a few minutes to fill out the form, I definitely have some ideas I want to share with you, but before we get started … **do you have a burning question or something you know you'd most like to get from our time together today."***

<u>What if they didn't fill out the form you sent them?</u>

*"It doesn't look like you had a chance to fill out the form I sent you --- that's okay, we can easily move forward today as I've taken some time to look at your website (or social media or I remember quite a bit from our first conversation) so I know a little about what you're up to and definitely have some ideas to share with you. But before we get started … **do you have a burning question or something you know you'd most like to get from our time together today?***

BAM!!!

This question is so powerful and sets you up for success in delivering a result on the call (but not giving away the farm) and sets you up to have them want even more from you.

What to expect when you ask the question … do you have a burning question or something you know you'd most like to get from our time together today?

Possibility 1 – Some people (especially those who have filled out the form) will be very clear and concise when you ask this question and quickly respond with …

> *"Well actually, yes, I'd really like to know _______"*
>
> (then they will fill in with a problem that relates to the area of expertise you are known to them for. Examples: *How to build a funnel, how to not need a nap in the middle of the day, how to get more clients, what technology to use for ___)*

Possibility 2 – Some will say, "I don't know" at first …then they will come up with what they want. Just be mindful not to overstep on their sentence, "I don't know" or "I'm not sure" as they may still be thinking about it. Silently count to 4 and if they don't follow with what they want, go to

> *"That's fine … I always like to check in on that first to be sure we're getting to whatever matters to you most. May I ask you a couple of questions so we can dial in on the best way I can support you today?"*

Then, go to the Questions to Uncover Problems (see Appendix) that you have tailored for the problems you solve.

Once you ask 2 to 3 questions, you'll have a sense of what their main area of 'pain' or 'problem' is so that you can offer a tip or advice on that one area.

Remember that this will be conversational giving time for the person to answer your questions, provide you with additional information that narrows in on their situation and issues they want to solve or get relief from.

The goal is to accomplish this part of the conversation within 20 to 30 minutes. Then, transition to the invitation to learn more about working with you as follows:

> *"So, when we first started talking today you said you wanted to know (or learn) _____, did you find value in our time together today?"*

--- They ALWAYS will say, 'YES" often followed by, "Wow, that was really helpful."

Then you continue with …

> *"I'm so glad we had this time together today and that you got good value from our call. As you can well imagine, the process of ________ (achieving their goal, getting lasting results, etc.) takes time and today we really just touched upon the tip of the iceberg. Would you like to know how we can continue working together so that you get exactly what you want?"*

(be specific here, using the words they shared earlier in the call or on their intake form).

--- They ALWAYS will say, "YES … please do"

Here you will either get questions about some particulars of the program and how it will work for them.

And/or – here is where some objections may arise. Refer to Steps 9 and 11 for specific responses.