

Divine Success
Manifestation
Accelerator
Programme
Sales Process

With Robin Bela

Sales is Service

- **What makes you uncomfortable about sales? What feels ‘icky’?**

Sales is Service

- **How can you reframe those beliefs to understand that sales is service?**

Ideal Client Checklist

- **Here are some characteristics of amazing clients:**
 - Committed to the work or transformation
 - Respectful
 - Can pay in full
 - Pay on time
 - Take the work seriously
 - Fun to work with
 - Get amazing results
 - Take personal responsibility
 - Not in victim mode
 - Low drama
 - Direct communicators
 - Open up to you
 - Trusting
 - Not sceptical
 - Focused
 - Passionate about what you do together
 - Coachable
 - Listen to your advice
 - Willing to try new things

Ideal Client Checklist

- **Create your own ideal client checklist**

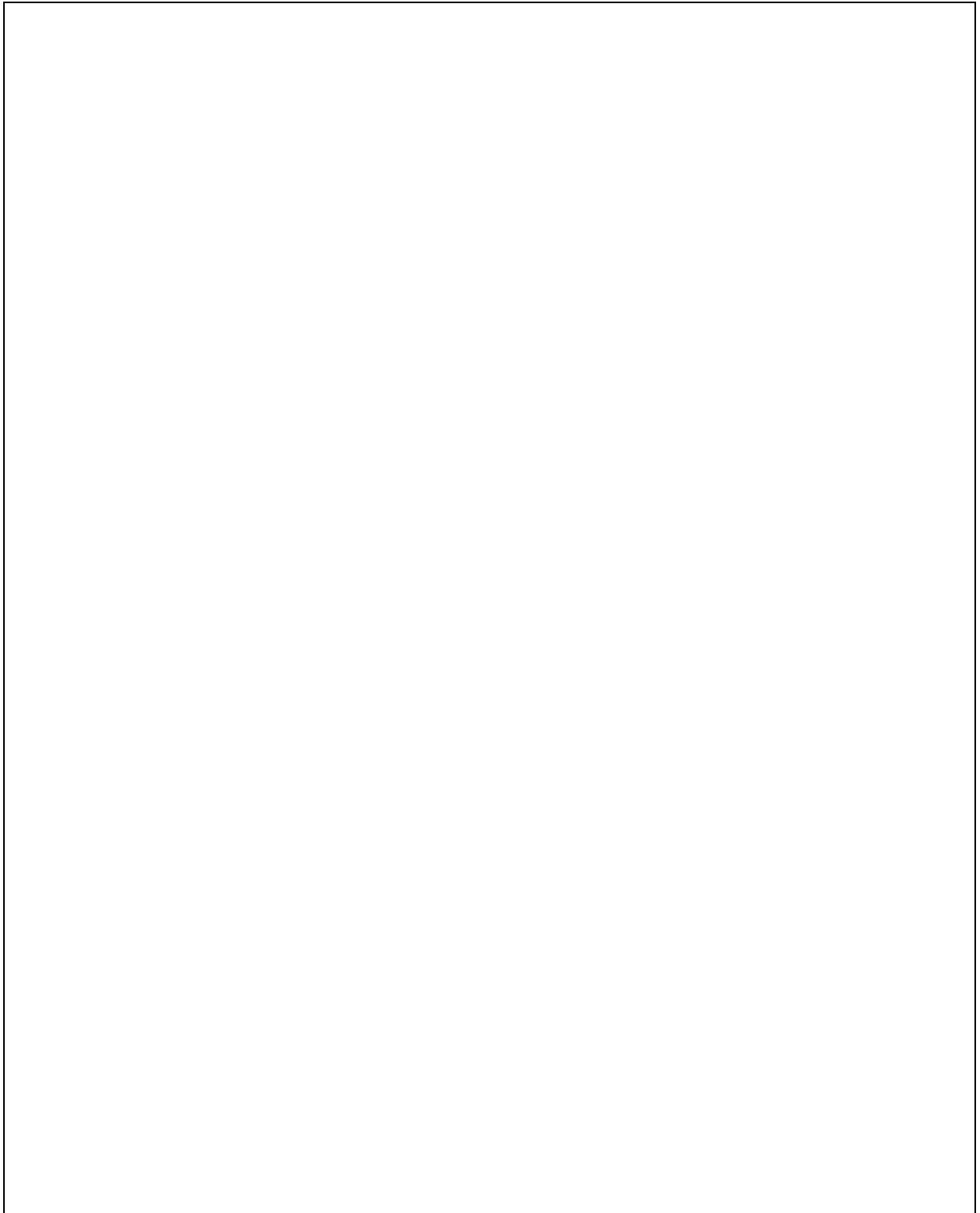
Print this out to check during each sales call

Overcoming Sales Fear

- **What specifically are you worried about happening during sales calls?**

Overcoming Sales Fear

- **Are these likely to happen in reality?**



Overcoming Sales Fear

- **If these could happen, what could you do to fix the problem or stop it from happening at all?**

Sales Logistics

- **What software will you use to conduct your sales calls?** *e.g. Zoom, Skype, phone, etc.*

- **What software will you use to book your sales calls?** *e.g. Calendly*

- **What software will you use to take payment?** *e.g. Stripe, PayPal*

Applications for calls

- **We set up applications to filter potential sales calls so that we don't waste time on the phone with the wrong people.**
- **Here are some example questions to ask to determine if they are an ideal client:**
- What type of business/health issue (etc) do you have?
- What is your goal in the next X months (the length of your programme)
- What has stopped you from achieving this in the past?
- Are you ready and capable of investing in your success right now?
- **You can ask these questions in the Calendly settings, or you can try an app like Google Forms or TypeForm.**

Applications for calls

- What questions will you ask in your application?

Pre-call Prep Checklist

- Meditate, pray, journal, breathe deep
- “Let go” if any negative emotions come up
- Set up in plenty of time
- Wi-Fi on
- Glass of water
- Pen and paper
- Quiet room
- Set up recording on the calls
- Slow down
- Be of Service

Call Structure - Intention

*“Hi X, great to meet you, how are you today?
Ok so you booked a call because you’re
interested in my X programme to help you
XYZ, is that right?”*

*Here’s how these calls normally go - I’ll ask
you some questions to understand what your
needs are, and if my work can help you then we
can definitely discuss that – how does that
sound?”*

- **Draft out how you will open your calls:**

Call Structure— Discovery

Get clear on their needs

- *So tell me about your current business...*
- *How are your thyroid symptoms right now?*
- *How long has it been like this*
- *How much money/what weight would you like to be at in 6 months' time?*
- *How will that change your life?*
- *Why is that important to you?*

- **Draft some questions you can ask your potential clients to understand their situation:**

Call Structure - Need for Support

What help do they need?

- *Why have you not got to your goal already?*
 - *What have you tried in the past*
 - *What needs to change for you to get there?*
- **Draft some questions you can ask your potential clients to understand their situation:**

Call Structure - Ready to Change

- **Recap where they are now and where they need to be:**

- *So X, from what you've said you really want to be earning \$20k a month so you can put your kids into private school and get a full time housekeeper, but right now you're stuck on around \$2k because you don't have the right strategies in place - is that right?*

- *So X, right now you're struggling with chronic fatigue and you can't hold down a job let alone meet a great partner, whereas you'd love to have energy again and as you put it "get your life back together" - is that right?*

- **Ask if they are committed to change now:**

- *So X, is this something you want to start working on right away? So when do you want to start working toward your goal?*

- **Brainstorm your ‘are you ready to change’ question.**

Call Structure - Offer Your Service

- The magic words are “I can help you with that” - own it! (If your service can help them of course)

Re-word the solution or outcome they asked for:

- *e.g. they want an automated paid sales funnel to bring in leads they can close on the phone:*

“So here’s what I recommend... let’s work together to help you build out a sales funnel for your business so that you have an automated way to get prospects on the phone.”

- *e.g. if they want to lose 20lb*

“So here’s what I’ve seen work with my clients in your situation. When we put them on a low carb diet and they do our daily 10 min exercises, they lose up to 5lb a week! So we’ll have you at your goal weight in a month”

- **Draft out how you can frame your offer (inserting their specific wording on the call):**

Call Structure - State The Price

- **Answer their questions about the programme until they ask about the price**
- **State the price clearly and confidently, explaining your incentive:**
 - *“Usually the programme is \$3,000, but right now I’m offering case study pricing, which means that if you are happy to give a case study at the end of the programme to share your results, I can offer you a discount so it’s just \$2200.*
 - *“The standard price for the programme is \$7,000, but because I love to work with quick decision makers, I offer a fast action discount of \$1,000 when you enrol today, so you can join for just \$6,000”*

- **Draft out how you will state your price:**

Handling “I need to think about it”

- Ask them what they want to think about.
 - This usually brings up a question about logistics, price or readiness.
- Answer any questions they may have
- If they are in fear, remind them what they’ve already told you:
 - their goal
 - what it means to them
 - the support they said they need to achieve it
 - why they are ready to move forward
- It’s so important to be in an abundant mindset here.

- You do NOT “need” their money. You are NOT asking something of them.
- If your service is exactly what they need, this is where it is your DUTY to explain that to them.
- They must see HOW they can get to their goal, and how your service can get them there.
- They must be in reality around why change is so important to achieve their goals.

Handling “I need to think about it”

- Be clear, kind and firm with your professional opinion of what they require to move forward.
- Give them the time, space and help to get to their clear YES or clear NO on the call.
- If they cannot make a decision, they aren't ready for their own transformation. Kindly explain that to them and that they are welcome to reach back out when they are ready.

Handling “I can’t afford it”

- **This can usually be handled before the call:**

- Stop your doubt around people not being able to pay you. Choose to believe there are many, many clients who can pay your rate in full immediately.
- Create an application process
- Give great value before the call so that they see how you can help them
- What new beliefs about making sales can you start to install in your daily journaling?

- **What new beliefs about making sales can you start to install in your daily journaling?**

Handling “I can’t afford it”

- **On the call:**

- Solve their exact problem - explain how your service gets them to their goal
- People “can’t afford” what they don’t value, so they must understand the value of your service
- They will pay any money and get extremely resourceful to pay for things they DO value

- **In general:**

- You get who you are being
- If you doubt and dilly-dally, you will attract people just like you!
- So don’t be the person who says they can’t afford it.

- **More empowering phrases:**
 - “I am not prioritising that right now”
 - “I don’t believe this is of value to me”.
 - “I’m not committed to this outcome right now”.