



FULLY BOOKED!

HOW TO HAVE THE SALES CONVERSATION THAT ACTUALLY GETS YOU PAID!



Step one: Attracting People Who Can Pay



Ask yourself if you are **targeting**
people who can pay.

Attracting People Who Can Pay



Website language:

- ▶ Appeal to those ideally suited
- ▶ Actively repel those who can't afford you, don't have the right temperament, interests or needs for your services, or who just aren't ready for you yet

Cut out vague words and generalizations.

Don't be afraid to use words you have been conditioned to think of as "negative". State **exactly who can be helped** and **how you can help**—and **who should not** try your programs just yet.

Attracting People Who Can Pay



The message **keeps the visitor reading**

Further content on this site clarifies the message even more precisely, stating who Jo Bennett can help... and making those who aren't ideal candidates click away.

Attracting People Who Can Pay



Make sure that your landing page or home page states your main specialty clearly, then quickly clarifies:

- ▶ Who your services are for
- ▶ How they will transform the visitor
- ▶ Who your services are NOT for

The whole key here lies in **being specific**. The more specific you are, the more you will attract the right people and repel the wrong ones.

Attracting People Who Can Pay

Jo Bennett – Solomojo Coaching

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Is coaching therapy?

No. Therapy generally looks into the past to help a client through problems so they can move fully into and function in the present. Coaching works in the present and focuses on your future. You have the life skills necessary to make your life work. A coach does not tell you what to do or do the work for you. You are the architect of your plan and are responsible for any tasks you may undertake.
(read the [ICF page](#) that distinguishes coaching from other professions)

This is a great example of what to do if you find you keep getting the wrong kind of client.

On top of that, you need to make sure that the people you are targeting are **people who can—and will—pay**.



Step two: Go Where They Are Paying

Go Where They Are Paying



It's not enough to create packages, programs and products for a niche that is **active**: You also want to make sure it's a niche where people **buy**.

Make sure people are buying these products: Talking about them, reviewing them, joining groups created around that particular program or product.

Pay particular attention to what they **express a need for** and what your competitors aren't providing!

Go Where They Are Paying



Find out who IS buying.

A good way is to check the website testimonials—then visit those people recommending these offerings.

What can you tell about them, demographic wise? What products do they in turn recommend?



Step three: Talk Up The Transformation

Talk up the Transformation



Make sure you are clear about the **results** you are offering.

Start by stating your biggest benefit—the most significant transformation. Some directions you can take:

- ▶ How their lives will change for the better
- ▶ What plateau they can break free from
- ▶ What big obstacle they can overcome
- ▶ What investing in your offering will help them to achieve
- ▶ How much easier and simpler your offering will make their lives
- ▶ How much time they will save


Talk up the Transformation



You need to gauge personality traits around your clients, such as:

- ▶ Do they thrive on peer support ... or do they want one-on-one attention?
- ▶ Are they all about fast-tracking ... or removing blocks?
- ▶ Do they want a "done-for-you" approach ... or are they happy to do it themselves?

Talking up the transformation will increase the **perceived value** of what you are offering—for the right client.



Understanding specifically what they want *from you*—as well as *what you can offer*—will help you create the product package your potential customer or client has been dreaming of: ***The one she's (until now) been unable to find.***



Step four: Stepping Up Your Call To Action

Stepping Up Your Calls to Action



1. Using tentative, wimpy-sounding words that make you seem unsure of your own offer
2. Assuming people will click on your "buy" button ... without telling them to do this!
3. Assuming people will click on "the right tab" when they're ready to check out your offer
4. Cluttering up your call to action with too much information
5. Presenting suggestions rather than actual calls to action!

Stepping Up Your Calls to Action



6. Using the word "Submit" on your "buy" button.
7. Camouflaging your calls to action with visual distractions (unnecessary links, text or colors that blend into the rest of the page and don't stand out)
8. Unclear instructions
9. Not getting to the heart of the matter before asking for the action (presenting the problem and giving your chief transformational benefit)
10. Not providing a big incentive to click

Stepping Up Your Calls to Action



Positioning your call to action at the right psychological moment is essential to making the sale!

Without a specific, clear call to action, you won't get the sale.

Don't suggest—tell them clearly what to do “right now”.



Step five: Five Ways To Increase Your Chances Of Getting A "Yes"

Five Ways to Increase Your Chances of Getting a “Yes”

1. Are you making it easy for them to say “yes”?

Are you removing obstacles that are causing them to hesitate? Every obstacle?

First, determine that she is in fact your perfect candidate by asking yourself one single question: If she is able to take you up on your offer, will your offer give her the potential to start increasing her income as a result?

Five Ways to Increase Your Chances of Getting a “Yes”

- ▶ “Early bird” pricing—a reduced rate for the first XX participants
- ▶ Payment plans

The Early Bird pricing can be a great strategy because the **limitation** on the time it's available and/or the number of participants allowed can create a **natural sense of urgency**.

And payment plans offer a practical “win-win” solution for both you and your potential client: She gets the program; you get the sale.

Five Ways to Increase Your Chances of Getting a “Yes”

2. Is there a clear reason (in your offer) they should sign up now?

A single **really awesome bonus** that is only available for a limited time or in a limited number can prompt many people to take the plunge.

Another incentive that can prompt your followers and subscribers to sign up: If you have a **special event about to take place**.

Make sure you've got all your bases covered—and **ask your affiliates and followers to share the news**—imbue them with your same sense of urgency.

Five Ways to Increase Your Chances of Getting a “Yes”



3. Is there a clear reason to THEM that they should sign up now?

Have you made sure that your ideal client or subscriber can instantly see the big benefit in signing up now?

Make it personal: What do they want more than anything else in the world that only you are offering, right now?

You need to identify what immediate or nearly immediate achievement you can safely promise that will leave her feverishly trying everything to put together the funds for your program.

Five Ways to Increase Your Chances of Getting a “Yes”



4. Are you picking up the phone? Or just emailing?

An important part of creating offers that convert: Take nothing for granted. Don't do anything on autopilot.

So don't just email your client with your offer—especially if there's a time limit drawing close. Pick up the phone and make personal contact.

This personal, immediate contact is priceless, because it will give you a real learning opportunity, as well as letting potential or existing clients hear your voice—creating an emotional connection.

Five Ways to Increase Your Chances of Getting a “Yes”

- ▶ Important to the person you contact (not just to you!)
- ▶ Something they'll genuinely be glad to be reminded about
- ▶ Significant in value
- ▶ Exclusive
- ▶ Genuine

Give a helpful but closed answer—avoid giving an impromptu full coaching session by having an answer ready for further onslaughts of questions.

Do try to couch things in the most positive way possible. Particularly get rid of tentative words like “maybe” or “perhaps” or “if”.

