



## **Module 3: Master Client Enrollment (Authentic Sales!)**



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## *Master Client Enrollment (Authentic Sales!)*

Selling is so tough for most of you amazing, authentic ladies and you avoid it. Perspective Shift: Selling can be fun and spicy ... I promise. Done right, you are deeply listening and empathizing with your divine right client. You are listening to her deepest desires and biggest challenges and providing her with a way to transform her pain through investing in your work. How does it get any better than that?

*Inside this Module, you will learn key skills that will help you:*

- Learn how to have sacred sales conversations – sell in a way that feels good and not icky ... sales that feels like heartfelt sharing and that you can't wait to get out there and do! Sales that feels authentic, aligned and alive.
- Gracefully move from delicious conversation to making your offer.
- Stand in your true worth and power as you confidently share your offer and price.
- Master the art of facilitating quick decisions.
- Archetypal Theme: Stand in the energy of The Priestess Archetype as you listen your prospect into being. Theme: stillness, silence and centered presence, meditation, presencing beauty, reflection, knowledge of symbols and color, poetry. Only from the place of inner stillness can divine knowing actually flow. Color: Sapphire Blue. Mantra: "I amplify in stillness" Goddess Archetypes: Lady of the Lake Adelaine, Vesta, Hestia, Morgaine, Eleusian Priestess, Sibyl, Islandia

## *Tune into the Mystic/Priestess Energy<sup>1</sup>*

We are tuned into the frequency of the Mystic and tune into that frequency before diving in to the rest of this work. It will shift and change the deep presence and listening you bring to your sales conversation.

### *After listening to the meditation ...*

Ask yourself, is there anything that wants to be shared from the sapphire blue temple of the Priestess, about the presence that you hold in your sales conversations and beyond.

*Feel free to post in the Facebook group about your experience, if you would like to be witnessed.*

Let's do a bit more deepening into the Priestess archetype before we dive into working on your sales conversation.

### **Qualities of the Priestess/Mystic**

"She Who Is Keeper of the Keys and Guardian of the Mysteries." The priestess is the feminine archetype of stillness, silence and centered presence. From this female receptive place, she becomes the keeper of the keys, the guardian of the female mysteries; only from the place of inner stillness can divine knowing actually flow. The Priestess' transcendent function in the Mystery is she represents the universal flow of the divine feminine and balance within that flow; through intuition and feeling she is a guide into the unseen realms.

The shadow aspect of the priestess can be seen in the human psyche, as over subjectivity, becoming so lunar and intuitive as to be ungrounded or unattached to the Earth plane.

For creative, spiritual women this can show up in your business as difficulty in actualizing your businesses in the material world. One of the hardest parts, if not the hardest, is mastering authentic selling.

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<sup>1</sup> We are just dipping into the richness of this archetype in this course. If you wish to go deeper, I'd be happy to introduce you to my

The Priestess's gateway is meditation, divination with oracles, presencing beauty, reflection, knowledge of symbols and color, poetry.

"I amplify in stillness"

Colors: Royal or Sapphire Blue

Goddess Archetypes: Lady of the Lake Adelaine, Vesta, Hestia, Morgaine, Eleusian Priestess, Sibyl, Islandia

### **Light and Shadow Qualities**

With every archetype, there are both the light qualities that we want to enhance in our being, and shadow qualities, the things we may not want to look at or acknowledge but that are also part of our beingness.

Choose one or two light and shadow qualities you want to work with for these weeks that we are in the frequency of the Priestess.

Light qualities of the Priestess include memory, devotion, silence, translating the divine, presencing beauty, keeper of the keys, holding the mirror, diviner/oracle, serenity, balance, stillness, flow, intuition, centeredness, ceremony, signs, signals, crossroads, inner knowing more important than the material world.

The shadow qualities include in the name of devotion to the Divine, becoming too detached, lunar, fragility, over discipline or escapism from feelings, perfectionism, over subjectivity.

Write down your light qualities and shadow qualities somewhere. At a simple level, you might put them on a sticky note that you post on your bathroom mirror so that you see it every morning and you are reminded about the qualities that you are choosing to work with.

*Feel free to post in the Facebook group about the qualities you are working with, so we can support each other as we journey.*

## *Keys to Authentic Selling*

For most, if not all of you, selling is hard. You may even dread it. I know I did, especially in the beginning. Here's how you get over this dread:

1. **Get energetically aligned.**
2. **Have lots of sales conversations.** If you're uncomfortable having them, the only way to get through that is to keep having them ... the more you have them, the more comfortable you will get.
3. **Problem Solve:** If you're not converting, if no one is buying, don't judge yourself. Don't get sad. Talk to a mentor or friend about what's going wrong. Are you off in your energy? Are there structural things that need to change? Get energetically aligned. Fix any structural issues.
4. **Have more sales conversations!**

If you keep doing this, you will get over your dread, you will get used to sales conversations, you will have better sales results and you may even start enjoying sales conversations.

Practice is the key! It's like any other skill you master ... the more you do it, the better you will get.

## *How To Have the Sales Conversation*

Some people like scripts. Some people don't. I think it's great to keep a script in hand in the beginning and then to wing it when you get comfy enough. You'll start to get into a rhythm and a flow.

I don't think there is one right way to have the conversation, so you have several options inside this course. In Quantum Leap Your Business, Module 4, you have some great options including the sales script I used when I was just starting and another script option I found along the way. Make sure to review that Module!

Inside of Module 5 of that course, you also have a list of the most common objections people make in sales conversations and suggestions of how to work through those objections.

Inside this module of WBLU, I'm sharing pieces of the sales conversation structure I'm currently using which is somewhat different than the structure I have used in the past. I haven't shared this with anyone else. Enjoy!

I'm also integrating my favorite pieces of past methods.

And, as always, tune into the option that is right for you. If you need my help in deciding what option to pursue, let me know.

## *My Free Consultation Script*

1. **Connection & Setting the Stage:** You can feel free to do this in your own fabulous way.

Here's how I do it:

- This is my favorite lead-off question: "What was it that brought you to this call today?"
- If they already know about the program: "What attracted you to the program?"

After they answer, then, I set the stage: "We've got about 15-20 minutes, would you mind if I take over the leadership of this call so you can get what you need out of this call?"

In the beginning, I suggest you say that you have about 50-60 minutes with them for the call. When I started, I needed the full hour with the person, and sometimes, I still do take that much time.

They say yes, and then I say: "Let me tell you how this call can go today. I'd like to ask you some questions to see if or how I can serve you. I'll help you with a challenge you're having in your business. Then, I'll tell you about opportunities to work with me. At the end, we'll see what makes sense together. Does that sound ok?"

## 2. **Creation of What They Most Want**

At the simplest level, what you want to ask them during this part of the call is: “What do you want to create?” – and, you could leave it as simple as that!

Here’s how I ask it: “At the end of this call, what would be the #1 one thing you want me to coach into? What’s the biggest thing on your heart today, one major, major thing that you need my help with, that if I solve it or got you clarity on it, which would without a doubt make the biggest difference for you in your business?”

- If they don’t share a big enough challenge or problem, I say: “That's all you want? Really. If I could help you with any business challenge and solve it that's all you want? “
- Then, I see what comes up... if it's a YES then I celebrate how easy that is for me and I go for it OR I tell them to let themselves dream bigger!
- I might also ask: "What is it that you want next in your business that really lights you up? I really need you to gather your energy right now – I want you to focus.”

Then I ask:

*If you reached all these goals, how would that change your life?*

Other questions you may want to ask in this part of the call include:

- “Do you have a sense of your big vision and what it would look like if nothing were to stand your way?”
- “What would you like to be creating or generating in your (business, money or life) right now? In 6 months, 12 months or 5 years?”
- “If things went ideally for you, what would your (business or life) look like in 6 months, 12 months, 5 years?”
- Said another way: “Where would you like to be 6 months from now, 12 months from now, 5 years from now?”

### 3. **Curiosity – Big Why**

At the simplest level, what you want to ask them during this part of the call is: “Why do you want that?” – and, you could leave it as simple as that!

Slow down as you speak and say: “So, let me ask you a question – I’m curious, why is that important to you?” Other ways to ask about this include:

- Why do you want that?
- What is your selfish reason for wanting that?

*And then WHY does that excite you?*

### 4. **Challenges – What’s Stopping You?**

Ask one of the following questions:

- What’s stopping you?
- What do you have to overcome to make (insert their goal) happen?

These are their challenges and excuses and this is what they are looking for you to solve.

Here are some other questions you can ask to get them to go deeper. I don’t use most of these anymore because I no longer want to have 60 minute sales conversations. However, in the beginning, I used them a lot:

- What impact are these challenges having on other areas of your life?
- How long have these challenges been with you?
- What’s the worst part about these challenges?
- **What’s the probable outcome if nothing changes?**

*If you don’t reach your goals, what will the impact be on your life?*

## 5. **Consult or Coach – Solve their problem**

You listened to what they want and now solve it – layout your plan that *gets them over their challenges and fulfilling their core desires.*

Really dig deep here and for 5-10 minutes, really help them the way you would help them if they were already a paying client. Serve your little heart out. Inspire, encourage, show your brilliance!

## 6. **Chord – Find out what struck a chord with them?**

Now, you want to know their reaction to your coaching or consulting.

Here are some questions that you can ask:

- What part stood out and made a difference for you?
- What about what I just said feels like a good solution to you?
- What did you like about what I just said?

## 7. **Consulting Plan**

This is your vision for them – lay out your no fluff offer.

Here are some ways to transition:

- Ask them if they have heard about your program. If not, say: “This is what I’m going to recommend for you. If I were a doctor, write a prescription for you. This is what it would be ...” And, then I share the program name and the price. When I was just starting out and for quite a long time after, I didn’t share the price until a little later in the conversation.
- I would love to support you in having that (say some specific things about their vision). I have a program designed specifically to help you overcome these challenges (again, you can be specific), and have the results and experience you want to have. Would you like to hear about it?
- After speaking to you today, I have a perfect next step for you ...

- So you are saying you need "XYZ" and then you can "PQR" ...
- Based on your goals (be specific), I know how to help make sure that you get that. As a next step, I'm going to suggest ...

This is the first offer transition I ever used

- *If you knew deep inside that you had the power to turn these challenges around, what would that be like and what would that create for you?*
- What would be the best part about that?
- I would love to support you in having that. I have a program designed specifically to help you overcome these challenges, and have the results and experience you want to have.
- Would you like to hear about it?
- When you work with me, you will (when appropriate – say their exact words back to them)

Then, lay out your marketable transformative system that you created in Module 2, and tie back pieces of what you are sharing to what they just told you they desire and are challenged by.

Do not share your Delivery System and price yet. Just the transformation they will get.

Then, ask: “Ok, do you have any questions about that?”

## 8. **Commitment**

Ask - “I’m so excited to share the program structure and pricing with you. **But first, I’m curious – if we worked together, what would you see yourself getting?**”

Asking this question gets them selling themselves into your program ... or, if they don't have much to say in answer to this, I take it as a sign that they're not a good fit and sometimes don't even make the offer.

Other ways of doing this include:

- Why do you think the program I just told you about would be a good fit for you?
- Why do you think you'd be a good fit for the program?
- On a scale from 1-10, 1 being least likely/not very, 10 being absolutely/100% how committed are you to taking steps to make the change happen?

Then you say:

“Ok, great. Thank you for sharing that. (And, add any response you want to give to what they just said.)

My package looks like this:” ... and share your Delivery System – how many coaching sessions, how often you meet, what bonuses etc.

Here's an example from my first coaching package: My package looks like this:

- Ten 60 Minute Sessions
- Every 2 weeks
- Unlimited email support between sessions (so you're never alone...kind of thing)
- I've also got a couple of bonuses...
  - Bonus package from my teleseries ... interviews ... coaching sessions with experts...
  - Bonus - course Evolutionary biz and legal basics course (\$499 value)

How does that sound, any questions about that?

I have two different payment options for my package. You can do a full pay of X – this option gives you a savings,

or, you can make 6 payments of Y

Which of these feels good to you?

Great. Let's get you going.

Give them program information first (set up first session), then collect payment.

Or, you can say: “The investment in you is... (Ask yourself, what language can you talk in that they can receive?)

I’d suggest offering a monthly payment option and a full-pay option, which gives at least a 10% savings off of the monthly payment option.

Here are some ways to encourage quick decisions within a certain time period. Note: I wouldn’t give the person more than 48 hours as a window, unless it’s a very special circumstance. If they decide within X time frame, you could give them any of the following:

- an additional savings of X over the regular price
- waiving or decreasing the deposit
- a free one hour call or ½ or full VIP day with you

**9. Connection – how to end with a feeling of connection and expansion whether they sign up or not!**

I’m thrilled to teach this content because I’ve struggled with it myself. It feels awful to me and to the other person when they really want my program and they are unable to step in right now. It leaves both of us feeling bad and contracted.

They may be feeling scarcity and like they will fail because they can’t do your program. You may be feeling fearful because you didn’t make the sale. Instead, what we want is an honoring and expansion of both of you.

What if it were possible to leave the sales conversation with you and the other person feeling expanded and full of possibility? Wouldn’t that be awesome?

Here’s how! When price comes up, here’s how to leave them in a place of possibility and expansion and not contraction.

**Say the price from a place of what’s possible, rather than assuming they will go into contraction.**

Wait to see what happens in the other person’s universe. Rather than making them wrong for contraction, invite them into the space of what is possible in the moment.

When you get people into the energy of themselves, you are allowing them the space to choose. No matter what they choose, they walk away trusting themselves.

Trust people to take the risk to make it happen and they are more likely to want take the risk and step over the cliff. If you don't trust them to make the leap, they will prove that and they won't make the leap off the cliff.

You need to sponsor the part of them that can take the leap and wants to do it.

When you say the price, if they go into contraction, stand on edge of cliff with them as if you're going to leap and help them leap ... trust their choice.

Pretend to stand at the edge of the cliff with them. This is energetically different than face-to-face, stand next to them and look with them at their future possibility. Then, ask them, "Wanna jump, wanna take the leap?"

Neither of you is sure where this is going. Stand next to them and look at horizon with them ... is there a greater possibility that you can create together?

### **Objections are buying into this reality.**

Be willing to basically know that *no objection is actually real* because it's a created story of a limitation of this reality. Then the potential client might think, "that person was really cool and I'm going to make the money to make it happen." And, while they may not buy today, they make come back to you, even years later.

When they are buying own objections, stories etc. it's really to prove that they are a limited being. You want to help them destroy and uncreate all that toxic stuff and help them to step into the infinite being that they are.

Ask the questions that are right there, the ones that you're actually stepping over. Ask questions that would provoke the awareness.

Here's an example. If they contract about price, ask, "Did you see what you just did there? They might say, "Yeah, I just contracted."

You say, “What is that happens when you hear a price that doesn’t match your bank account that you go straight into contraction? This is probably something in your life that stops you.

You say you really want it; and then you tell yourself you can’t have it, which is really like a beacon to the universe to not give it to you.

How much does price stop you from getting what you want?

What if no matter what the cost is, you could always have it and create the means to have it?

When you contract like that, the contraction actually prevents it from showing up.”

Then, ask, “Can I show you a way right now of expanding that energy? Can we open you back up here? Whether you choose the program or not doesn’t even matter, I’d like to leave you in a place of possibility and not wrongness if you can’t pay for it.”

Tell the person to go to the moment cost came up. Ask, “What is it about that that you contracted about in that moment?”

Listen. Then, clear it in your own way.

Here’s an example of a way you can clear it using Access Consciousness type clearing: “So everywhere you have allowed that to stop you from having what you just said you’d like, would you destroy and uncreate that?”

It’s likely that as you are doing this process, they will realize that what has come up for them is what stops them in every part of their life! Powerful stuff.

Now say some version of the following, “Instead of doing that, instead of contracting, go ahead and open your energy back up, lower barriers and invite that energy in by saying I will have that. Because you just said you will have it! I will have that no matter what the price is. Universe, what would it take to support me in having that?”

Then close with the following, “Here’s the deal I get it .... you may not have the money today and that’s okay. I don’t want you leaving the call feeling like you’re wrong because of that.

What I’d like for you to be able to do is to expand out and create it if that’s what you want to have.

You don’t have to buy this today. I want to leave you with this. I believe you can create anything, but you’re not going to create it by making the price of this a problem.

You can actually create it by expanding out and inviting the support from the universe and taking the actions that would have you have it. And, whether you end up choosing the program and making it happen or not, you’ll be more expanded and you’ll be able to create more either way. “

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Wow! This is a total paradigm shift from the conflictual reality of them saying they want it and then telling themselves they can’t have it.

When you identify what just happened for them, they have a whole new awareness of it.

Many people who don’t have the money believe that their bank account has something to do with their value and their worth. They say to themselves – it’s too expensive, they aren’t worth a program like this. They are then proving how right they are in the wrongness of their bank account.

By using this method, you are doing the opposite! You are expanding them into the possibilities of what is right and good about them, no matter what is in their bank account.

We don’t want to use the money issue to destroy the possibility. How often do we all do that?

None of us can access this kind of possibility if we are using money against us like this – it’s just not going to work.

You aren't trying to get them to buy something that they can't afford. Instead of contracting, you are helping them let that go, and, tap into the energy of possibility – pull it in – and now ask the universe to support them.

And, no matter if they sign up or not, it leaves them expanded and still loving you.

## *Energetic Alignment*

Are you energetically aligned with having the sales conversation, or are you resisting it, dreading it and hoping you never have to do it?

If you're not in alignment, how can you get in alignment? It's like exercising or spiritual practice ... it requires discipline and consistency. And, sometimes, it requires doing it when you don't feel like it, or you don't feel as strong, flexible or spiritual as you'd like.

Here are some suggestions:

1. **Just do it!** Sometimes, the only way to get in alignment is to do it, even when you don't feel aligned and ready.
2. **Have fun!** Enjoy connecting with the beautiful human on the other end. Show up with the intention to make a difference for that person, whether they sign up or not.
3. **Focus on the other person.** Don't focus on yourself, your needs, how much you need the money, how much you want the client etc. Instead, focus on deeply listening to them. **Listen them into being** – that's where you bring in that energy of the Mystic into that sales conversation.
4. **Remember that they are investing in themselves.** Remember that they aren't investing in you when they sign up. They are investing in themselves through you.

## *Reading the Energy*

Reading the energy is a key component of connection with your potential client. In the sales conversation, you want to catch when there is a BIG gap.

For example if you ask someone how much money they are generating right now and they say less than \$500/month. Then, you ask what would you like to be generating a year from now and they say \$1million/month the gap is too big to fill in 1 year.

Or, if someone wants to lose weight and they weigh 400 pounds and wants to weigh 120 pounds in 6 months.

Or, if someone is in the midst of divorce proceedings and the spouse is having an affair with someone else and the person wants you to help them get the spouse back ... it's a possible result, but unlikely.

Use your awareness, read the energy and ask questions and if you don't know what to do/say/ask in the moment, you can ask yourself:

- What is this?
- What can I do with this?
- Can I change it?
- If so, how can I change it?

## *Following the Energy*

The key to this whole process is not to ask the “right” questions, but to follow the energy.

There is a moment in the sales conversation where all the energy aligns (not every one), but when it happens, that's the magic spot. That's when it's time to invite.

When someone is energetically aligned and excited to PLAY and you know they'd be a good fit, you may want to stop asking questions and invite them in.

When that happens, find a way that feels good to you. One idea is to say:  
“I only have 1 more question....would you like to play?”

Find a way for you that is fun for you to invite people to play with you.  
“Would you like to join us?”

And if there are money objections, I don't have the time objections, etc. then continue to ask questions. Don't buy their objection as real - investigate and help them figure out what is truly in highest service to them. Keep reading and listening to receive more guidance on objections. Also, review Quantum Leap Your Business, Module 5 which offers more details on handling objections.

### *Embrace Talking About Money*

It's important to not steer away from talking about money, especially if any of your programs are about creating more in your life. Money is in that more.

Don't be afraid to talk about the money:

- Ask how much revenue they're producing.
- Ask how much they'd like to be producing? Ask if they know the steps that are required to get them there? What do they need to know?

For instance - if someone has the objection “I don't have the money.” You can say:

“Great! Has that stopped you from investing in you before when you knew it could change your life?”

Or in the moments you really wanted something because you knew it would create more in your life, did you find a way to come up with the money? Did it change your life?”

If you choose this program, what do your money flows look like 6 months from now, 12 months from now? If you don't choose this program, what does your life look like 6 months from now, 12 months from now?”

The Key when you ask those questions (or any question) is not to assume any answer, hold empty presence so that they can look at it.

Don't have preconceived notions of what's right for them. Feel into it with them and find what feels light to them. At the same time as you are allowing space for people to be themselves, also be people's biggest advocates for themselves.

### *How to Talk About Time Scarcity*

If someone has the objection, I don't have the time, you can say:

“If you continue to do the same thing over and over again, what does your life look like in a year from now?”

If you invested time in something that would change your life, would that be worth it to you?

What if 12 months from now you had more free time to do the things you love? What would your life look like?

Do you know what having an abundance of time would like for you? Can you imagine what your life would look like if you truly had time freedom and more choices available to you?

Use their excuses to fuel their greatness:

What do you like so much about being too busy? Or what do you get out of not having enough time for yourself?

What if you could learn how to have an abundance of time? What if you didn't have to use time against you?

Look at some of the excuses you've used in your life and some of the things that you would ask yourself in the moment to get out of conclusion and into choice.

The target is not to convince someone they need to buy your program, the target is to be a fierce invitation for their greatness and ask enough questions, so that they can be in choice, instead of foregone conclusions based on contraction, stuck energy and their past.

When you are the energy of allowing them to be who they are, they can decide from choice, question and possibility. They can be more open to receiving your contribution, in the sales conversation and beyond.

### *Other Key Sales Mindset Shifts*

#### **1. Value Yourself and Your Time**

- a. Don't ever devalue your time or give it or your talents to anyone who does not appreciate and value it.
- b. Love yourself too much to "cast your pearls before swine."

#### **2. Have a Strong Point of View**

- a. Why is your program great?
- b. Who do they need it?
- c. What are the clear benefits?

#### **3. Lead the call**

- a. Step into being the leader and stay in the leader within you throughout the whole conversation.
- b. It's a vibration. The energy of certainty and confidence.

#### **4. Be more fierce**

- a. Less words and less explaining.
- b. Don't tolerate whining and complaining. Cut them off as needed.
- c. Get to the point when you are speaking.
- d. Be clear that you're not interested in the weak and wimpy. No whining. If they want a solution they can come. If they stay in complaining then don't invite them in.
- e. Cut off the complainers.

#### **5. Connect to your why**

- a. Why do you want to fill this program?
- b. What is your selfish reason?

- c. What is your bigger why?

## **6. Have fun**

- a. Selling can feel so heavy ... let that go ...
- b. Relax, enjoy, have fun, play. Your light, fun energy will come across and will touch the potential client on the other side.

## **7. Treat selling like dating**

- a. Don't chase.
- b. Want the ones who want you.
- c. Be confident, know your worth, be detached to outcome and not attached to one specific person.
- d. Be super clear on what your standards are and who is a match for you.

## **8. Be in your flow and expect more**

- a. Know you are in the right place and it's all adding up.
- b. You are gaining momentum and skill.
- c. Soon you have a flow of people and deeper clarity attracts them.
- d. Then you up level by strong, clear mental guidelines on who you are (then act like it) & who you want and what you won't settle for or tolerate.
- e. What's going on inside you makes the biggest difference.
- f. Re-align with potential client and detach.
- g. Expect more/better - which means expect the best and be pickier about who is right for you.
- h. By doing these steps, you're always raising your self love/worth.

## **9. Create Urgency - getting them to sign up now**

- a. You have to get them to walk through their excuses and decide to do it anyways. It's the key because 80-90% will never come back.
- b. Incentives
  - i. Bonus sessions with you.
  - ii. Cutting or waiving deposit.
  - iii. Giving empowered decision bonus.
- c. Try to get credit card on the phone.

**10.How to get out of sales slump** - If you are in a sales slump or want to be better prepared energetically, here are some of the things you can do:

- a. Find and close the gap in your own life – where are you out of alignment or not walking your talk?
- b. Realize that the more calls you have, the more clear you will become on what you do or don't want in your clients and on who is ready and right. The more clear you get, the faster the conversation goes.
- c. Clear your energy and release blocks.
  - i. Find the block, the core fracture.
  - ii. Look for what is blocking the trust and belief that you can do this.
  - iii. Ask the energy - what is the root of what is stopping me?
  - iv. Open the space up to those who were meant for this transformative work – can do a spiritual deep energetic process where you create a space in actual building room and put out chairs with the number of people that you want in your program – you can even decorate it, open the doors, and see people lined up Welcome them and they come in and they fill the chairs up.

**11.Follow up** - after each sales call, make sure to follow up.