



Heart Coach

Charge What You're Worth

Making The Offer

Today's Objectives

1. Learning how to transition into the sales portion of the conversation and effectively offer your services
2. How to send the follow up email and what should be included

The Sales Journey

- You are taking your prospect on a journey, you've already coached them and listened to them and hopefully given value (advice, support, presence, perspectives)
- Now you are getting to the last 15-20 mins of the call and you want to start orienting the conversation to your offer
- You are going to build an on-ramp to transition easily from what they are talking about to what you offer and how they can sign up/buy.
- This has to feel easy, in flow and natural. It cannot be a sudden stop->change->start
- The best way to do that is to gently start to take the conversation back under your control and start to lead it down a particular path

The Bridge/Boat Context

- Your client is on a an island, an island they feel trapped on and all alone on
- They have shared with you what they want and are searching for, they have hopefully told you what they are looking for- they have described the place they really want to go (Paradise Island)
- You are the boat that can take them there and your methods are what will have them get to where they want to be and take them the route that is best for them.

Where They Are Now



Your Method



Where They Want To Go



How To Make The Offer

You are going to bring the conversation back to your control and move into the sale portion in a natural way.

1. Start by recreating/resaying/parroting back what the client said the issues they are dealing with are. Describe the island they are on NOW and speak to why they are wanting to get off (remember to empathize with their pain and suffering)
2. Next describe the place they have said, and you have inferred, that they want to go (the island that are hoping to get to, where they want to be, what they want to accomplish)
3. Ask them if what you shared is accurate and on point
4. Next describe your methods/perspectives and how your way of doing things/your style can take them there (show how you CAN and WILL be the boat/bridge)
5. Then share about your specific programs/offerings that you think would be a good match ***note** the boat is not the buy (the boat is talking about how you work, what you offer. The actual offer/call to action is your specific program or way in which you work)
6. Next you say your price.
7. Lastly, share why you see it would be great working with them and then invite them/ ask them to sign up/join
8. Now stay quiet. (Don't rush in and talk if they are silent- count to 10 in your mind if you need to but stay quiet)

Example

- Middle aged female who works a corporate job for 10+ years and is pretty successful and high up in her role
- Has a dream of starting her own coaching business and wants to leave her job. She has tried doing it on the side but it is hard and she can't commit enough time or energy to it between her job and family life.
- She has a family with young kids and feels like she is missing out on their life
- She finds her work soul-sucking and depleting but she does well financially and is worried that starting her business means a huge drop in income
- She is tired, frustrated and feels like she is wasting her life away and does not want to spend another 10 years squashing her dreams or holding back her passion.

The Sales Sequence

1. I understand that you are feeling stuck in your business and are tired of spinning your wheels and not being able to get started, I am sure it is tough having to do that day in and day out, especially since it's been going on like this for over 10yrs now
2. I also can hear how being able to leave your corporate job and start that business without compromising on your income is a dream come true for you especially what it would mean for your kids and family. To have you finally feel that you are living your life's purpose and being who you were born to be
3. Is that an accurate assessment of where you are and where you want to go?
4. That's great to hear because the one thing I am passionate about is women living their truth and living a life that they are proud of and engaged in. I know that building a business isn't just about the details of 'How' but includes the world of 'why'. I think that getting clear on what is truly holding you back and supporting you on taking the next steps to move this forward is the best way to make this all happen for you and as someone who has lived it, I am well suited to support you in achieving it.
5. I offer a 3 month program to do just that. We will meet weekly for 60 mins and have laser calls in between as needed. Three months is the minimum amount of time I have found works best for creating long lasting root system changes. For these 90 days I am on retainer for you as we navigate all the things that are holding you back subconsciously and create a powerful vision of where you want to go and the action steps to get you there.
6. My rates for this 3 month program is 6K and I charge in monthly installments
7. It would be great to dive into this with you and see how we can get you moving forward, I deeply believe we can create magic together and I'd love to help you get there. Is this something that feels like a match for you right now and would you like to get started?
8. Stay Quiet and wait

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Bridge/Boat Offer

Sequence of moving conversation to the sale

1. Echo back where they are (Recreate the island they are on)
2. Resay and express where they want to go (life on Paradise Island- *Use present tense, they are already there)
3. Ask if what you said was accurate
 - If Yes: move to next step (If No: Get clearer on their desire and see if what you offer is a match)
4. Share the results they will get with you and how you can get them there (What they will get using your boat/bridge)
5. Discuss the program/sequence that you are offering (features of the boat/bridge)
6. Move into the terms and price (cost, length of time)
7. Tell them why you want to work with them & Ask/invite them to work with you/get started
8. Close/Quit



The Follow Up Email

This is basically a modified written version of making the offer **sent within 24-48 hours after the call.**

1. Start with a friendly greeting and overall positive comment about the call.
2. Recreating/recapping what the client said the issues they are dealing with are. Describe the island they are on NOW and speak to why they are wanting to get off (remember to empathize with their pain and suffering)
3. Next describe the place they have said, and you have inferred, that they want to go (the island they are hoping to get to, where they want to be, what they want to accomplish)
4. Go over what some of the coaching may have been, idea introduced, methodologies suggested
5. Next describe your methods/perspectives and how your way of doing things/your style can take them there (show how you CAN and WILL be the boat/bridge)
6. Share again about the specific programs/offerings that you think would be a good match what it includes what they will get
7. Clearly state the price
8. Lastly, share why you see it would be great working with them and then invite them/ ask them to sign up/join
9. Ask them to let you know once they have an answer (or give timeline if there is one) and let them know that you will circle back in a few days to follow up if you don't hear from them.

Long Term Follow Up

1. Keeping people who could be a client in your network and on you on their radar is key
2. Even if they are a no the “No is just for Now”
3. Schedule follow up emails to check in or articles you can send their way that might still support them on their journey
4. If you find great speakers, books or podcasts that you think are in line specifically with what they are looking for then send it their way - you are sending precise coordinated emails specific to them (this is not “I know you are wanting to lose weight here is some nutrition advice” it is more tailored “I know you want to lose weight and are busy as a mom check out some of these recipes by this lady xxx as she does healthy 30 min meals with kids that you may enjoy”)
5. These emails are done monthly or evenly quarterly but not everyday (The point is not bombard them but for them to see you as the real deal offering great value even if they are not working with you)
6. These are a bit more tailored and specific- can still be send to a group of people but does not sound like a normal pitch (you are giving value, not asking for business)

Exercise

Groups of 2 - Client (Person A) & Coach (Person B)

Person A- Share an example from your own life and discuss where you are in your life now that is not working and what you want to have/achieve for your future.

Person B - Use the Bridge/Boat sequence below to create a sales conversation.

(Person B)

1. Echo back where the client (Recreate the island they are on, where they feel stuck or hopeless or in pain about)
2. Recreate where they want to go (The island they want to get to, where they would like to be, their dream, goal)
3. Ask if what you said was accurate
 - If Yes: move to next step (If No: Get clearer on their desire and see if what you offer is a match)
4. Share how your style can get them there (what makes you different? why you are the one for them? How you work, what is your style)
5. Discuss the program/sequence that you are offering
6. Move into the terms and price
7. Tell them why you want to work with them and then ask/invite them to work with you/get started
8. If Yes move on to setting up details of start time etc
9. If No, thank them for their time and ask if anything is missing for them (if the block is finances or time, then share other offers you gave that are more affordable or less time consuming + be compassionate and offer resources they can go to. Tell them that you believe in them and that you hope to reconnect in the future)

**If issue is not finances but value then thank them for their time and let them know you appreciated the conversation*