Market Your Genius

SKILL 33

THE COACHING CULTURE

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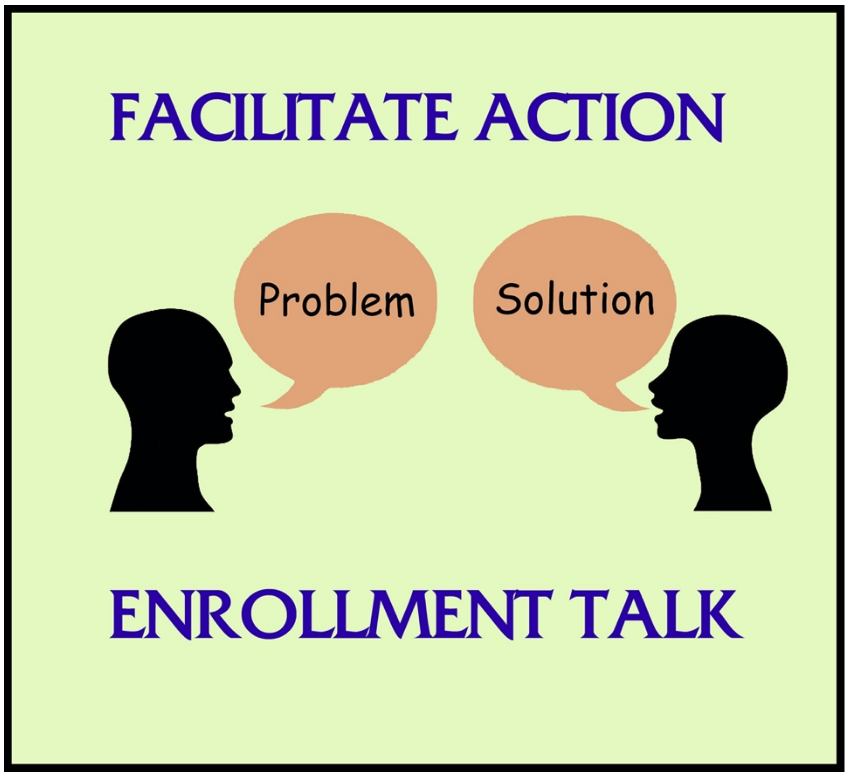
SKILL 32: FACILITATE ACTION
HOW TO ENROLL PEOPLE

You created a **Promotion Plan** (Skill 31). You've taken your prospects through the stages of **ATTENTION**, **INTEREST** and **DESIRE**. The final step is ***ACTION***. This is where you step up and enroll people.

When coaches offer a "free session" or a "discovery session", they are typically offering an Enrollment Talk. An Enrollment Talk is a conversation that's focused on the client enrolling themselves into your services or programs.



You are not selling them your goods and services. Ideally, the only thing you are standing for is your client's dreams, goals and desires. How often do people get to express their deepest desires and motivations with another person? Of course, an unmet dream or desire *is* an opportunity for coaching.

Sales isn't about talking. It's about listening. Spend most of your time *listening*. In sales conversations, you must talk ***less*** than your prospect. Listen to what's being said. Listen to what isn't being said. Listen with your head *and* listen with your heart. Listening is the key to your success.

Ask open ended and probing questions, (including questions about money, health and happiness). Allow your client to connect with what matters most to them. At the end of the conversation, if you *can't* provide value for what they truly need, you can simply say so. At the very least, your client is now clear on the importance of finding a solution, so they can accomplish their desires.

The Enrollment Talk takes place in four Stages, with 12 questions.

ENROLLMENT

I. WHAT INSPIRED YOU TO COME?

STAND UP FOR YOUR CLIENT'S DREAMS AND NEEDS.

1. WHAT INSPIRED YOU TO BOOK THIS APPOINTMENT?

II. WHAT ARE YOUR GOALS?

2. TOP THREE CHALLENGES YOU'D LIKE TO SOLVE
3. WHY ARE THEY IMPORTANT?
4. WHAT'S STOPPING YOU FROM MEETING THESE GOALS?
5. WHAT WOULD IT MEAN TO SOLVE THIS CHALLENGE?
6. HOW COMMITTED ARE YOU (1 to 10)?

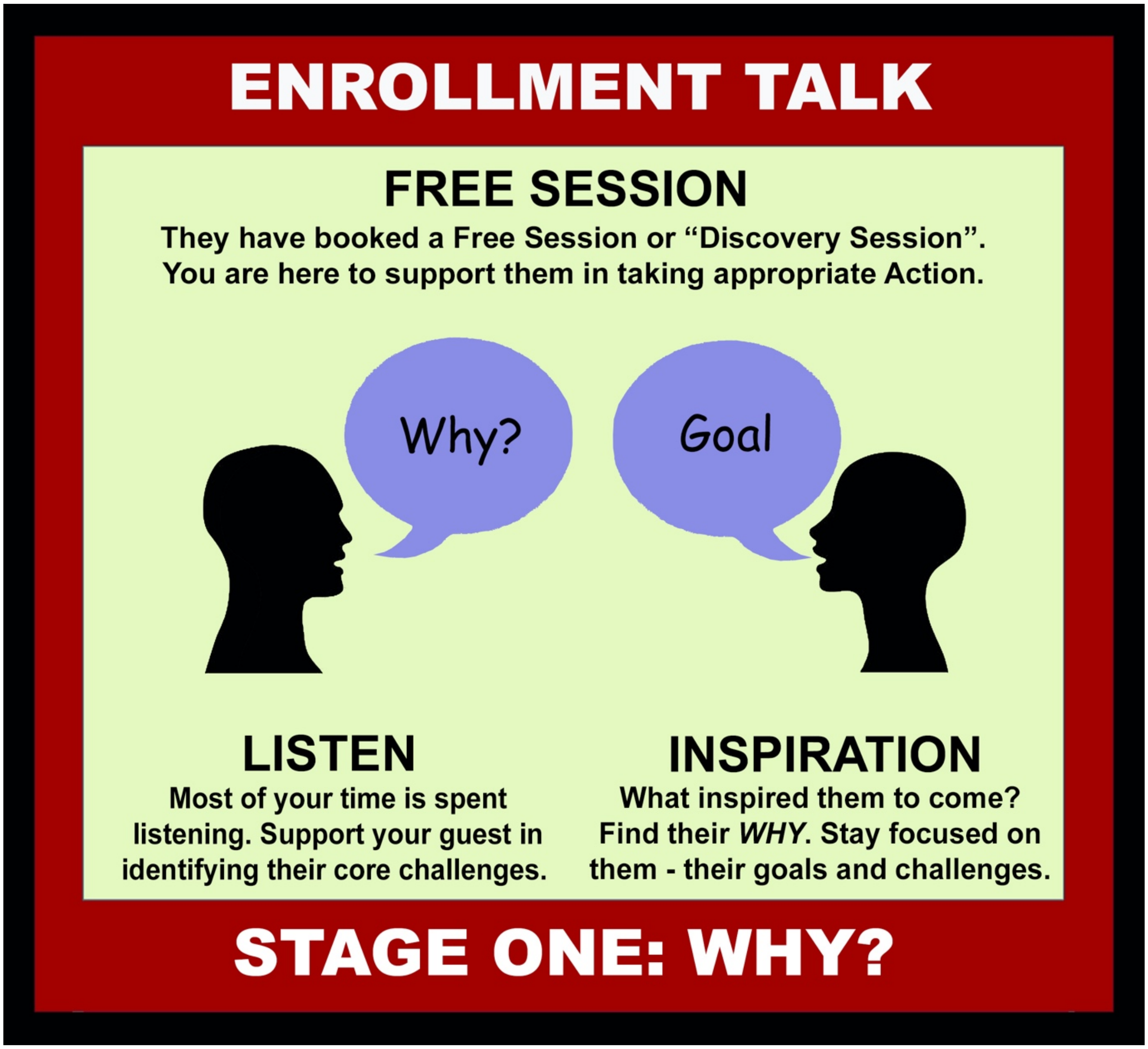
III. WHAT ARE THE OBSTACLES?

7. WHAT'S STOPPING YOU?
8. WHAT WOULD IT TAKE TO GET YOU TO A "10"?
9. WHAT IS IT COSTING YOU TO NOT TAKE ACTION?
10. WHAT ARE YOU GOING TO DO ABOUT IT?

IV. SOLUTION (YOUR PROGRAM)

11. MY PROGRAM COULD HELP YOU.
12. HOW CAN WE MOVE FORWARD?

CONVERSATION



STAGE ONE: "WHAT INSPIRED YOU TO BOOK THIS APPOINTMENT?"

The word "inspired" keeps the choice and the power with the client. It also implies that they are here to address their life, health or money issues (or issues related to the specific service you are providing). Their answer tells you how serious and committed they are. It gives you insight about what matters to them. It also gives you the opportunity to go deeper when you wrap up the conversation. You are looking for their *why*.

STAGE TWO: WHAT ARE YOUR GOALS (NEEDS)?

QUESTION #2: "WHAT ARE THE TOP THREE CHALLENGES that you'd like to resolve personally, professionally and financially?"

Here, you want them to get connected to their bigger *why*. What are they excited about? What is their most important *why*? If both of you agree on what is their highest priority, when it's time to enroll them at the end of this conversation, they're saying yes to what's most important to *them*.

This conversation isn't about you or the treatments you offer to solve their problems. It's about their most important goal in life - what they really want in their life. Ask them three questions. Listen thoughtfully to their response:

"What's most important for you *personally*?"
"What's most important for you *professionally*?"
"What's most important for you *financially*?"

At the end of this question, you should know what's important to the client.

QUESTION #3: " WHY IS THAT IMPORTANT?"

Here, you're getting to the *truth* behind their desire. For the person who wants to make a million dollars, the number one goal is not the money itself, it's funding their dreams. Connect with the underlying dream that they *really* want. You can do this by asking them:

"Why is this important? Why does this matter?

If your client visits a healer to help them eliminate their migraine head aches, that's one outcome. They may pay $100 for that outcome. But what if freeing up their head aches opens up their entire life? "If your head aches went away, what would happen then?"

"I would have the ability to relax again."

"If you had an ability to relax again, what would happen then?"
"I would be able to focus my attention."

"If you could focus better, what would happen then?"
"It means I'd be more productive."

"If you're more productive, would there be opportunities you don't currently have available to you?

"Yes. I could get that promotion I've been wanting"

"If you got promoted, would you make more money?"

"Yes."

"Ultimately, eliminating your head aches could help you make more money. Is that true?"

"Yes."

We've now turned chronic head aches into a financial result. We've turned head aches into more freedom. We've turned head aches into a better life. Probe deeply to find out what your client *really* wants for his or her life.

This is when you introduce your treatment plan. Your treatment plan connects them with what they want personally, professionally and financially. Establish the true value of helping the client solve their problem, so they can move forward. This is very different from selling by creating fear.

QUESTION #4: "WHAT'S STOPPING YOU from meeting this goal?"

Look for the sabotaging belief and unconscious fear that creates an internal conflict. Access core belief systems like "scarcity", which may be affecting your client's health. Health is often affected by unconscious beliefs and unquestioned habits that we don't think about. Understand a person's relationship to money. Challenge their fear-based beliefs around money.

Ultimately, what's stopping them are beliefs, fears and habits, which they may not even be conscious of. You want to uncover that. Here, you discover that they have confidence issues, trust issues, etc. They want somebody they can trust. They're telling you that they're looking for a trusted support system.

Keep asking them, "What else is stopping you?" You're getting tangible things ("I need an adviser") but you're also getting into intangible things (fear, limiting belief systems). Your treatment plan (program) will address each of these things. Help them commit to a plan that can transform their life.

QUESTION #5: "What would it mean to you to SOLVE this challenge?"

Ask probing questions. Encourage the client to get specific. Listen carefully to the answer. During the enrollment conversation, you will talk to them about stepping up to make a decision about the future. You're going to repeat to them what they told you about their family.

"I want to be available to my family. I want to show up for my kids."

"What would showing up and being available mean to you?"

"It would mean that I'm standing up for what I truly believe and that I'm fully realizing my greatest dream in life"

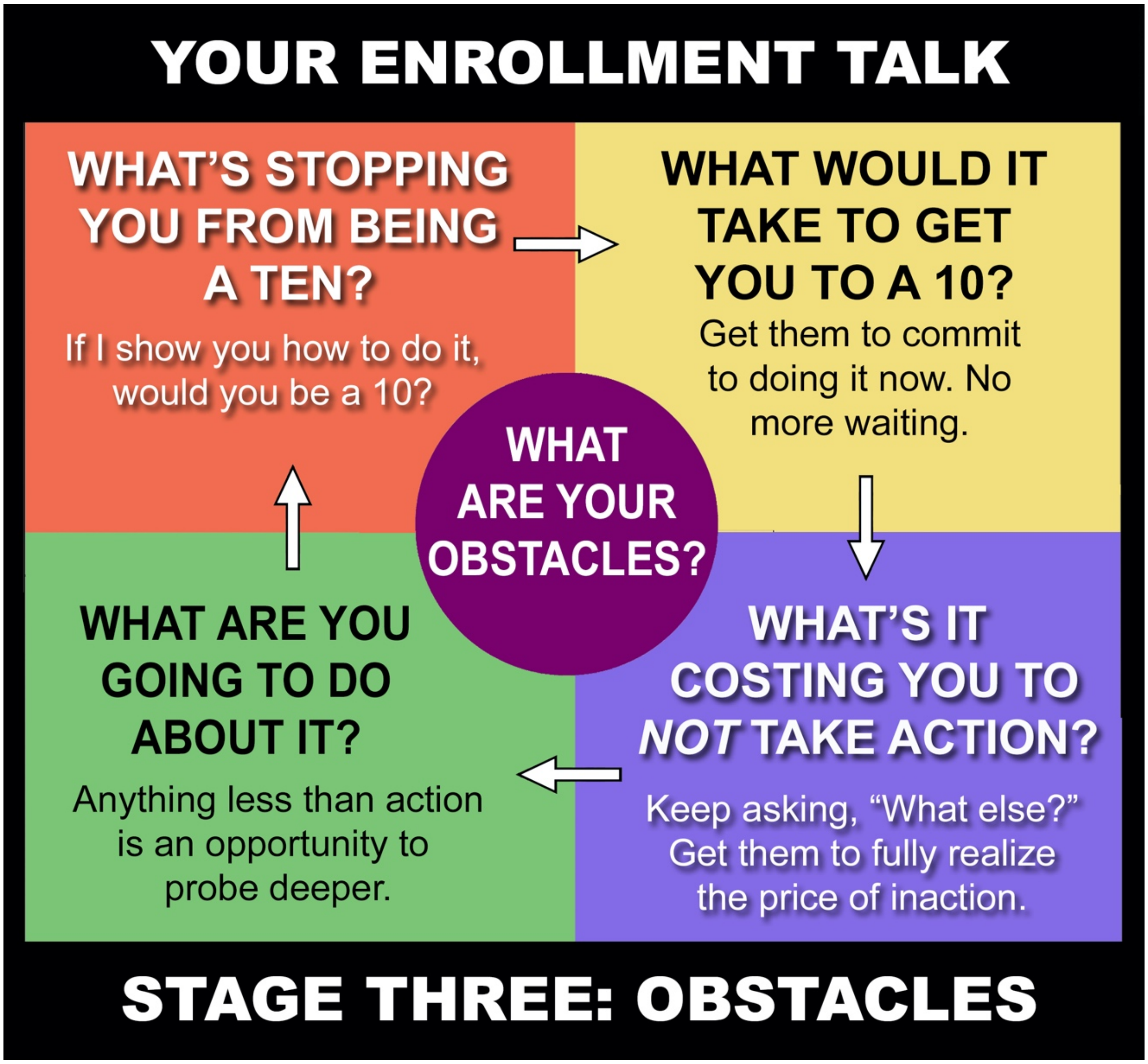
"I'm really excited for you. I'd like to help you do that."

Notice how my responses validate what they want. My job here is to help them get what they want.

QUESTION #6: "HOW COMMITTED ARE YOU, on a scale of ONE to TEN, to solving this challenge (and getting what you want)?

"On a scale of 1-10, 1 means you're not committed at all, and 10 means you're fully committed to solving this challenge, where are you?"

I haven't asked: "How committed are you to enrolling in my health plan?" That's not relevant right now. I want to know if they are committed to solving their challenge. Often, your prospect will say: "I'm a nine."



STAGE THREE:
WHAT ARE THE OBSTACLES (FEAR, DOUBT)?

QUESTION #7: "WHAT'S STOPPING YOU from being at a 10?"

When somebody says, "I'm a nine," they're often really a six or a seven. Sometimes, getting them to step into their visions and dreams is like pulling teeth. Don't fall into that trap. Ask them, "What's stopping you from getting to a 10?"

They may tell you, "I've never done this before and I don't know how."

That's an opening. Let them know that, "Assuming that you know how to do it – and I'm going to show you how - would you be at a 10?"

They might respond, "Yes. I think I'd be at a 10 then."

Now you can move forward.

QUESTION #8: "WHAT WOULD IT TAKE to get you to a 10?"

If a patient says, "I'm at a 10," they are ready to commit to their health. You can engage them in your program. When somebody agrees that they could get to a 10, there's always something underlying that. Don't let a client slide on this. Probe further: "What will it take to get you to a 10?"

Questions 7, 8 and 9 are about getting the client to a "Level 10 Commitment". You are asking them to commit at level 10.

QUESTION #9: "WHAT IS IT COSTING YOU *not* to take action on your vision and dreams?"

What is the cost of inaction? People start to open up when you ask this question. They say, "It's cost me my fulfillment in doing this."

"What else has it cost you?"

"Sometimes I can't sleep at night because I know that I should be out here living my vision, and I'm not fully living my vision."

"What else has it cost you?"

"It's cost me an opportunity to go out and help people."

"What else did it cost you?"

"It's cost me being a role model for my family."

Keep asking ***"What else?"*** Go deeper into what it's costing them. Establish the health or monetary cost of Inaction: It's costing them their health. They're under a lot of stress because they're not expressing themselves fully in their life. It's costing them money. It's costing them the opportunity to make more money each month doing something that they love. The gap is:

#1. You're not getting paid what you're worth.
#2. There's a financial gap each month. You know you can be making more.
#3. You're not getting paid right now to do the thing that you love.

QUESTION #10: "WHAT ARE YOU GOING TO DO ABOUT IT?"

Put the ball in their court to initiate their next action step. This is an opportunity for them to tell you, "I'm going to take action on this. I'm going to go after my dreams. I'm going to follow my most important goal."

Anything less than "I'm going to take action" or "I'm going to make this happen", and you'll dig underneath for those conflicting or limiting beliefs and deal with them. Handle all objections before you even get to question #11 and talk about your program. If somebody says, "I'm going to take action and do this," say, "That's great."

Question number 10 is an opportunity to flush out their objections and get them to originate what they are going to do about it. It's free will on their part to make a decision about taking action. By ensuring total commitment before you even talk about your program, you raise your prospects 100%.

Does this mean that everybody jumps on board? No, it doesn't. Objections can come up, which you will handle in the next section. Don't let them limit themselves with objections.

STAGE FOUR:
THE SOLUTION (YOUR PROGRAM)

QUESTION #11: "Would you like to hear a little bit about my programs/packages and HOW I CAN HELP YOU?"

This is the final question before you transition into your offer. Ask for their permission to discuss your services or products by saying:

What you described is very similar to what I help people with. Would you like to hear more about how I do that?

I have some ideas about what I think you need in order to get what you want, would you like to hear more?

Can I share with you my professional recommendations about what I think you need to get what you say you want?

When they say yes, describe in RESULTS LADEN LANGUAGE your solutions to their problem. Don't talk about the process. Don't discuss the ingredients to your products. People don't care. They want to know the BENEFITS and RESULTS that you can provide for them.

Be prepared. Write down the top three benefits people receive from your work:

1. ____

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2. ____

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3. ____

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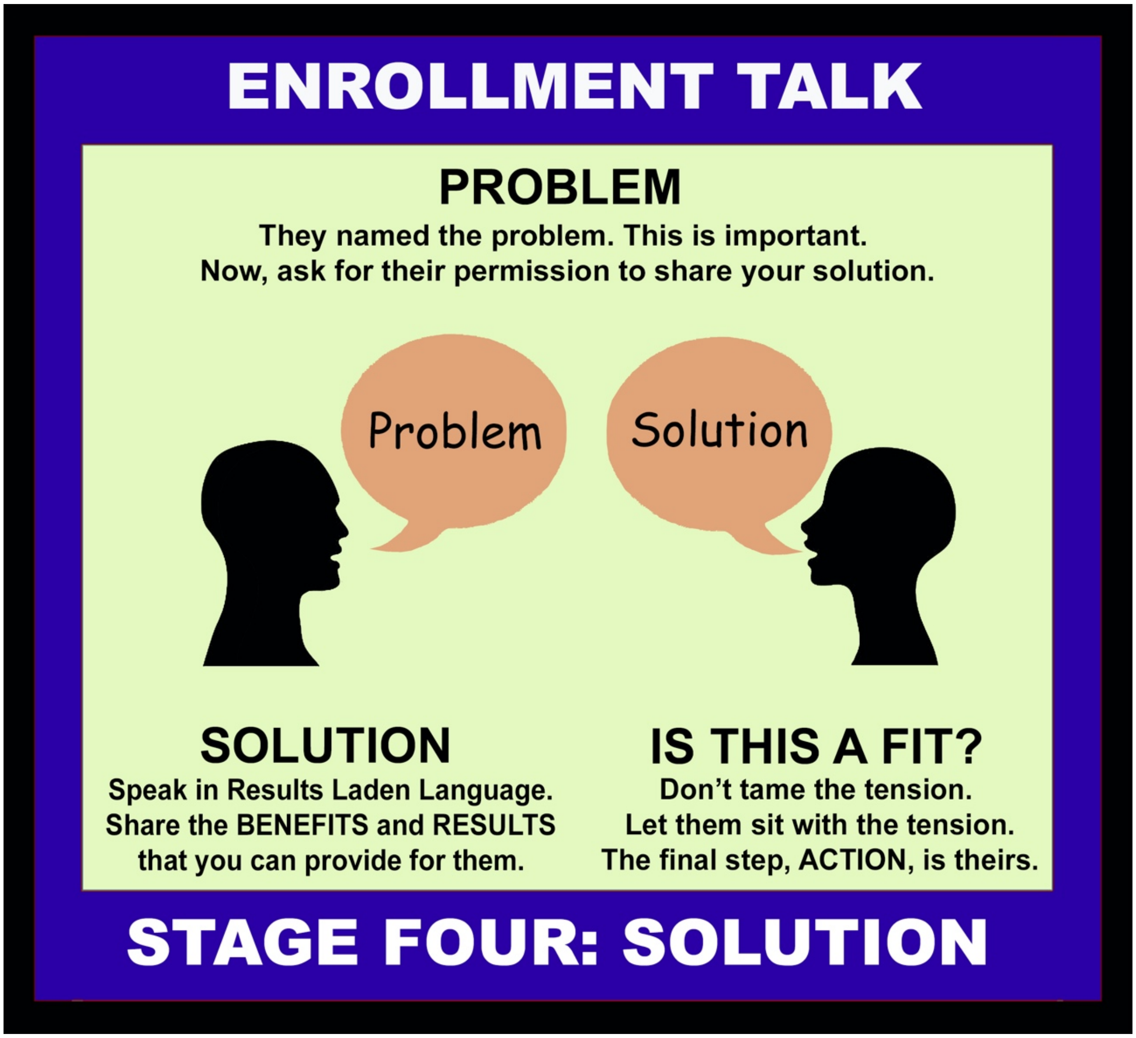


QUESTION #12: DO YOU FEEL THAT THIS IS A FIT FOR YOU? HOW SHALL WE MOVE FORWARD?

"I want XYZ" is an outcome. A want is an outcome.
"I want to get through this pain".

"If you broke through your pain, what would you get?"
"I'd be able to think clearly."

"What would you get if you could think clearly?"
"I'd wake up inspired everyday…"

"What would you do with the inspiration?"
"I'd create more income, I'd do more significant things. I'd contribute more."

"And if you could do that?"
"I'd have more joy, I'd be setting an example for my daughter;
I'd be able to empower her to do what she wants…She'd get more power, affluence…"

"Do you think that is worth the investment?"

PART TWO:
OVERCOMING OBJECTIONS

Masterful sales conversations help potential clients realize that they have unmet needs. When they realize that they need your help, a deeper process begins. But, if you stop after their first objection, that process is aborted.

WHAT ARE OBJECTIONS?

When your prospective client tells you to contact them in a week, is that the end of the conversation? When you know how to respond to objections ("Call me later"), you can create opportunities for transformational conversations.

Discovery Sessions often bring up people's fears. This is an opportunity to gently guide them into where they're blocked, and help them work through these blocks. If they're blocked in this decision, it's likely that they're also blocked in their business and in their life. Help them get past their pre-set limitations. It's possible that they are ready to work with you, but afraid of making an immediate decision.

Objections are a natural part of the process. Objections can be a signal that they are interested, but they want you to help them work through their fears and concerns. Sometimes, the client's inner child surfaces and hesitations arise. If you know that this isn't a good fit for them, that's another matter. But often, you sense that there is interest, hesitation or reluctance. Your job is to listen deeply at these moments.

Understand their hesitations. Acknowledge that you heard them. But, don't align with their self-imposed limitations. See possibilities for them where they can't see it themselves. You know of the amazing results that they can attain if they work with you. They sense it too or they wouldn't be talking to you. When objections arise, "hold the high ground." See in them what they don't see in themselves. If you accept their fears, you aren't serving them.

If objections *don't* arise at all, that can mean that the prospect just isn't interested. Objections can launch powerful conversations that give you insight into what your prospective client is thinking and feeling. What's holding them back in life?

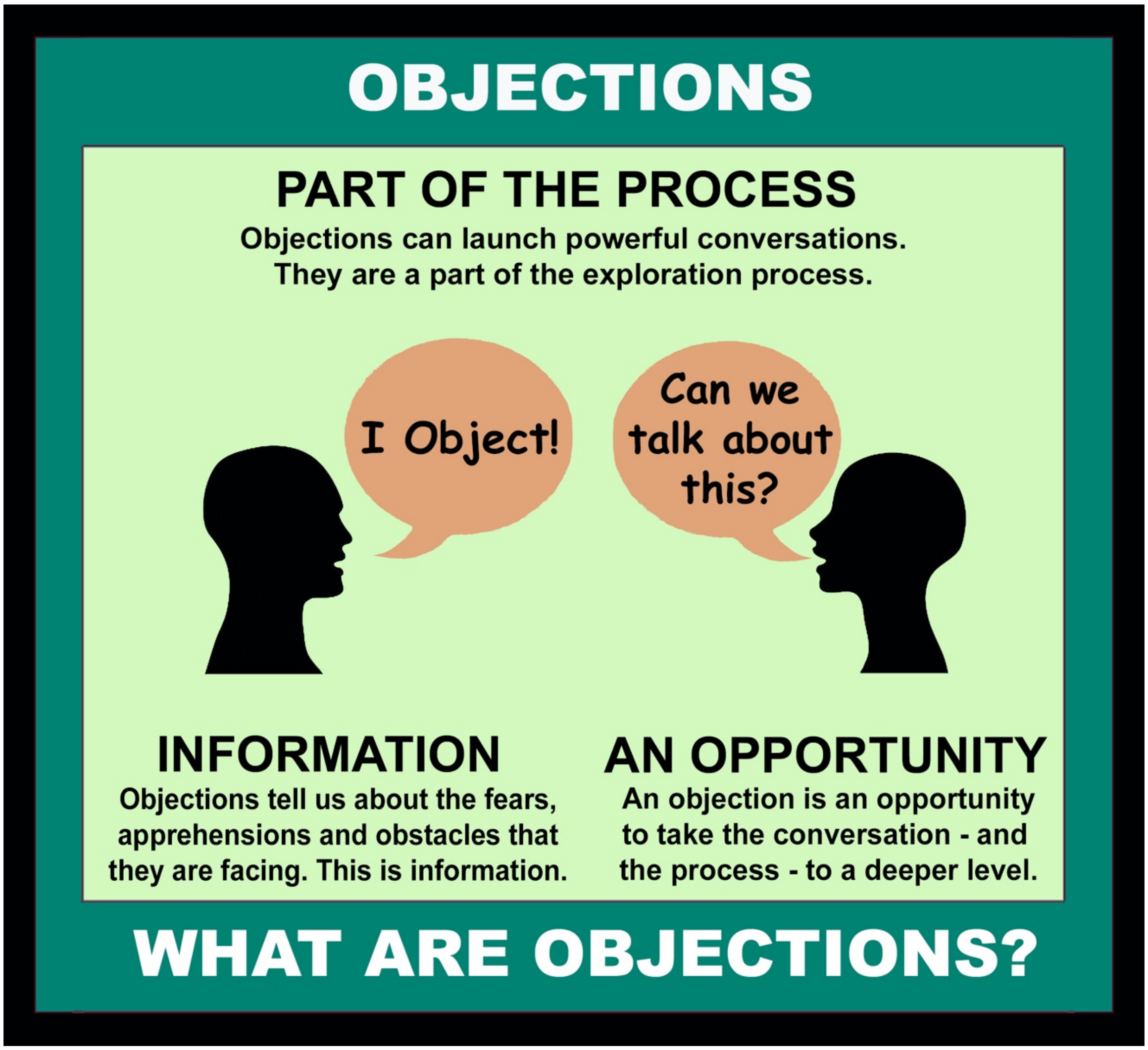
This is your chance to focus on their fear and turn this into an opportunity to work together. An "objection" is an opportunity to give your prospect information and insights that will help them make a decision. After the objection, ask them:

"Would it be okay if I asked you something about this?"

OVERVIEW OF THE ENROLLMENT PROCESS

OVERCOME OBJECTIONS

You've just opened up the channels to take the conversation deeper. Don't push them unless you ask for their permission. Most people are open to continuing. If they aren't, then they're probably not the best client for you. More often than not, they'll be open to talking further.



THE FOUR MOST COMMON OBJECTIONS

The four most common objections are:

1. "LET ME THINK ABOUT IT."
2. "I DON'T HAVE THE MONEY."
3. "I DON'T HAVE ENOUGH TIME."
4. "LET ME ASK MY HUSBAND (OR WIFE)."

1. "LET ME THINK ABOUT IT."

"I want you to be grounded. This is a big commitment. Can you share with me what your concerns are? Don't resist their objection. Invite them to look more deeply at their objection. This is sales aikido.

Your prospect may camouflage his or her real concerns. For example, if you haven't demonstrated your knowledge and expertise or how your services will solve their problem, it's easier for your prospect to say, "I need to think about it" than to say "I am just not sure that what you offer can help me."

Listen to your prospect. Don't interrupt them. Interrupting may cause the prospect to pull back or resist. Let your genuine concern and sincere interest be known by not rushing them or pressuring them. Even if you've heard this objection before, it's *their* heartfelt concern. Honor that.

The listening process will often expose the root causes that are influencing their decision. Your prospect may offer new information that will help you to better understand their needs, their fears and concerns. Here are some alternatives to handling the "Let me think about it" objection:

"I understand. I know that you need to give deep thought before making important decisions." Then ask a question that they can reflect on.

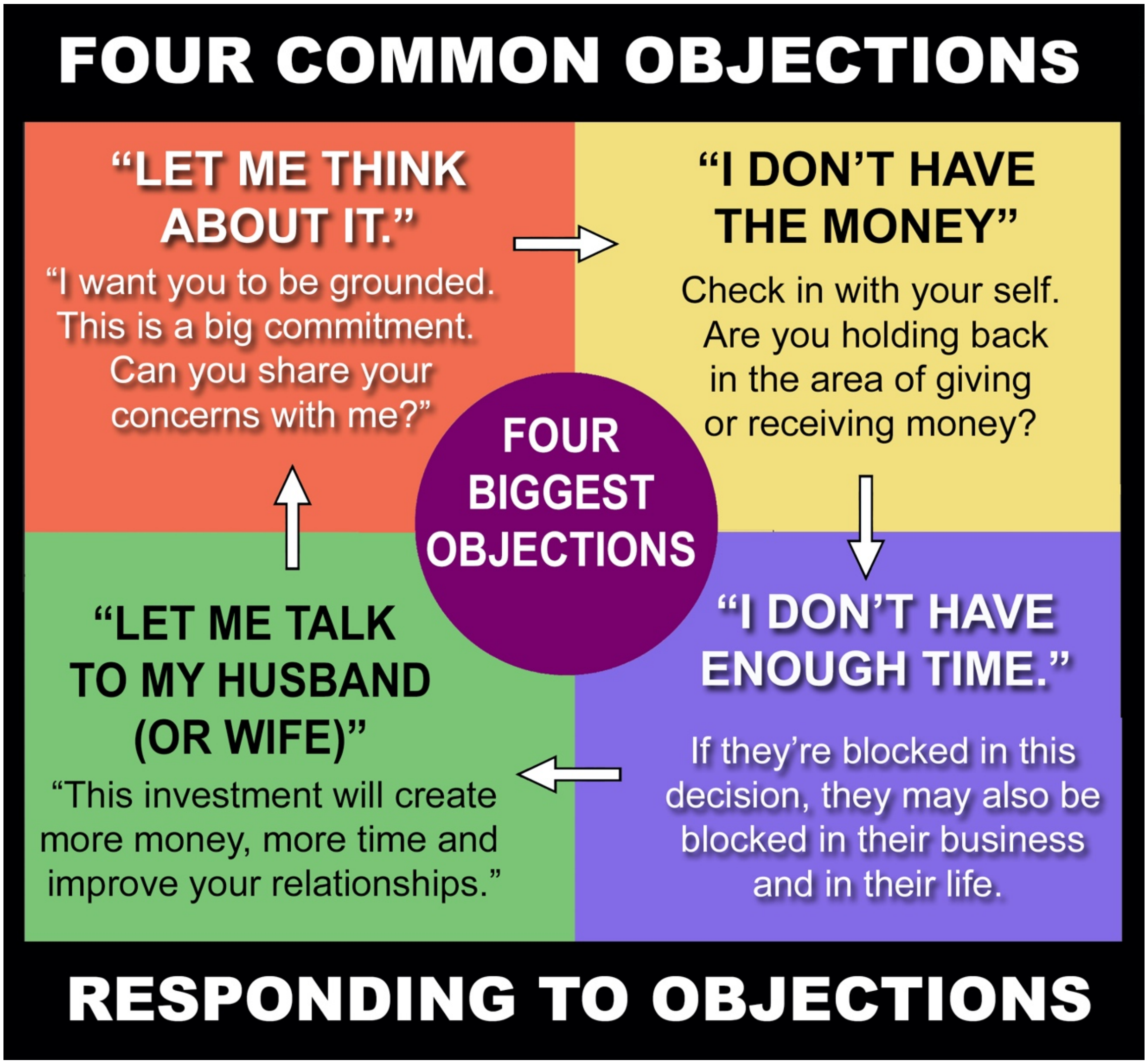
"Before we hang up, may I ask you something?"

"Usually, when I say that I have to think about something, it means one of three things: Either the price scares me; I have a problem with the services described; or there's something not yet clear to me. Which one of these is it for you? You have just opened a door for them to be honest with you and share the real reason why they don't want to move forward at this time.

2. "I CAN'T AFFORD IT."

People often find the money for things they deeply need or care about. When we say "I can't afford it", we may be feeling, "I don't think this is important enough for me to spend the money?"
Here are a few options to handle the "I can't afford it" objection.

- "Has there ever been something that you couldn't afford to do, which was so important to you that you knew you had to do it anyway? Is this partially about investing completely in your self?"
- "Where will you be a few years from now if you don't invest in solving this problem now? How will things change if you don't take action?"
- "If it weren't for the money, is this something you'd want to do?"



If you find out that it's ultimately about money and that they really can't afford it, this shifts the conversation to a brainstorming, problem-solving mode. You can manage this by asking:

"Is this something that you know you want, and it's really only about the money? Would you like help strategizing about how to pay for it?"

Check in with your self. Are *you* holding back in the area of giving or receiving money? Help your client work through their money fears, their money traumas and their money beliefs, as you transform yours. If you get stuck whenever a prospect says, "I can't afford it," reflect on this. Develop strategies for working through your money fears as you help your client work through theirs. This can be a transformational conversation for both of you.

Understand the principles of sales objections. Acquire the necessary communication skills so that you can actually enjoy sales conversations and acquire as many clients as you are able to help. These strategies can be applied in any scenario: whether you're a coach, a consultant, a contractor, or a financial planner. Whether you're selling services or products, you can modify these suggestions to fit the ethics and protocols of your profession.

Masterful sales conversations help your prospect realize that they have unmet needs. Then, they may want to hear more about how you can help them. If you stop after their first objection, you're not helping them at all.

3. "I DON'T HAVE TIME."

Unless you know how to respond to these statements, you're missing out on a potential sale and on an opportunity to have a transformational conversation. Sales conversations are an opportunity to dig deep, to guide clients into where they're stuck, and to help them break through their blocks.

Where they are blocked in their decision making often reflects where they're blocked in their business and in their life. Help your prospect become aware of this. As a coach, you're here to help people grow, to change their patterns and to stretch beyond their self-imposed limitations.

If you stop after their first objection, you're not helping them at all. It's possible that he or she was ready to work with you, but was afraid of making an immediate decision. If their fears were addressed, they may have signed up. An "objection" is a powerful opportunity for you to provide your prospect with information, awareness or insights that help them to expand their horizons. The integrity of their decision is what matters.

Restate the objection back to your prospect. This will show your prospect your sincere concern and genuine interest. It will show them that you heard them and that you understand them. This will also allow you to get clarification in case you misunderstood their point. You can start this off by saying, "Do I understand you to mean that (objection)?"

4. "I NEED TO SPEAK WITH MY HUSBAND / WIFE"

Always honor their marital decision-making process. However, sometimes it's a stall tactic, hiding a bigger issue. It's important that you discern the difference. Here are some responses to try:

"I understand and appreciate that you and your husband are a unified team. If you ask your husband and he agrees and supports you, would you be ready to get started?"

Or "I sense your excitement and you seem ready to move forward, but you just need your husband's feedback. Would that be fair to say?"

If they say “yes” then continue.

“May I offer a suggestion?” Wait for their response.

“If you want to get your husband on board, I recommend that you sit down with him and review the program and some of the testimonials. What questions do you think he might have? Can we set up a time to talk tomorrow after you sit down with your husband tonight?”

Sometimes underneath the “I have to ask my husband” objection is your prospective client’s core belief that that she doesn’t believe in herself, or is afraid her husband doesn’t believe in her. Empower her right to create the life and the business that she really wants.

If the timing is wrong for your prospect, or if your prospect is not ready for change in their life, no matter how well you handled their objections, they will not be “open” to moving forward. This will happen and it’s important not to personalize this. If the door isn’t open, it isn’t your door.

EXERCISE: Practice the Enrollment Conversation with a trusted friend or colleague until you get it right. Handle the big four objections in your own way. Which Stage is easiest for you? Which Stage is hardest for you? Why?

MY STRENGTHS: ____

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CHALLENGES: ____

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HOW I CAN WORK THROUGH THIS CHALLENGE: _______________

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