

Actions

Key #1: THE OBJECTION MAKES THE SALE

1. Name one objection your prospects have given you in the last 6 months
2. Come up with a response to it based on what you've discovered. (HINT – it's in all the "I should have...." statements you made after you spoke to them)

Key #2: FOCUS ON THE PAYOFF NOT THE PROCESS

Come up with one outcome you can start to use in your messaging instead of a process

- Quickly without thinking about it ... what are one or two outcomes you help create for your clients?

Key #3: GIVE THEM A YOU PLAN, SELL THEM WHAT THEY NEED

1. Think of the last prospect who didn't buy from you. How could you have created a You Plan for them
2. [BONUS] Go call them in the next 24 hours, and see if you can sell them into your program.

Key #4: SELL WITH YOUR BRILLIANCE, NOT A SCRIPT

- Name one thing you're brilliant at ... and brainstorm 2-3 ways you can use that ability to sell.

Key #5: YOUR OFFER IS THE WAY OUT OF PAIN, NOT THE CAUSE OF IT

List 3 of the most valuable aspects of what you do and how that relieves your prospects from pain.

Example:

VALUE: "I help people come up with a powerful message"

PAIN: "I can't network or get clients because I don't know how to describe what I do"

RELIEF: I am no longer afraid to network or talk to people about what I do, so I make more money"