



**THE COACHING**  
**INSTITUTE**

MASTER MIND MONTH II

# SALES SUCCESS MANUAL

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# *Agreements for This Program*

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This home study program is based on the “Closed Door” Mastermind Training and associated materials. It is an intensive training. It's expected that you, the participant, will:

- Participate to the fullest of your abilities
- Assist others to achieve their goals
- Encourage those around you
- Respond to feedback actively and with a desire to improve
- Attend all the training and take responsibility for being on time
- Respect the copyright of the materials you will be provided with
- Act on the information you learn
- Take responsibility for checking the accuracy of all content
- Check with financial, legal and accounting advisors for the veracity of all content
- Pay for the training in monthly instalments or in full, to the amount of \$9,995, which is the full value of the training and materials being provided
- To enter the program with the full intention to honour your obligations regarding payments and participation
- To use the systems with integrity and the intent of making a difference to your clients
- To take all reasonable steps to earn the income you've set as your goal as a result of what you implement from what you learn in this program

Results will vary depending on your effort, your willingness to apply the systems and to your ability to learn the systems in the timeframe you've stipulated.

All reasonable efforts have been made to make the content accurate and useful. No responsibility is taken for mistakes in content and all reasonable efforts will be made to correct mistakes when they are discovered.

Filming and photographs throughout the event will occur.

# *Sales overview*

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Sales is hard work – it's probably one of the most challenging roles there is. You must face rejection, obstacles, and difficulties most people in most roles never have to face.

And it's the most rewarding, and will contribute more to your personal and professional development than any other role – you get feedback every day, in real time, on how you're doing and more importantly, who you're being.

And sales has nothing to do with... sales.

Hmmm...

What do I mean by that?

A sale is an outcome. And it's an outcome of many factors that matter.

The relationship you have with the prospect.

The relationship the prospect thinks they have with you.

The way the prospect perceives you and the organization you represent.

The expectations the prospect has regarding what will happen.

How well you honour those expectations.

How well you exceed those expectations.

How often you exceed those expectations.

Who thinks they're responsible for what happens next – the prospect or the sales person.

The amount of genuine equity – trust – that exists.

The certainty that is present when you are together.

The problem you solve.

The size of the problem.

The degree with which that problem impacts the prospect so they want a solution more than anything.

And so much more...

A sale is, to me, the start of the relationship, not the end of a process. There are many conversations in our team about how to assist with the client moving their relationship to the student support team and the mentors etc.

And then you get to add to the mix that no one likes to be 'sold to'. Everyone prefers to buy, rather than have someone sell.

The difference is subtle and vital to understand. People like to feel in control of the decision they are making, even though most people (the majority of people!) have no clue how to make fabulous decisions on an ongoing basis.

So the idea when selling is to teach someone how to make a great decision, as you respect how they think they make decisions.

And add to the mix the most vital element to all of this – if you are anything but a passionate advocate for what you are selling, then forget it.

It's not going to cut it to just 'have a go', and 'see what happens', and 'hope for the best'.

You have to give it your all, every day, all the time, with everyone, with no hesitation, willingly, playfully, and with genuine joy.

If you have a hoarding mentality, or want to know more about what's in it for you than how you can serve, you're probably wasting your time reading this manual. Selfish people make 'sales' in the short term but find themselves burning out often, complaining all the time and wondering when it will get easier.

And you need to have a really good – how do I say this – backbone.

You can't be worried about rejections, knock backs and people being defensive. If you get defensive when someone gets defensive, then it's pointless.

You have to know how to unlock someone's heart so that their barriers go down, so you better know how to get your barriers down and keep them down.

And there's more. If you find yourself asking yourself 'how do I get motivated' then be a team member of another sales team, don't be the leader. The great sales person who can really make a go of it in their business or in someone else's need to be inspired to give it their all and no one and nothing is needed to motivate them.

If it's within you, you have it to give. If it's something you need from someone or something else outside of you, you're going to be an energy drainer, and it's exhausting for you and anyone else close to you.

And, it can't lead to sales success.

I don't know how to explain it, but you can have the best system in the world, and if you aren't congruent with what you're doing and inspired to get as many people involved as you can, then your prospects are going to know about it and it's not going to work.

Everyone you meet has a bullshit meter switched on. They can detect bullshit from one hundred metres and it stinks.

And if any of this has put you off sales, then that's a clue, too. •



# *Attitude versus aptitude*

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Fully 80% of your success will be determined by your attitude and only 20% will be determined by your aptitude.

An optimistic, can-do way of looking at yourself and your role will be the making of your success.

Developing this unshakable self-confidence and enthusiasm, regardless of what is going on around you, is your passport to successful sales.

Tony Robbins says it best:

**The quality of your thinking will determine the quality of your life**

It is only by using your mind, and your ability to improve how you think, that you will be able to change your results and thus determine your destiny.

You are determining everything that happens to you by how you think. If you want to change your results and the trajectory of your life, then you must change your thinking about yourself.

The circumstance doesn't have to change.

The quality of the leads doesn't have to change.

The number of leads won't have to change.

The moment your thinking changes the quality of leads seems to improve and your conversions go up, so you're not worried about the number of leads you have.

Brian Tracy says that 'The very best sales people have an attitude of calm, confident, positive self-expectation. They feel good about themselves and they have a quiet faith that everything they are doing is contributing towards their inevitable success.'

# *Attributes of a successful sales professional*

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If you're not immensely proud of being in sales, you need to change this immediately. Every business owner is in sales. Anyone who is successful in the world is successful because they have been able to sell –

...The vision

...The idea

...The product

... to enough people that it has impacted this world.

The Dalai Lama is a sales person...

So was Mother Teresa...

Steve Jobs was brilliant at this.

They all believed passionately in their mission and saw what they did as a calling way beyond a 'job to be done'.

So what about you?

How do you – if you haven't already – feel that what you do is a calling, rather than just a job?

Jobs get done.

A calling is something you feel **must** be done.

Why not elevate what you do to a calling? It doesn't take any more time. It doesn't take any more effort. It just takes you deciding... you're on a mission and you won't stop until everyone...

...has your cool thing!

I personally believe that anyone and everyone who wants to change the world should start with themselves by giving to others. And I believe the best place to do this is right here at

The Coaching Institute. And I believe passionately that without this education it is so much harder to succeed.

And I believe that there is no excuse for not doing everything in my power to get these manuals into as many people's hands as I can, so they are spared the ugliness of 'having a go but not really knowing'.

At least with this education, they have no excuse. What they do with it is up to them, but education is the number one factor that influences the success or failure of business owners (and that includes you).

So here's the attributes I think matter when it comes to **complete** sales success –

## 1. Self concept

1. Your bundle of beliefs that you have about yourself and your world
2. It determines how well you will actually do compared to how well you tell yourself you'll do
3. You absorb a complex series of interwoven ideas, doubts, fears, beliefs, values, attitudes, opinions, hopes, dreams, myths...
4. You accept them as true
5. These are the operating instructions for your mind and control everything you think, say, decide, feel and do
6. In the absence of deliberate change by you, these remain, regardless of whether they help, hinder or hurt you
7. These shape everything from the quality of your relationships, your income, your fitness...
8. You will keep returning to these expected results – so your income will always stay within the expected level
9. Any attempt to change this will lead to discomfort
10. So to increase your sales you must increase your self-concept on what you can earn
11. You must raise your aspirations, set goals and revisit them often, and see yourself as capable of being one of the most well paid sales people in your field.
12. Wherever you have a high self-concept you will see yourself achieve great results – for example, if you love the phone, you'll do well there
13. If you feel tense or unease in an area of sales, you have a low self-concept there and have probably avoided learning what's needed and avoided

building the mental muscle to be outstanding

## **Self concept**

Your self-concept is made up of three parts – and each impacts your results. Your results, in fact, are preordained already – by you and how you view the world and how you think the world views and treats you. The only way to change any result is to change this perception. You determine your reality, your results and your destiny.

### **1) Self-ideal**

- a. Determines the direction of your life
- b. Combination of all the attributes and qualities of other people you most admire
- c. Description of the person you would most like to be
- d. You're constantly striving to be more like this person
- e. You compare your activities with these ideals
- f. Successful sales people have very clear ideals about themselves and their careers – Unsuccessful sales people have only fuzzy ideals
- g. Successful sales people are clear about wanting to excel in every part of their work – Unsuccessful sales people don't give the subject much thought
- h. One of the key qualities of successful people is that they think often about whether their current behaviours are consistent with their ideal selves
- i. You can make your ideal part of your goals – set clear goals for the kind of person you want to be and the kind of life you want to live – your ideal self becomes a guiding force for you
- j. It starts with your imagination – how do you imagine your ideal?

## 2) Self-image

- a) This is how you see yourself and think about yourself in the present
- b) You will behave in a way that is consistent with the picture you have of yourself on the inside
- c) If you see yourself as calm, professional and focused in sales, then you will behave that way and you will get results which will reinforce your self-image – and if it doesn't go well you will dismiss the result as a temporary setback; you see yourself as good and capable and nothing can throw off that image
- d) The moment you see yourself differently you will behave differently and thus get a different result – BE, DO, HAVE

## 3) Self-esteem

- a. This is the emotional segment of your self-concept – the 'reactor core' or inner force behind your power and results
- b. This is the key to your success in life
- c. It's defined, simply, as how much you like yourself – the more you like yourself, respect yourself and accept yourself as a worthwhile person the higher your self-esteem and thus the more things you believe you can succeed at and thus the more success you have
- d. It determines your energy levels, your happiness, enthusiasm, and motivation – it sets the thermostat on your performance and effectiveness
- e. High self-esteem equals high personal power and thus you'll do well in all you put your mind to

"Your self-ideal is the person you most want to be, sometime in the future. Your self-ideal determines the direction of your life, of your growth and evolution as a person. Your self-image, on the other hand, determines the way you perform in the present. Your self-image is the way you see yourself now, today, at this moment. Your self-esteem is largely determined by the relationship between your self-image and your self-ideal, or the way you

are performing in your day-to-day activities compared with the way you would be performing if you were the very best person you could possibly be.

The more that your day-to-day activities are consistent with the person you want to become, the higher will be your self-esteem. If your ideal is to be well organised, calm, positive, and working progressively toward the achievement of your goals, and in reality you are behaving in a well-organised, calm, positive manner working step-by-step towards your objectives, you will have a high level of self-esteem. You will like and respect yourself. You will feel, happy, healthy and optimistic. You will be a high-performance personality.”

(Brain Tracy; Advanced Selling Strategies 1995 P34)

Other attributes:

1. Gets educated constantly on how to be better in sales
2. Gets educated constantly on how to lead and inspire people
3. Accepts all feedback on how to improve
4. Cares deeply about people and their personal quests
5. Passionate about getting results
6. Passionate about working with people and through people
7. Able to ‘read’ people and respect where they’re coming from
8. Able to become who the prospect needs them to be to enable the conversation
9. Rejection just fires them up to find someone else
10. Rejection is something to learn from
11. Driven to succeed regardless of the setbacks
12. Capable of not getting emotional when it gets tough
13. Capable of rising above a tough situation and leading the way through it
14. Capable of believing the results are there even when not seeing the results
15. Doesn’t need to be convinced to be inspired, it comes from within
16. The person others are attracted to
17. Doesn’t want to talk about it, just wants to do it
18. Learns from implementation, not from long reflection

19. Separates business and personal and is always professional
20. Remembers why they do what they do without prompting, so is excited just because they get to do what they do
21. Is an example of the transformation the prospect wants to see
22. Understands that to 'get a sale' it takes everything that comes before that – the caring, the conversation, the service, the relationship – and talking about 'getting a sale' is useless unless everything before this is in place
23. Is self aware and realises that their results and non results are them, and nothing else
24. Loves to discover new ways to connect with people
25. Believes results do the talking
26. Won't put a sale ahead of doing the right thing
27. Is delighted when they help someone say yes
28. Believes everyone should say yes
29. Is kinda shocked if someone says no
30. Is never distracted by the noise of someone else – they're on a mission and noise makers are annoying
31. Is not put off by anyone else's 'mood'
32. Leads the 'mood' by being naturally cheerful, focused and disciplined
33. Sets an example of focus and discipline
34. Takes care of all the KPI's that lead to a great sales result
35. Naturally measures their results and looks for where to improve based on factual feedback
36. Never says 'But I'm doing everything' because they know if they were, the result would be there
37. Never sounds like they're reading from a script and always sounds fresh and as if this is the first and only person they will ever talk with in their lives
38. The sky is the limit with what they want to and are willing to earn

39. Would rather be 100% commission than any other pay structure... and if you're in your own business, that's exactly what you have ·

## *Barrier to sales success – low self-esteem*

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1. Feelings of inferiority, unworthiness, undeservingness
2. Feelings of incompetence and inadequacy – not good enough
3. Low self-esteem is comparing yourself negatively to others and giving them better qualities than they have and giving yourself lesser qualities than you possess – you see the glass as half empty rather than half full
4. Leads to stress, pessimism, negativity, self-doubt, and a tendency to under estimate what they can accomplish
5. It's exhausting for their leader and team members, if they have them, because they will blame circumstance and others for their poor results and assume it's all beyond their own control and influence
6. Locus of control is external – others control them and their results, and they're powerless
7. Fear of rejection – which is the biggest single barrier to success in sales – and causes people to settle for far less than they can achieve – and people with low self-esteem equate the rejection with somehow being a reflection of them personally – everything is personal with someone with low self-esteem
8. Fear of rejection is the primary reason people drop out of sales and then blame management and the company.



## *Solutions*

---

1. There is an inverse relationship between fear and self-esteem. The greater the fear, the lower your self-esteem; the higher your self-esteem, the lower your fear
2. Everything you do to raise your self-esteem will decrease the fears holding you back – everything you do to decrease your fears will raise your self-esteem and improve your performance
3. All fears are learned from experience – and therefore can be unlearned – confront it repeatedly until facing it is a habit; get new information about how others who have succeeded handle it; read and study what to do to approach it like a success

Note: Rejection is not personal

4. Remember that sales success doesn't come from talking with enough prospects – it comes from being eager to talk with them
5. The better you perform, the better you feel – the better you feel, the better you perform – the more consistent your current actions are with the very best person that you imagine yourself becoming, the higher will be your self-esteem, self-liking and self-respect
6. If you consciously and deliberately behave in a professional and positive manner, over and over, you'll eventually see yourself as being a positive and professional person – your actions, which are under your control, will generate the feelings and images consistent with this – and this will in turn influence how others see you as they see the way you carry yourself, by the way you talk and the way you act

Note: A great sales person could be given a 'bad' territory and suddenly it's a great territory and the reverse is also true!

7. Do the disciplines of the best sales people consistently, and not in bursts of activity
8. If it's not your own business still see yourself as self-employed – act as if you are CEO of your own business and in charge of your economic destiny – be 100% responsible for your business, every day and in every way, including the KPI's, the reporting, the expectation, the actions, the inspiration and make no excuses for what doesn't happen – it's you and the buck stops with you; Act personally responsible for all the team, the clients, the prospects and the suppliers – be totally engaged in their successes and with them as they go about their day; Act as if there is no choice in this – it's a must that you act as the CEO

9. Negotiate your own pay with yourself – look in the mirror and set your income for yourself; Determine your income at the beginning of the month and now do whatever you have to do to achieve this
10. See yourself as a consultant solving problems and providing solutions for those around you – be the authority in your field and invest the time and effort in learning what you need to know to be perceived as the expert – see yourself as a resource for your clients
11. Be a strategic thinker and set clear goals for what you want and develop plans for the achievement of it – plan your work and decide in advance how you are going to get from here to where you want to be; Take time during the evening or on a weekend to think about how you are going to accomplish your sales objectives – have a clear blueprint for your success for every day
12. Get the job done and be completely results-oriented. All successful people in any field are focused on results and can always be counted on to do the job properly regardless of distractions.
13. Develop empathy and ambition so you are sensitive to others and focused on the outcome to achieve – you need empathy to understand the prospect and ambition to be willing to ask for the business
14. Aim to be the best and not one of the pack – develop your ambition and do the CD's, the reading, the study to be the best. Have the desire to do better and better and never cap what you can achieve; The very act of thinking of yourself as capable of being one of the best improves your self-esteem
15. Develop your personal power – the true measure of how well you're doing in life is determined by how you feel at any given moment – and intelligent people are aware of the fact that the quality of their emotions is a key measure of how effective they are; One of your aims must be to create within yourself the highest quality and empowering emotions you can – certainty, playfulness, focus, determination – you control what happens to you by controlling your thoughts

Note: Ralph Waldo Emerson wrote, 'A man becomes what he thinks about most of the time.'

16. There is no magic bullet or 'next cool thing' that will fix poor work habits, a poor attitude, inconsistent

## *Write the answers to the following questions...*

---

1. How much in sales do you plan to do in the next 12 months?
2. What's the most you've ever sold in a 12 month period?
3. What's the best someone else has ever done in the same market in the same time period?
4. How many calls, contacts, conversations need to happen to do those numbers?
5. How much time each day would this take?
6. What's the conversion rate you need to achieve consistently?

# *Your personal mission statement*

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Your personal mission statement is a statement about who you are and what you stand for.

It's the type of person you want to become – who you aspire to be – the ideal you.

For example:

*“I am a truly compassionate and passionate person in all areas of my life. I am loving, warm, genuine, heartfelt and caring in my all my relationships. I am a person of integrity, a valued friend, and I'm known for my generosity, my sincerity, my patience, my understanding and my passion. I am always positive, see the best in people, see the best in myself, happy, empowered, engaged in life, present and love it all. I am admired, sought out as a leader, and respected by those I meet.”*

And then for your career/business:

*“I am a truly outstanding sales professional in every respect. I am extremely knowledgeable about what we offer, fully present to what my clients are experiencing, and I'm always completely prepared for all my appointments. I am filled with passion for what we do and always set an example for others when it comes to who to be, and how to conduct ourselves within our organisation. I always say what I mean and mean what I say, and my passion and enthusiasm for what we are creating enthuses others. I set the standard when it comes to integrity, passion, caring, focus, discipline and results. I am warm, friendly, approachable, and caring of all I meet and I take care of my clients as if they are family.”*

Then set your intention to walk this talk every single day.

Read your mission statement daily and with emotion. Connect to it. See its reality. Act as if it's all true, right now.

Note: There are no accidents when it comes to results – you get the results based on who you are, and what you do. There are no exceptions. You are not the exception.

# Sample vision and goal setting

## Sarah Reynolds – 2012

*“I am a truly outstanding sales professional in every respect. I am extremely knowledgeable about what we offer, fully present to what my clients are experiencing, and I’m always completely prepared for all my appointments. I am filled with passion for what we do and always set an example for others when it comes to who to be, and how to conduct ourselves within our organisation. I always say what I mean and mean what I say, and my passion and enthusiasm for what we are creating enthuses others. I set the standard when it comes to integrity, passion, caring, focus, discipline and results. I am warm, friendly, approachable, and caring of all I meet and I take care of my clients as if they are family.”*

### My goals:

#### It’s the end of 2012 and I have:

- Assisted over 200 wonderful people to say ‘yes’ to themselves and their own Potential
- Achieved my sales target of \$2,000,000 easily and effortless
- Been an example of leadership and personal power to our team, every single day
- Sought out and experienced the very best training and study to improve
- Dedicated at least two hours a week to my ongoing education
- Managed my state effortlessly and without thought – my focus is on others, not Myself
- Been generous, light hearted, playful, energetic and loving with all my relationships
- Found new ways to serve and assist the members of our team to achieve their own outstanding potential
- Contributed in positive and meaningful ways to the development of others
- Sought feedback willingly and gratefully for how I can improve, serve and contribute even more
- Loved every minute of the journey and this and so much more I am grateful for

## How I did this:

### 90 day goals: 1<sup>st</sup> quarter

- Read my mission statement each day and connect to its truth fully
- 55 new wonderful members
- \$550,000 in sales
- Studied:
  - Advanced Selling Strategies, Brian Tracy
  - This training manual
  - Awaken the Giant Within, Tony Robbins
  - Delivering Happiness, Tony Hsieh
  - Five Levels of Leadership, John Maxwell
  - The Thank you Economy, Gary Vaynerchuk
  - All online DVD's and MP3's on sales provided by this company
- Started ten minutes early each day to prepare and set up the day and visit all members of the team
- Kept clear and accurate records of my calls, my closes, my conversations
- Contributed at least three ideas to the Marketing Department for how they can serve our community better
- Developed my Facebook profile and presence for our members
- Done what needs to be done to achieve these results – the calls, the connections, the care, the compassion, the clarity, the certainty
- Sought feedback daily on one area I could improve and acted on that feedback
- Aimed for 1% improvement every day in calls, connections, closes

**Weekly non-negotiables:**

- I live the mission statement
- 20 minutes of study per day minimum
- 40 calls per day minimum
- 6 long conversations per day minimum
- Post ten gifts/notes/cards per day minimum
- Have five face to face chats in the office per week minimum
- One meeting with mentor per week with specific areas to get assistance
- One suggestion given for how we can improve minimum

# *The values pendulum and sales success*

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The values pendulum is a way of looking at how people think, and how they liked to be communicated with.

It comes from the following assumptions we make about our audience, based on many years of conversations and listening –

1. Most people feel they are in a state of **survival** and trapped there
2. Most people feel they would benefit from, and seek, to be **connected** to others – to belong – and this drives much of their decision making
3. Most people want to be more **empowered** within themselves
4. Most people need a **system** for succeeding
5. If they had the system they would have **results**
6. If they had results they would feel great about themselves and connect on a higher level with others and be able to **pay it forward** to them



So let's break down what I have just listed so you can see the values levels of thinking...

**1. Most people feel they are in a state of survival and trapped there**

- a. Level 1 – survival (beige) – need certainty, worried about the unknown

**2. Most people feel they would benefit from, and seek, to be connected to others – to belong – and this drives much of their decision making**

- a. Level 2 – tribe (purple) – want to belong, safety in numbers, connection more important than anything

**3. Most people want to be more empowered within themselves**

- a. Level 3 – empowerment (red) – finding your voice, believing in yourself, feeling confident of your ability to go out there and make something of yourself

**4. Most people need a system for succeeding**

- a. Level 4 – systems (blue) – where you need a system to know how to apply your new found voice so you can move forward

**5. If they had the system they would have results**

- a. Level 5 – results (orange) – where you now have the support, the empowerment, the system and so you can go and get those results

**6. If they had results they would feel great about themselves and connect on a higher level with others and be able to pay it forward to them**

- a. Level 6 – contribution (green) – where you have the results for yourself and now it's about bringing others with you

LIFE CONDITIONS		BRAIN/MIND COPING CAPACITIES
A State of nature and biological urges and drives: physical senses dictate the state of being.	BEIGE	N Instinctive: as natural instincts and reflexes direct; automatic existence.
B Threatening and full of mysterious powers and spirit beings that must be placated and appeased.	PURPLE	O Animistic: according to tradition and ritual ways of group: tribal; animistic.
C Like a jungle where the tough and strong prevail, the weak serve; nature is an adversary to be conquered.	RED	P Egocentric: asserting self for dominance, conquest and power. Exploitive; egocentric.
D Controlled by a Higher Power that punishes evil and eventually rewards good works and righteous living.	BLUE	Q Absolutistic: obediently as higher authority and rules direct; conforming; guilt.
E Full of resources to develop and opportunities to make things better and bring prosperity.	ORANGE	R Multiplistic: pragmatically to achieve results and get ahead; test options; maneuver
F The habitat wherein humanity can find love and purposes through affiliation and sharing.	GREEN	S Relativistic; respond to human needs; affiliative; situational; consensual; fluid.
G A chaotic organism where change is the norm and uncertainty an acceptable state of being.	YELLOW	T Systemic: functional; integrative; interdependent; existential; flexible; questioning; accepting.
H A delicately balanced system of interlocking forces in jeopardy at humanity's hands; chaotic.	TURQUOISE	U Holistic: experiential: transpersonal; collective consciousness; collaborative; interconnected.
I Too soon to say, but should tend to be I-oriented; controlling, consolidating if the pattern holds.	CORAL	V Next neurological capacities. The theory is open-ended up to the limits of <i>Homo sapiens'</i> brain.
<b>The theory is open-ended, with the possibility of more systems ahead...</b>		

In terms of hearing language patterns – you can tell what level of thinking the person is by the things they share, which tells you how to speak back – at the same level – so they are reassured that you ‘get them’.

Level	You'll hear...	You'll respond...	Key words...
Survival (beige)	'This is hard...'	'Yes, it can be tough...'	get by, cope, not enough time, what if...
Tribal (purple)	'Is there lots of support...'	'Yup, I think support is vital with something as important as this... why do it alone...'	connection, together, group, support, work with...
Empowerment (red)	'I don't know if I can do it...'	'Me neither... let's chat and see what we can learn... sometimes it's about discovering your inner power, I think...'	scared, what if I'm not enough, I've never said 'yes' to me, I have to think about it...
Systems (blue)	'How do you get clients...'	'We use a system called the Ultimate Attraction Method' – it's seven steps which walks you through how exactly to attract clients, especially if you have no experience...'  'That's our job, leave that to us...'	how do you..., how do I..., how does x work...
Results (orange)	'How successful can you be...'	'That's up the coach. We have some coaches who do nothing with the exact same training as another coach, who does over \$125,000 in their first year... can't figure out the difference...'	want to succeed, what successes are others getting, how fast can you be coaching...
Contribution (green)	'I want to make a difference...'	'It's all that matters...'	make a difference, contribute...

The ideal with this is to respect and feedback the values language in a way that is appealing to the listener. For example, this sentence contains each level of the pendulum in it, in the sequence with which the listener likes to hear it – from beige through to green.

If you're familiar with NLP, this is what's called a chaining anchor – you start with the least resourceful state and then move through each resource state until you arrive at the desired state.

So, for example (this is my own and I use this, you'll need your own, that is congruent with your experience or someone else's experience)...

**Beige:** For me it was about getting out of feeling like I was a loser...

**Red:** ...and just knowing I had to do something about it... it was time for me to say 'yes' to me... which was scary, but I couldn't run any more...

**Blue:** ...and then needing the systems to be able to really...

**Orange:** ...make things happen, you know... so I was getting those results, and surprising myself...

**Green:** And then that meant I was able to truly make that difference to others, which is such a gift to give...

You start at the lowest level and make your way up the levels to green... in creative and new ways – you need to be able to do this without a 'script' – you need to get it so it's how you talk and think, not something you have to memorise and then repeat over and over.

Note: Never say the exact same 'script' twice – everything must be calibrated and matched to the person you are with

Note: With this comes the Law of Consistency – because the listener has agreed it is about this statement, they then must behave in a way which is consistent with that agreement and join the program, or they will feel what's called cognitive dissonance and see themselves as a liar

Note: No one can skip a level and you are the level where you are experiencing the most challenges... see the next page

You are at the level where you don't notice or experience the challenges of the previous

level. So if you don't do drama, have a compassion for others and love to systemise for results, you're probably Level 4.

<p><b>Green – level 6 – contribution –</b></p> <p>many in our world likes to think they're here, thoughts are of others, and how to bring people together to collaborate for the result, service matters more than anything, problems are of how to unite people</p>
<p><b>Orange – level 5 – results –</b></p> <p>thoughts are of how to make it work to get a great result, optimistic, focused on getting to the end game, stays focused on getting it done and gets impatient with people who don't focus on that, prefers to work with people who get on with it, likes to win, will develop themselves to learn how to get better results</p>
<p><b>Blue – level 4 – systems –</b></p> <p>thoughts are of how to make it work with a system, and can very linear thinking, which limits choice, sometimes it's one thing then the next, rather than multiple dimensions, everything should be in order and have a place, and chaos must be eliminated, there is judgement of others and a right and wrong way to do things, which is tiring for someone who looks for new ways to do things, rather than the 'right' way – at its best it's someone who can systemise a great process so others can get the same result</p>
<p><b>Red – level 3 – empowerment –</b></p> <p>thoughts are of what I can get for myself, because it's all about me, and I'm more important than anyone, my needs should come first, and if that means being dramatic, selfish or self centred, well then if you love me you'll put up with that because I'm worth it, and there's a blindness to how that affects others – at its best it's an empowered person, who knows what they want and that they can control and influence their own thoughts, feelings, behaviours and choices to get what they want and deserve</p>
<p><b>Purple – level 2 – tribe –</b></p> <p>thoughts are of belonging with others, coming together, spiritual solutions to physical problems, crystals, totems, and luck play a part in their fate – they are at the whim of forces greater than them which they cannot control or influence and thus feel powerless, and constantly under threat from 'attack' but don't know what it is, constant search for next magic solution to life's mysteries and pains, and seeks themselves at the mercy of life, rather than the creator of their own destiny</p>
<p><b>Beige – level 1 – survival –</b></p> <p>thoughts are on self, selfish, self involved, low in self esteem, thoughts are of how hard it is, it's not fair, an unjust world where there is no order, only chaos, no personal values, little in way of direction, hope things work out, no plan, no goals, just a gnawing feeling things should be better</p>

## *D.I.S.C. in sales success*

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D.I.S.C. is a simple thinking style tool for assessing someone's preferred thinking and communication styles.

Not everyone likes to be communicated the same way as everyone else – there are certain communication styles that work better for some people than they do with others.

When speaking with me, say it as it is, speak plainly, get to the point, and give me facts, not feelings.

That's because my preferred thinking and communication style is 'D' for dominance.

I know someone who wants lots of feelings in the sentences, and for me to talk about them, because they think most things are about them, and they love to shine, and be the centre of attention.

Their preferred thinking and communication style is 'I' for influence.

There are many subtleties to this, of course, and I am simplifying it, but it generally is as straight forward as this.

Your job is to get so aware of people's preferred thinking and communication styles that you honour them by communicating how they prefer it.

You will always lead the people who's communication style you can notice, respect and reflect.

If you are constantly the person being respected because others are having to speak to you a certain way, you're the follower.

In sales, of course, you want to be the leader.

So let's look at the four main thinking styles in the D.I.S.C. system...

**D – Dominance**  
**I – Influence**  
**S – Steadiness**  
**C – Compliance**



**Dominance** – People with the D style place an emphasis on shaping the environment by overcoming opposition to accomplish results.

**A person with a D style:**

- is motivated by winning, competition and success
- prioritizes accepting challenge, taking action and achieving immediate results
- is described as direct, demanding, forceful, strong willed, driven, and determined, fast-paced, and self-confident
- may be limited by lack of concern for others, impatience and lack of concern for others
- may fear being seen as vulnerable or being taken advantage of
- values competency, action, concrete results, personal freedom, challenges

**Goals:**

- unique accomplishments
- new opportunities
- control of audience
- independence

**Needs others who:**

- weigh pros and cons
- calculates risks
- use caution
- research facts
- deliberate before deciding
- recognize the needs of others

When communicating with the D style individuals, give them the bottom line, be brief, focus your discussion narrowly, avoid making generalizations, refrain from repeating yourself, and

focus on solutions rather than problems.

**Influence** – People with the i style place an emphasis on shaping the environment by influencing or persuading others.

**A person with a I style:**

- is motivated by social recognition, group activities, and relationships
- prioritizes taking action, collaboration, and expressing enthusiasm
- is described as convincing, magnetic, enthusiastic, warm, trusting and optimistic
- may be limited by being impulsive and disorganized and having lack of followthrough.
- may fear loss of influence, disapproval and being ignored
- values coaching and counselling, freedom of expression and democratic relationships

**Goals:**

- victory with flair
- friendship and happiness
- authority and prestige status symbols
- popularity

**Needs others who:**

- concentrate on the task
- seek facts
- speak directly
- develop systematic approaches
- prefer to deal with things instead of people
- take a logical approach
- demonstrate follow-through



When communicating with the I style individual, share your experiences, allow the I style person time to ask questions and talk themselves, focus on the positives, avoid overloading them with details, and don't interrupt them.

**Steadiness** – People with the S style place an emphasis on cooperating with others within existing circumstances to carry out the task..

**A person with a S Style:**

- is motivated by cooperation, opportunities to help and sincere appreciation
- prioritizes giving support, collaboration and maintaining stability
- is described as calm, patient, predictable, deliberate, stable and consistent
- may be limited by being indecisive, overly accommodating and tendency to avoid change
- may fear change, loss of stability and offending others
- values loyalty, helping others and security

**Goals:**

- personal accomplishments
- group acceptance
- power through formal roles and positions of authority
- maintenance of status quo and controlled environment

**Needs others who:**

- react quickly to unexpected change
- become involved in more than one thing
- are self-promoting
- apply pressure on others
- work comfortably in an unpredictable environment
- help to prioritize work
- are flexible in work procedures

When communicating with the S Style individuals, be personal and amiable, express your interest in them and what you expect from them, take time to provide clarification, be polite, and avoid being confrontational, overly aggressive or rude.

**Conscientious** – People with the C style place an emphasis on working conscientiously within existing circumstances to ensure quality and accuracy.

**A person with a C style:**

- is motivated by opportunities to gain knowledge, showing their expertise, and quality work
- prioritizes ensuring accuracy, maintaining stability, and challenging assumptions
- is described as careful, cautious, systematic, diplomatic, accurate and tactful
- may be limited by being overcritical, over-analyzing and isolating themselves
- may fear criticism and being wrong
- values quality and accuracy

**Goals:**

- unique accomplishments
- correctness
- stability
- predictable accomplishments
- personal growth

**Needs others who:**

- delegate important tasks
- make quick decisions
- use policies only as guidelines
- compromise with the opposition
- state unpopular positions
- encourage teamwork

initiate and facilitate discussions

When communicating with the C style individual, focus on facts and details; minimize "pep talk" or emotional language; be patient, persistent and diplomatic.

Your job as a professional sales consultant is to be self aware enough to –

1. Know your preference
2. Know all the preferences
3. Recognise the preferences in others
4. Respect the preferences in others
5. Be able to communicate in their preferred style

Your role is not to 'change' them to your way of communicating and thinking, nor to decide they'd be 'better off' if they were more XXX...

Your role is to facilitate their decision making within their preferred thinking and communication style.

Note: You can expect the D's to say 'yes' sooner, AS LONG as you are strong enough for them and get to the point. If you act 'I' with them trying to 'win them over' you will waste your time and not impress them – they don't want to be won over, that's you, being 'I' and ignoring and disrespecting them

Note: If you're 'D' and prefer straight speaking, and you're on the phone to someone who is clearly 'I' and a complete peacock, your job is not to pull them down, get them to be more humble, or show them how unimpressed you are with your 'D'ness. It's to respect how they want the world to see them

## *Key thoughts when selling*

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**Everyone's Number One Fear is...**

***What if I'm not good enough?***

**You're not here to sell...**

***You're here to help our your prospects realise  
that they can do this...***

**When you help them see they're enough...**

***...they will help you with your goals...***

**People don't care how much you know...**

***...until they know how much you care...***

***Learn to love 'no'***

## *This Is What It Is ALL About...*

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**People don't buy YOUR COMPANY OR  
YOUR PRODUCT – they buy YOU!!!**

**Your personality, your warmth, your  
ability to have them believe in  
themselves...**

## *Making the first impression*

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**You have 2-5 seconds to make that first impression**

**Dress professionally and one level 'better' than them**

**Use your body language to create connection**

**Be happy on the phone**

**Be professional**

**Become 'interested' before 'interesting'**

**Be likeable**

**Be REAL**

**Genuinely care**

**Use their name**

**Use eye contact**

**Smell good**

***"Hi, I'm Sharon, and you are...?" " \_\_\_\_\_, is it?"***

**Be the HOST of the moment, not the sales consultant**

**Use triggers like cups of tea, chocolate**

*The body bob*

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**Easier to verbalise 'yes' if your body is saying 'yes'**

## *Your mindset*

**Playfulness**

**Servant's heart**

**Be interested in them as a person**

**It's all about them**

**Help enough people have their dreams come true and your own dreams get taken care of**

**Each day is a new day – yesterday does not and cannot equate to today, except in your own mind**

**Nothing has meaning except the meaning you give it**

**There is only doubt and fear or love and truth**

**Fear exposes itself as anger, frustration, overwhelm, abruptness**

**Love exposes itself as laughter, going with the flow, trusting the flow, time for others**

**The numbers come when you focus on the moments before them, not on them – the moments of connection, laughter, truth**

**The more time you spend thinking about them the more they think about your products**

**Servant's Heart, warmth, compassion, patience**

**Focus on their needs, not your own**  
*People...*

---

**Don't like to be sold to,  
*they like to buy...***

**Don't like to be lectured,  
*they like to exchange insights...***

**Don't like to be quizzed about themselves,  
*they like to exchange confidences...***

**Don't like to be proved wrong,  
*the like to be validated...***

**Don't like to be disagreed with,  
*they like the conversation to be changed to something  
neutral to bring you both back to agreement...***

**Don't know what to ask you, so they ask you dumb  
questions which won't help them join, so you have to  
guide them to the stuff that matters...**



**People want to feel superior to others to  
give themselves certainty...**

*What do people buy?*

---

**YOU! YOUR WARMTH, RAPPORT, CERTAINTY, PASSION**

**People buy *feelings***

**They want *happiness***

**They want *confidence***

**They want *self-esteem***

**They want *convenience***

**They want *peace of mind***

***Significance***

***Being right***

***Being important***

*What do people NOT buy?*

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**People don't want...**

**Unhappiness**

**Fear**

**Disappointment**

**Embarrassment**

## Non acceptance

### To be insignificant

# What people are afraid of

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People are afraid of –

Getting it wrong –

- *“We don’t want to get this wrong, let’s go back over it and make sure we’ve got this right...”*

Making a fool of themselves –

- *“This counts – it’s important – that’s why I think the system is so important, so clients can relax about whether they believe in themselves, they can just believe and follow a system...”*

Not belonging –

- *“I think the community of likeminded people is important – to know the support is there regardless of where the client is in their business...”*

Not being loved –

- *“There’s nothing like the first time the client shares how much you’ve made a difference for them and their life...”*

Not being enough –

- *“Sometimes people forget that courage is doing the thing in the face of uncertainty, instead, they wait for the uncertainty to vanish, but that only happens when they do nothing, or watch TV, or do something that doesn’t count... They forget that as kids we loved to have adventures, and to jump in puddles and to have a go...”*

You –

- *“I guess I really had to ask myself if I was going to keep settling for less than I could be – it was a wakeup call that I had been playing small...”*

Quitting on themselves like they have before –

- “Sometimes we have to give ourselves a new start – our past doesn’t equal our future – our biology is not our destiny...”

## *Emotion versus facts – green brain versus red brain*

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People buy on feelings and justify on facts –  
make them laugh, make them cry, but for f@#\$\$s sake make them feel!

90% should be green brain –  
the purpose behind their motivation –  
*what it will give them*

10% in red brain – the facts and features

Red brain is the quick sand of logic –  
you will get bogged down in details that will become confusing  
and deaden the conversation

Green brain is the benefits, the feelings, the purpose –  
nominalisations

If you accidentally get off track into red brain,  
then stop –  
*change the subject to ANYTHING to get a yes  
and a laugh*

*“How you doing today?”*

*“How’s your day going?”*

*“How exciting...”*

*“What I love...”*

*“What I love is how people want to make a difference for others...”*

*“What ignited your desire to make a difference?”*

*“How does that feel?”*

*What do you feel coaching will bring you...”*

*“I feel at my best when I feel I’ve made a difference...”*

*“It’s about making a connection, I think...”*

*“Sometimes we need to stretch ourselves to really feel we’re becoming all we can be...”*

*“We’ve designed the program so you can have a passive income within 18 months, working part time... I love the idea of leveraging my education and my ability, rather than exchanging my time for dollars...”*

*“I think people sell themselves short too often, and forget their big dreams too easily...”*

*“There’s always another level, which feels great, I feel...”*

*“Yep, the program will help you achieve your goals... It’s a challenge, it’s a pretty big program and it’s built to really get you those results you’re wanting... And it has a system that takes you step by step through how to make it happen...”*

*“It feels pretty good once you’ve achieved it... a real good sense of what’s possible... and of course you’ll have a successful business*

***in place, working with people who value someone who can help them achieve their goals...”***

## *People want to feel significant more than anything*

### People want to feel significant and superior over others

Say “**People**” rather than “you” when discussing shortcomings or to highlight a contrast – as in, “*Some people say they want to make things happen, but I think really they just want things to be easier, rather than to bring their best game...”*”

If you say “**People** tend to find the program pretty challenging...” they will want to prove to you that they can handle a challenge...

If you say “*It’s not for everyone. Sometimes I think **people** like the idea of the success that comes but they aren’t really ready for the reality of it...”* they will want it more...

*“I’m going to chat with a colleague about this and put some thought into it...”*

## CERTAINTY BELONGING SIGNIFICANCE

*“So many people don’t get that they have what it takes within them...”*

*“So many people settle for less than they can be...”*

*“I see people all the time who won’t act on their dreams...”*

*“People sometimes disappoint themselves, and they let themselves down when they put themselves down...”*

**If they agree to this,**

then they have to agree to join the program

## *Mismatching*

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### **People want to prove you wrong, it's ingrained...**

So saying *"It's a challenge though..."* will CAUSE them to want to prove you wrong

Saying *"Are you able to find the time needed for that one, or..."* is going to make them want to find the time, because you've said it with a bit of challenge...

## *Do's and don'ts*

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**Don't lecture or coach – that info is why they would join you!**

**Do take your time with each caller, regardless of your own numbers**

**Do validate and acknowledge**

**Don't rush the call – especially at the start**

**Do Laugh often**

**Do make them laugh, make them cry, but for f#\$%'s sake make them feel**

**Don't just provide answers – when they ask a question, ask a question back**

**Don't be over the top or too intense**

**Do be relaxed and conversational**

**Don't predict your next line**

**Do be present and respond with relevance**

**Don't interrupt them**

**Don't talk in a high or squeaky voice**

**Don't act like they're one of many**

**Do act as if this is the first call you've ever done for an inquiry**

**Don't convince anyone of the value of what we do**

**Do get them convincing you of their capability**

**Don't correct them**

## *The three questions you must answer*

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**These three things are on your prospect's mind all the time...**

**Why should I do this?**

*"Have life on your terms..."*

*"Be your own boss..."*

*"Skip peak hour and be there for your kids..."*

*"Gain an even greater sense of direction in your own life – know what your future looks like..."*

*"Do something you're really passionate about..."*

*"Make a difference..."*

*"Be the best version of you, you can be..."*

**Why should I do this with you?**

*These are ours, you'll need to come up with your own... ?*

*"Only organisation with a money back guarantee on our program working for you..."*

*"Only NLP based training school..."*

*"Most accredited coaching school..."*

*"Greatest number of face to face training hours..."*

*"Nationally and internationally accredited..."*

*“Support through a free class for life...”*

**Why should I do it now?**

*“Great time to get into this profession, now that people are becoming more and more aware of <XXX>, and the demand is growing for good <XXX>...”*

*“You could be <XXX> within 90 days...”*

*“How long have you been waiting to make this decision?”*

*“Some of our clients who are running their own business tell me that there was never going to be a good time to do it, so the push to get started is what they’re most grateful for, as now it’s having a huge impact on their lives...”*



# Language

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## *The law of consistency*

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**Once someone agrees to something earlier they will have to behave in a way that is consistent with that agreement, including joining your program**

*“You sound like someone who likes to make things happen...”*

*“So it sounds like you want to make a difference...”*

*“I’m hearing that you don’t like to settle...”*

*“Do you find yourself curious about why people do what they do?”*

*“Some people settle for a program that only gives them basic <XXX> skills, but they don’t learn how to attract clients, which makes no sense... if you can’t attract clients it won’t matter how good someone’s <XXX> skills are...”*

Get a “YES” then... (this is what we do...)

*“And they don’t realise just how far they can build a business around coaching... we have coaches who have followed our systems who are now making a difference on a bigger scale than they ever dreamed... because they learned those skills...”*

Chat to get agreement, then later, for the close...

*“So we need to make sure we get the program for you that’s going to meet your needs around business building...”*

## *Asking questions with questions*

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Q: Can you tell me more about the programs?

A: *Sure, which program were you looking at?*

Q: How much do the programs cost?

A: *Sure, which program were you looking at?*

## *Exchanging confidences*

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People don't want to be 'pumped' for information...

Ask them something about them and then share an insight or confidence about yourself – you can't ask for more than three pieces of info without sharing something about yourself...

## *“Make them work for it” questions*

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**People want to make YOU to be wrong –  
they mismatch for significance**

*“Are you going to be okay finding 4 to 10 hours a week for study?”*

*“Are you cool coming to Melbourne or Sydney for the first three day training?”*

*“How are you with attending classes at 7pm – will that work for you or...”*

*“Are you cool to receive feedback on your coaching so you can improve...”*

*“Do you have someone who supports you and wants to see you do what makes you happy?”*

So what questions can you ask prospects that makes them choose whether they can or they can't do something...

## Great linking lines

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*“It’s so much more than that...”*

*“Yes, it’s about...” and “it’s so much more than that...”*

*“You sound like you like to make things happen...”*

*“That’s great. So many people never take the time to say yes to themselves...”*

*“Hmmm... sounds like you’ve thought about that...”*

*“At the end of the day, it seems like you have a great deal of unused capacity that’s going to be channelled into something even more meaningful and creative.”*

*“You prefer a little variety, and when corralled by restrictions, limitations or small thinking, you become dissatisfied.”*

*“You sound like you really value authenticity and straight talking.”*

*“It sounds a little like you value insights into what makes you tick, and you want some intellectual stimulation, and you have a clear sense of ethics and authenticity.”*

*“You prefer the more cutting edge ways of getting results, and don’t like the same ole same ole, you’d be bored.”*

*“You seem to really value making a contribution.”*

*“There’s always a way, huh.”*

*“It’s all about making that contribution.”*

*“It’s all about making a difference.”*

*“It’s all about having that sense of purpose.”*

## Yes's

---

The more little 'yes's' we get, the easier the bigger  
'yes' is at the end

*If you get resistance, go off track and get easy unrelated 'yes's'*

You say: *"It's about making a difference and contributing to something greater than ourselves, don't you think?"*

You say: *"It's about really tapping into the full potential within us, so we can make a difference, wouldn't you agree?"*

If you don't do this, you're wasting their time and you own time... if you don't ask questions, they will not be able to commit to you, because you have shown no interest in them or asked them to make small commitments, so how can they make the big commitment of joining?

*"So you enjoy people..."*

*"I'm hearing a real commitment there to you being your best..."*

*"For you it's about growth, isn't it..."*

*"So you like the idea of multiple sources of income..."*

*"We can all take ourselves to the next level of success..."*

*"We can always find the next level to make a difference, can't we..."*

*"I find it puzzling that so many people know they need to act, but don't..."*

*"I'm always amazed by people who hold themselves back..."*

*"We get the best people to join our programs... people who are really good people, you know?"*

*"I don't know what I did before this stuff... I mean, it should be in schools, yeah?"*

*"I'm doing the stuff that is going to help me grow, that's where the fulfilment is, wouldn't you agree?"*

Q: So is this accredited?

A: *Yes, we're the most accredited coaching school in Australasia...*

AND YOU DON'T LEAVE IT THERE OR YOU'RE AN INFO BOOTH...

*...Is accreditation important to you..."*

THEY SAY: YES!!!

Q: Is there any face-to-face training?

A: *Yes, there is – more than any other school...*

AND YOU DON'T LEAVE IT THERE OR YOU'RE AN INFO BOOTH...

*...Is being in the room with the experts and learning in real time important to you..."*

THEY SAY: YES!!!

Again, design your own sequences based on the ones I have provided...

## Contrast frames

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*“It can’t ever be about getting by... I know someone who does that and their lives are drying up before their very eyes...”*

*“There’s only fear of our own selves – what we’re capable of is so much more than we believe... and when I see someone not strive to grow, and watch their fear grow, I see their lives shrink until they even forget that it can ever be different or better...”*

*“It’s not enough to want something – people die of boredom wishing they had a more interesting life – to me I’ve got to make it happen for myself and not just hope, wish or wait for it to happen for me...”*

*“I think people can ask more of themselves but they get older and forget about having a go and jumping into the puddles and start going around the puddles and bitching about them!”*

*“No one gets ahead on wishing and waiting – they just get frustrated with themselves and wonder where the years went – painful to watch...”*

*“I sometimes think Australia settles for low standards – as if good enough is good enough – we even knock people who strive to build their lives into something they’re proud of... what other country has a name for successful people (tall poppies)...”*

Okay, you know what you’ve got to do... come up with some sequences that cause people to pause and think differently about what’s possible...

## *Agreement frames*

---

“It’s got to be about being the best version of ourselves we can be...” (silence)

“It’s all about experiencing some challenge and adventure and getting the heart started...”

“Unfulfilled potential is a complete waste...”

“What we look for in our participants is a willingness to change what doesn’t work so they can create that change they’re looking for...”

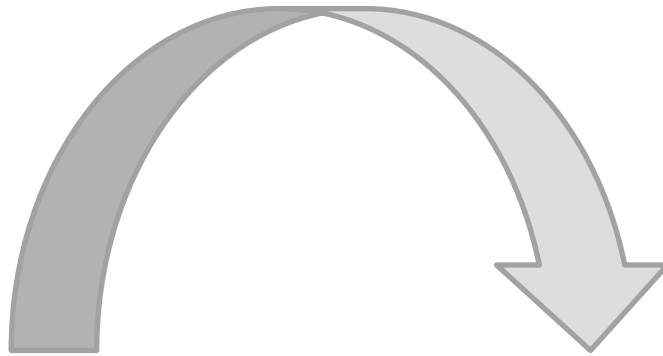
“We’re into making things happen so that it’s not another year gone by and nothing is different... People forget that this is it...”

## *Tonality and use of language*

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Warm chocolate, low, deep, slow, encouraging, and in command tonality...

Speak with pauses, the occasional um, and never sound like you're using a script...



Use the word “**you**” a lot

Say often “What this may **mean** for you is...”

“That’s **because**...”

“**If** we... **then** we...”

## *Visual Auditory Kinaesthetic Ad*

---

“What I see...”

“What I sense...”

“What I feel...”

“That looks great...”

“That seems to work...”

“That’s it...”

“Let’s look at that...”

“Let’s get a handle on  
this...”

“Let’s talk...”



## Milton rules

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MAKES   MEANS   BECAUSE   IF... THEN...   WHAT IF...  
CAN...   MUST...   HAVE TO...   WANT TO...

“Because you’re curious about coaching that means that you’ll get the clarity you need...”

“Having the desire to make a difference in other people’s lives means you’re going to discover the best version of you, you can be...”

“If someone gets outside their comfort zone then they will grow...”

“If someone waits, sometimes I see them lose confidence that they can do it...”

“Getting started on this journey means you’re going to have the ability to grow and develop your confidence...”

“Because you’re committed to making a difference in other people’s lives, you will discover and connect with your life’s purpose...”

“What if everyone trusted themselves to be all they can be...”

“Sometimes what we can do is not the same as what we will do...”

## Makes

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“This is what makes the difference...”

“This makes the coaches who use it able to really make a difference...”

“You sound like someone who likes to make things happen...”

“What I love is the opportunity to really find out just how I can make a difference...”

## *Means*

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“What this **means** for you is the opportunity to really connect with clients who are committed to making it happen...”

“The **meaning** I give it is that it’s an opportunity to find out my own true potential...”

“What this **means** for you is you get to build connections with like minded people...”

## *Because*

---

“**Because** you’re curious, that means you get to find out more about how to become the best version of you, you can be...”

“**Because** we focus so much on your business, it won’t matter that you lack experience, we care more about your willingness to learn... does that make sense?”

## *If... then...*

---

“If you use the systems, **then** you start seeing the results...”

“If we could get me coaching, **then** I have the confidence that we can get you coaching too!”

“If the coaches we train focus on their goals, **then** it comes more easily...”

## *Can, may, need to, must, want to, love to, like, got to*

---

“**May** I ask you something?”

“**Can** we explore this some more?”

“I **must** share this with you...”

“What I **had** to realise was that sometimes I **got** in my own way, and that I **had** to stop doing the stuff that **wasn’t** working. I **could** do it, but I **didn’t** believe it at first.”

## *Nominalisations*

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“If we get to connect with a **community** of like-minded **people**, I think we can have an **experience** of more **connection**, and a deeper **sense** of **belonging**...”

“It’s about **empowerment** and finding our **authentic selves**...”

## *Universal quantifiers*

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“**All** of our searching can sometimes lead to **frustration**... **because** it’s about searching within ourselves for our own **voice** and our own **truth**...”

“**Everyone** has a voice, but only **some** have the courage to find it...”

“**Every** time I coach I reconnect with what really matters to **us** – **contribution**...”

## *Time*

---

“**Sometimes** **people** get stuck in the **same moment**, **because** they don’t know how to **move forward**, which **means** it’s **time** to change how **they go about** approaching achieving their **goals**, and feeling great about what they do...”

“For **people** to **have** a greater **sense** of who **they’re going to become**, they **need** to be prepared to **dream** a little, and **get** out of the **rut**, and dare to imagine **how good it can be**...”

“I **can** remember when I **got started**... I **didn’t** know anything about **coaching**, but I just **knew** I **wanted** to improve **aspects** of my **life**, and I **knew** that I **wanted** to make a difference...”

“**People** have within them the **resilience**, the **optimism** and the **potential** to live **life** on our own terms – **when** they step up, it’s like it lifts **people** around them to be more, it’s the **perfect law of attraction**...”

## *Sales killing words*

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### Sales killing words –

Appointment

Course fees

Sign up

Pay

Meeting

Contract

Long term

Paperwork

Follow up

This includes...

This involves...

What this has...

### Sales making words –

Time to get together for a chat

Your investment

To get started

Forward

Connect

Fix up/Look after/take care

Future

Bits and pieces

Catch up again

What this gives you...

What this means for you is...

This will give you...

## *ALF: Ask Listen Formulate*

---

ASK A QUESTION: *“So how did you come to be curious about improving your business?”*

LISTEN: Listen to what they are saying, and build a picture in your mind about that may look...

FORMULATE: Build your question around the pieces that are missing in the picture...

ASK A QUESTION: *“So how did you come to be curious about improving your business?”*

LISTEN: Listen to what they are saying, and build a picture in your mind about that may look...

FORMULATE: *“So tell me more about the passion for the culture in your team... Where did that come from, do you think?”*

## *LVA: Listen Validate Acknowledge*

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LISTEN: To what they are saying, with curiosity whilst building that picture in your mind of what they're saying (try it on, how would that feel?)

VALIDATE: *“Wow, how inspiring, you must be really committed to the people in your team, so that you can make a difference in their lives...”*

ACKNOWLEDGE: *“Congratulations, for making that commitment in your own mind, there's not many people out there who would actually make that decision, let alone act on it...”*

## *Feel Felt Found*

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Feel – *I really get how you feel*

Felt – *A lot of our current clients have said that's how they felt...*

Found – *And once they got started they found...*

## *Features versus benefits*

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Features

Benefits

Location

Connection

Great coaches

Friends

NLP Practitioner

Feeling good

Cert IV in Business

Govt accreditation

ICF Accreditation

Life on your terms

Classes

## *Movement for sales*

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Move when you ask for the business to encourage them to sign

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## *Handling trepidation*

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Use statistics, quotes and stories to manage doubt about something they can't imagine (themselves coaching) –

“Did you know that over 95% of our clients have never done anything like this either. So you'll fit right in. This is actually the place for people who are just getting started.”

## *Create an experience*

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### *Purpose...*

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**Make them laugh**

**Make them feel**

**Remind them of what counts –**

**Purpose   Passion   Discovery   Adventure   Learning**

**Connection**

**Making a difference   Feel certain   Laughter**

**Being an example**

## *Establishing their priorities*

---

***“What are you doing now?”***

***“What’s working for you with it?”***

**If they share something NOT working, “Really? What’s happening there?”**

***“And you want that to be resolved by...”*** if you have rapport, you can add

***“yesterday ☹️”*** with a chuckle

***“When do you want to have those skills by?”***

**If they give a date soon – “Yeah, when you know you’ve got to make things happen...”**

***“So let me tell you a little bit of what will be happening for you then...”*** Talk about their outcomes, like-minded people, connections made, making a difference for others, life on your terms, whatever it is for your clients that they will have...

***So what I’m hearing is this is about...***

***So you can make a difference...***

***So you can get into your own coaching business...***

***So you can really go about discovering how to create your life on your terms...***

***So you can know what to do for someone when they share their challenge with you...***

***So you can get those skills to take into your workplace***

***So you can add to your current skills***

**Establish the MONTH they want their RESULTS by  
(not their start date for training!)**



## Create inkspots

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You share cool insights that cause them to say,  
*"I never knew that!"*

For example, we use the following (took two years to collect ☺)...

*"Given a big enough reason why, the how tends to take care of itself..."*

*"In coaching the saying is that what you focus on is what you get... your brain (RAS) searches for what you're already thinking about..."*

*"We seem to attract the best people to our programs... people who really get that it's about contribution..."*

*"97% of our students have no business experience..."*

*"Most coaches are wanting these skills not just to make a difference for themselves but for the difference they make for others..."*

*"Coaching is now in over 50% of Fortune 500 companies..."*

*"Training on its own has a 10% retention of knowledge and implementation... training with coaching results in over 75% of knowledge retention and implementation... A huge return on investment for the business..."*

*"There are so many people who allow life to happen to them, rather than them make it happen for them..."*

*I think the villages have gone and with them so much connection, and people still want that more than ever..."*

*"I heard the coolest thing the other day – interested people do what's convenient, committed people do what it takes..."*

*"Our past does not equal our future..."*

## *Chunking up on purpose...*

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People don't know how to make decisions, so they think if they have MORE facts, they will be able to make a decision, but in fact the opposite comes true, as they get bogged down in facts and have nothing to compare them to, no way to know if that's what they want, so it causes overwhelm and for them to say no...

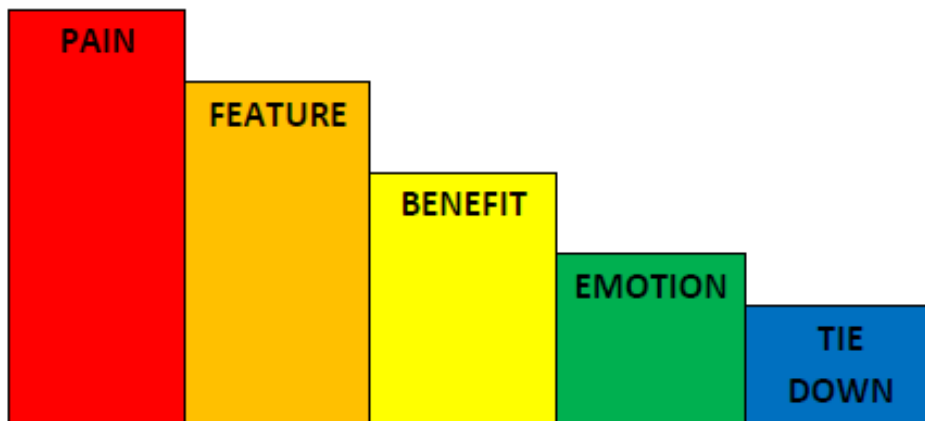
If you answer a detailed question, then you need to chunk up to purpose BEFORE you answer another detailed question, or you will drive them away

*"So, the classes are run in the evenings mostly, around 7pm. And if you can't make one class it's usually repeated at least once more during your program, so you can juggle stuff around... Is that time cool for you or..."*

*"Yeah, I guess it's important to know the flexibility is there to fit it in with your lifestyle..."*

Much of the Collaboration Step should be chunking up using this technique...

## P – F.B.E.A



Pain: Not good enough

Feature: Support from the team of trained business coaches

Benefit: Step-by-step guidance that you follow as you apply your professional development insights

Emotion: Feel confident; feel assured

Agreement: How does that suit your needs?

Pain: Don't know how to run a business...

Feature: Focus on business skills including DVD's and classes

Benefit: Step-by-step system that people with no business experience follow

Emotion: Certainty

Agreement: Is that in line with what you were thinking?

For example...

"I don't know how to run a business..."

*"Hmmm... That's not a problem... we give you the business skills including DVD's and classes and brainstorming sessions with successful coaches, so you have a step-by-step system that people with no business experience can follow... I guess it's about having that feeling of certainty that comes with knowing what to do next... Is that in line with what you were thinking?"*

The more features you talk about the more expensive it becomes in the person's brain – more red brain!

## *Opt in/opt out technique*

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“That’s cool. There’s so many people who never get that it’s about giving, not getting.”

“I like it... Too many people focus on what’s wrong, instead of what outcome they want. So they get limited results, and get stuck...”

“Hmmm... How many people stay stuck in procrastination when the thing they should be doing is taking action...”

“There’s only so much you can do for people who don’t want to be the change they want to see in the world...”

“So many people settle for a job rather than pursue the dream...”

# Overcoming objections

*“Did you know that 90% of the people who come to us are in the same position, so you’re going to fit right in. This is actually the place for people to get started, because if you were sure of exactly you were going to learn and how it looked, then you also could be sure you wouldn’t get any value from the program.”*

Time

Money

Not being enough

## Time

This objection should be dealt with ages ago in the beginning of the conversation when building the mountain – if it comes up during the close you didn’t build the mountain...

For example – *“Are you able to find 2 to 6 hours a week most weeks or...”*

For example – *“One of the things I love about this program is that it was designed for busy people. When <NAME> was first putting the programs together, he was sitting with a guy, Jack, who said “I really have a full time job and I’m busy, I just can’t do it...” so he sat with him and interviewed him for about five hours finding out about all the time restrictions and challenges he was facing and he then rewrote the program, so that Jack could do it. He kind of figured that if a guy working full time could do it, then so could pretty much everyone else...”*

## Money

*“Are you choosing your <PROGRAM> based on price?”*

*“If that’s the case, we’re probably not the <PROGRAM> for you – we figure you get what you pay for and there are no shortcuts to being an outstanding coach...”*

*“One of our clients said to me ‘I would have paid double the investment for the value I have received from this program...”*

## Being enough

*“Who’s going to be your champion? Who’s going to support you?” (Use a deep, resonate tone)*

*“One of the things I had a fear of, when I first started my <XXX> journey, was that I couldn’t do it. I felt like everyone else could, but I couldn’t. After a few months of studying and persistence, I finally got the courage to get my first mentor... it took me that long, because I was afraid of judgement, but after that first session with the mentor, she said I did great, and that the practice had paid off – I felt amazing!”*

# Discussing money

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## Why the Investment Amount

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**“Because I’m worth it... and having spoken with you, so are you! ☺”**

**“And we’re not for everybody, so I would love to have a conversation with you about our differences...”**

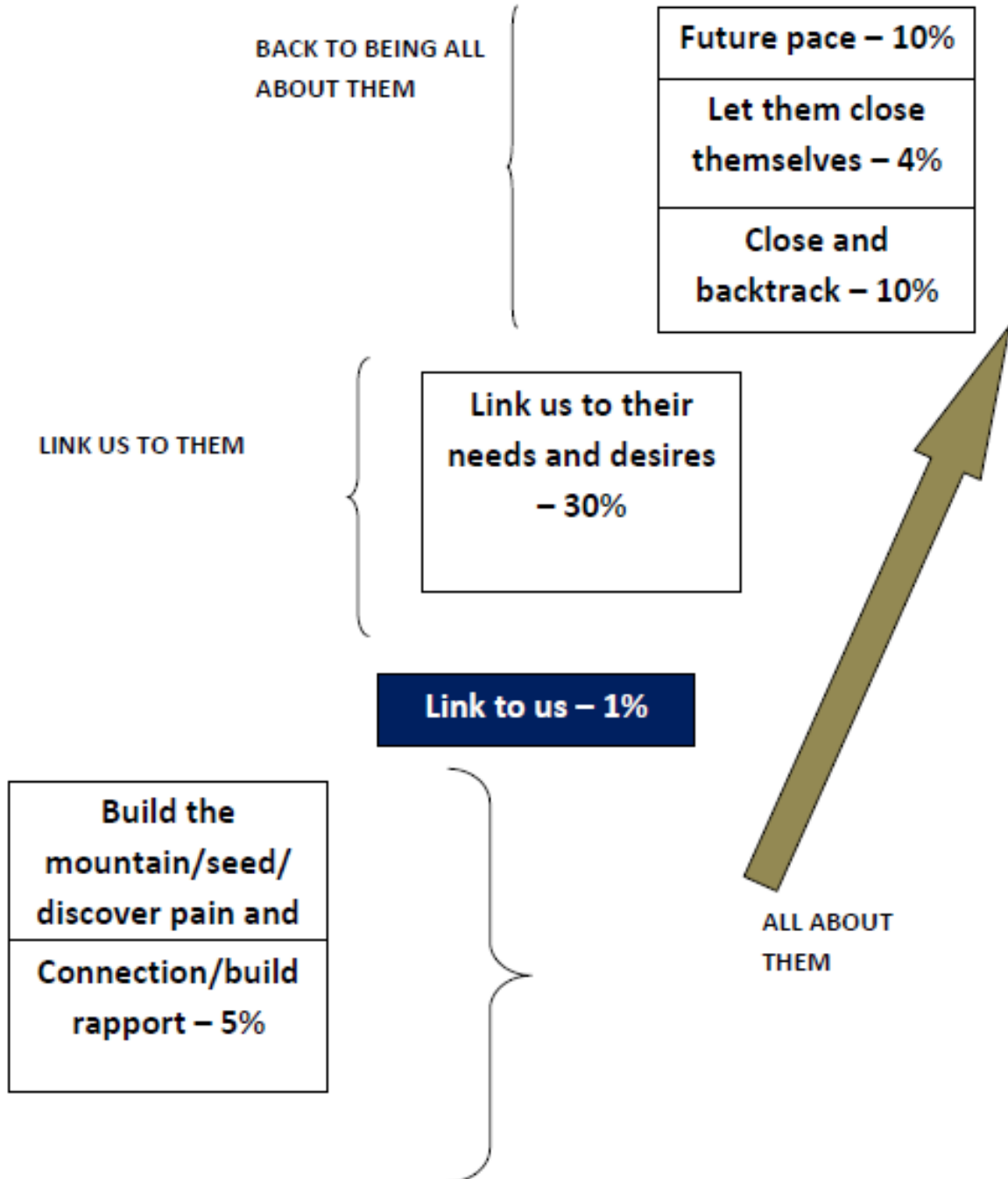
# Logistics

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- Your mission statement in front of you at all times and read often**
- Goals for the month written down and in front of you all the time**
- Goals for the week written down and in front of you all the time**
- Your intention and heart space for the day locked and in place to give to them**
- Call all leads on the day of receipt and check their address**
- The best appointments are in person so they can see us and get a feel for you**

# The system

## Overview



## *The First Contact – Leaving A Message*

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**Speak slowly, warmly, kinaesthetic, not a script**

*“Hi, \_\_\_\_\_*

*It’s \_\_\_\_\_ here, from <XXX>. I have a note here on my desk that says you have made an inquiry with us about <XXX>, and I would love to have a chat with you about your curiosity.*

*I could do with a little bit of help from you, \_\_\_\_\_, if you could give me a call, I’d like to confirm your address, as I’m putting together a gift pack for you and I want to send it off to you today.*

*So if you could give me a call on \_\_\_\_\_ and I look forward to speaking with you sometime today.*

*Until then have a magnificent day.”*



## Step 1: Rapport/Connection

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*“So where are you based, \_\_\_\_\_?”*

*“And how’s it going there?”*

*“So did a student of ours recommend us to you, or a friend...”*

If Google share a laugh...

*“Google – love Google...”*

*“So what do you do, \_\_\_\_\_?”*

*“Are you good at it?”* ☒

## *Rapport/Connection – in person*

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If In Person

Be well groomed and cheerful

Shake their hand

“Hi, I’m \_\_\_\_\_, and you are?”

“\_\_\_\_\_, is it?”

Do the Body Bob – nod as you speak to encourage them to be nodding too

Match their spine angle, and their head tilts

## *Step 2: Build the Mountain*

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Make conversation

Share a quiet laugh over something

Listen intently for what motivates them

Listen intently for what they fear

Listen intently for what they want to get away from

If they tell you a strength, acknowledge it

## *Build the Mountain – Plant the seeds*

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Use the Law of Consistency

Validate the seeds you notice

A seed is anything that the prospect agrees to earlier in the conversation which you can then remind them of later which they will agree to

For example –

*YOU: "So enough of being bored..." "I hear that!"*

Now they've put it out there, agreed to it, and now will have to act on doing something about it...

For example –

*YOU: "Hmmm... You want more of a challenge..." "Cool... that's important..."*

*"So you like the idea of multiple streams of income..."*

*"So for you this is a career possibility..."*

*"I'm hearing your strength..."*

*"We can all take ourselves to the next level of life, wouldn't you agree?"*

*"People can always find new levels within them..."*

*"I find it puzzling that so many people sell themselves short instead of backing themselves..."*

*"I'm always amazed by people who hold themselves back... they know they need to, but they play it safe..."*

*"I guess my commitment is to assist others to achieve their personal best... that's worthwhile for me..."*

*"I'm into doing stuff that's going to help me grow, that's where the fulfilment*

*is for me..."*

*"I can't see the point of settling for less than I can be... I did that for long enough!"*

*"We get the best people joining our programs... people who are really good people who want to make a difference..."*

*"I don't know what I did before I did this... I mean, it should be in schools, don't you think..."*

*"We can teach people how to coach people one-on-one, and then for some it's more than that – it's learning how to run seminars, and create a product and have the opportunity to touch more lives..."*

*"You like to make things happen..."*

### **Seeds can include –**

You like a challenge You like to make things happen

It's about making a difference Life on your terms

Carve out what you stand for Best you, you can be

Discovery Adventure

Building your own business Personal development

Getting more tools Passive income stream

Seminars More time with family

Building a career that's fun Enjoy people

*"When do you want to be working with your first clients?"*

*"So you want to build a career?"*

*"When do you see you and your family together enjoying that?"*

*"Does your husband support you and want you to be happy?"*

## *Step 3: The Link to Us*

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*“So how does <XXX> fit into that?”*

Listen for seeds

Listen for what motivates them

*“And have you seen some of our success stories of other people who’ve started out wanting to make a difference and started <XXX>?”*

Listen for what they noticed, if anything

## *Step 4: Collaborate With Them On Discovering The Ideal Program*

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*“So do you have any thoughts about which <XXX> would suit your needs and what you want to achieve?”*

*“So is there a <XXXX> that you’ve seen that you like the look of?”*

*“Is now okay to chat about them or...”*

*“Are you okay with getting feedback along the way... We just find that it really helps to get feedback on how you’re going...”*

*“And is it that one because of how it gives you <INSERT THEIR SEEDS HERE>?”*

*“Okay, I think you could be right...”*

*“Can we go through it and make sure it’s a match for you and what you want?” (Backtrack)*

*“Do you see yourself being interested in developing a program so you don’t sell your time for money?”*

*“Are you looking to <XXX> down the track?”*

*“It sounds that based on what you shared you want to achieve, you’re going to be suited to the <XXX>...”*

*"I love it because it gives me... <INSERT THEIR SEEDS THAT ARE A MATCH FOR YOURS>..."*

*"I think one of things that people who <XXX> like is <INSERT RELEVANT SEEDS HERE>."*

*"The <XXX> is designed to teach the <XXX> how to build a <XXX> within a couple of years..."*

### **MIX IN PFEBE**

*"What it is, is a system so <XXX> have a system they can follow which is a mix of <FEATURES>, plus some <BENEFITS> – their <EMOTION> is great to see – so they can really <HIGHER INTENTION>, which feels great for them..."*

### **SHARE A RECOMMENDATION**

Whatever suits based on their seeds

*"I'm going to suggest the <PROGRAM/ACCOMMODATION/RESOURCE that I think best suits what you're looking for... Do you have an idea of which <XXX> would be best for you?"*

*"Hmmm... My thinking too..."*

*"You said earlier it was important to have <INSERT SEED HERE> and <INSERT SEED HERE>, so it seems to be the way to go, what do you think?"*

Price comes into it here... (or earlier, when building the seeds, if suitable)

*"So the investment for the <XXX> is <NUMBERS HERE< NO DOLLARS> – about 5% of what our clients can make within two years..."*

*"To get started it's <NUMBERS ONLY HERE> – is that doable for you or..."*

*"And it's about <XXX> a week after that – is that within your budget?"*

*"Okay, I think we've done good work here, what do you think?"*

## *Step 5: Close & Backtrack*

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*“Okay, I think we’ve done some great work here... what do you think?”*

*“Is there anything we’ve missed that you can think of?”*

*“Cool... do you mind if we just go back and go back over what we’ve discussed to make sure we’ve got it right? I just think this is important and I think if you’ve got time we should go back over it make sure we haven’t left anything out...”*

*“So for you it’s about... <MENTION PAIN THEY WANT TO GET OUT OF AND DESIRES THEY HAVE HERE>”*

*“And you want... <MORE DESIRES>...”*

*“And the <PROGRAM/RESOURCE> is going to give you <LIST THE ATTRIBUTES THAT MAKE IT A MATCH> so that’s a match...”*

Pause...

*“Okay, I’m not seeing if we’ve missed anything here... Is there anything you can think of...”*

*“Okay, what do you think?”*

## *Comments that close*

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Because there's <BENEFIT>, that means you have constant opportunities to <BENEFIT>...

There's lots of successful <EXAMPLES> there to assist you, which means you can get your questions answered...

If you get started at the <RECOMMENDATION>, then you can progress as you want to...

It's not just about <WHAT YOU'RE SELLING>, it's about being the best version of you, you can be...

This isn't about <FEATURES>, it's about being able to <HIGHER PURPOSE INTENTION>. That's when we truly feel great about ourselves...

To me this was never just about <FEATURE DETAIL>, it's about me <HIGHER INTENTION FOR EXAMPLE seeing myself in six months time, achieving something I am really proud of>...

The people who succeed <WITH THIS> are willing to learn more about <XXX>, which means they are able to <OUTCOME FOR OTHERS>.

<THIS> is about <XXX, XXX and then XXX – which means learning how to overcome <XXX> and <XXX>...

Speaking to you as a <XXX FOR EXAMPLE HOLIDAY MAKER, MOTHER, ARTIST>, I know by now you are aware of the value of <XXX>...

Imagine for a moment you're free of self-doubt <OR INSERT PROBLEM HERE>, and you know what you are truly capable of – the ability to assist someone to achieve a goal that's important to them, but they were afraid to pursue until you worked with them. Imagine how good that would feel...

When we remember why something is important to us, we move closer to living our true potential...



## *Asking for the Money*

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*“Apart from the affordability, are there any other questions or things we didn’t cover?”*

*“Would you like me to run you through some of the ways you can get started?”*

*“Is there anything we haven’t covered that you wanted?”*

*“Is there anything else you wanted or needed from <XXX> that we didn’t have or that I haven’t shown you?”*

*“Great, so let’s look at how this will work for you... If you just draw a line down the middle of the page and on the left hand side write “EZY” and on the right hand side write “EXPRESS”...”*

*“And under EZY write \$14,875, and under Express write \$13,995...”*

*“With the Ezy it’s \$124/week and 1 9 9 5 to get you started... and with the Express it’s an investment of 1 3 9 9 5 and you save \$880 dollars...”*

*“Which way are you leaning... Ezy or Express...”*

*“Express, is it? Great, let’s take care of that now...”*

EZY	EXPRESS
\$14,875	\$13,995
\$1,997	
\$124/week	

*“Great – let’s make the magic happen!”*

*“All we need to do now is take care of a little bit of paperwork... I’m just wondering, how would you like to take care of that... bank transfer or credit...”*

*“So it’s credit is it? Great. I’ll take care of that now and let’s get you <out of*

*that job and into that life you want where it's on your terms...> Let's do it!"*

*"Okay, have you got your numbers there?"*

Take the details, repeat it back, thank them

*"Thanks for that..."*

*"And what time will you be sending through your confirmation?"*

*"Terrific... I'll let the Admin team know so they can call you and let you know it arrived in the right place as a courtesy to you, so you know it's here and not somewhere else..."*

*"Congratulations!"*

## *Step 6: "They Close Themselves"*

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*"Cool. I think you're right. Good choice."*

*"And you're okay with the level of challenge..." (They reassure you)*

*"And you're cool to have a go at some new stuff too..."*

*"Okay, I think we've done great..."*

*"Congratulations...!"*

## *Step 7: Future Pace*

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This is obviously the one we use, and I trust it's a cool example of what you can invent for your business...

*"Now, as a courtesy, I'm going to let the administration team know to expect your bits in pieces – your acceptance form and your Ezy pay... They'll know to look out for it and they'll give you a call to let you know it's arrived in the right place as a courtesy to you, so you know it's here and where it should be..."*

*"And what I'm going to do for you is book you a spot for your Personal Success Planning Session so you can chat with a coach, share your goals, your dreams and what you expect of us, so we know exactly how to assist you and what you expect us to do to support and you assist you to achieve your goal of..."*

“And what I’m going to do when I receive those bits and pieces is I’m going to send you your Starter Kit for Coaches Pack so you get into it and get out of <INSERT PROBLEM HERE> AND start making those dreams happen...”

## *Your mission statement for 2012*

Sample: Sarah Reynolds – 2012

“I am a truly outstanding sales professional in every respect. I am extremely knowledgeable about what we offer, fully present to what my clients are experiencing, and I’m always completely prepared for all my appointments. I am filled with passion for what we do and always set an example for others when it comes to who to be, and how to conduct ourselves within our organisation. I always say what I mean and mean what I say, and my passion and enthusiasm for what we are creating enthuses others. I set the standard when it comes to integrity, passion, caring, focus, discipline and results. I am warm, friendly, approachable, and caring of all I meet and I take care of my clients as if they are family.”

### **My goals:**

It’s the end of 2012 and I have:

- Assisted over 200 wonderful people to say ‘yes’ to themselves and their own potential
- Achieved my sales target of \$2,000,000 easily and effortless
- Been an example of leadership and personal power to our team, every single day
- Sought out and experienced the very best training and study to improve
- Dedicated at least two hours a week to my ongoing education
- Managed my state effortlessly and without thought – my focus is on others, not myself
- Been generous, light hearted, playful, energetic and loving with all my relationships
- Found new ways to serve and assist the members of our team to achieve their own outstanding potential
- Contributed in positive and meaningful ways to the development of others
- Sought feedback willingly and gratefully for how I can improve, serve and contribute even more

- Loved every minute of the journey and this and so much more I am grateful for

### **How I did this:**

#### **90 day goals: 1st quarter**

- Read my mission statement each day and connect to its truth fully
- 55 new wonderful members
- \$550,000 in sales
- Studied:
  - Advanced Selling Strategies, Brian Tracy
  - This training manual
  - Awaken the Giant Within, Tony Robbins
  - Delivering Happiness, Tony Hsieh
  - Five Levels of Leadership, John Maxwell
  - The Thank you Economy, Gary Vaynerchuk
  - All online DVD's and MP3's on sales provided by this company
- Started ten minutes early each day to prepare and set up the day and visit all members of the team
- Kept clear and accurate records of my calls, my closes, my conversations
- Contributed at least three ideas to the Marketing Department for how they can serve our community better
- Developed my Facebook profile and presence for our members
- Done what needs to be done to achieve these results – the calls, the connections, the care, the compassion, the clarity, the certainty
- Sought feedback daily on one area I could improve and acted on that feedback

- Aimed for 1% improvement every day in calls, connections, closes

**Weekly non-negotiables:**

- I live the mission statement
- 20 minutes of study per day minimum
- 40 calls per day minimum
- 6 long conversations per day minimum
- Post ten gifts/notes/cards per day minimum
- Have five face to face chats in the office per week minimum
- One meeting with mentor per week with specific areas to get assistance
- One suggestion given for how we can improve minimum

<b>Name:</b>	
<b>Date:</b>	
<b>My mission statement:</b>	
<b>90 day goals/1<sup>st</sup> Quarter – Jan, Feb, Mar 2012</b>	
<b>Self management and self leadership</b>	
<b>Professional and personal development</b>	
<b>Sales achievements</b>	# sales # friends \$ amount/month \$ amount/commission
<b>How I will serve my team</b>	

**Weekly non negotiables:**


## *With thanks to...*

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***Advanced Sales Strategies***, Brian Tracy

***The Great Sales Book***, Jack Collis

***How to Master the Art of Selling***, Tom Hopkins

***Questions That Sell***, Paul Cherry

***The instant Sales Pro***, Cy Charney

***Unlimited Selling Power***, Donald Moinie and Kenneth Lloyd

***Zero Resistance Selling***, Maxwell Maltz

***Magnetic Selling***, Robert Bly