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Real Magic Coaching Business Builder Million Dollar Sales Script

AGENDA

- 1) Attention - create interest and establish authority**
- 2) Interest - ask questions and get to know your client and be sincere. The client will pick up through vibration whether or not you are. Energy doesn't lie ;)**
- 3) Desire! Become emotionally involved in the goal on behalf of the client, then they will become the same (THE MOST IMPORTANT ASPECT OF A SALES CONVERSATION)**
- 4) Sale! Match the client with your perfect program**
- 5) Handle objections!**

Bonus! Prepare them how they themselves need to handle any doubt and worry and paradigms that surfaces after the call ends. Let them know you're there to support them all throughout.

Notes to keep in mind for the conversation:

Extend to each person, no matter how trivial the contact, all the care and kindness and understanding and love that you can muster and do it with no thought of any reward. Your life will never be the same again.

Your job is to Inspire clients to take action on their own vision, through conversation. This is about their dreams not mine! Inspired vision creates action!

Conversation following the 5-step outline above:

Congratulations on your desire to change your life (DONT THANK, CONGRATULATE!)

1. EARN THEIR ATTENTION!

This is what I'd like for US to accomplish today:

- 1. I'd like to help you get really clear on your Impossible goals, personal, professional and financial goals.*
- 2. We will look at what could be preventing you from achieving the goals exactly the way you want them.*
- 3. We are going to create a plan and path together on how to accomplish your Impossible goals and If it's a match, and your commitment levels to your goals meet our criteria, I will invite you to join me on a longer journey!*

How does that sound? IMPORTANT TO GET THEIR AGREEMENT

2. INTEREST

YOU CREATE INTEREST BY BECOMING AN INTERESTING PERSON THAT ASKS RELEVANT QUESTIONS!

What inspired you to show up and have this conversation? Gain insight about them.

If you could crate anything yourself for the next year, what is it you like to create, personally, professionally and financially?

Which one is the most important?

If we agree on the most important thing, they are saying YES to that as they and they are enrolling themselves at the end.

Most important personally?

Most important professionally?

Most important financially?

3. DESIRE!

Tell me why is this the most important?

What are the underlying beliefs, fueling the goal? Call back to that during enrollment

What is stopping you from having this #1 goal?

No challenges! What stopped you from doing it already? What IS stopping you. Time.. How can you solve the challenge? Act on the dream!

Surface challenge. Behind the cause? Secret fear? Underlying cause! PARADIGMS! Educate on mind and show how subconscious controls behavior.

Share personal story, EDUCATE! Lost everything, not until then I realized I had it all. Reason I didn't get results for a long time, self image wasn't healthy), always under selling myself. Makes them be ok with being vulnerable!

What would it mean for you to solve this challenge, how would it FEEL NOW THAT YOU ARE LIVING THIS OUTCOME?

Ask probing questions, get them to become specific, "Why is that important, etc. Deeper layers of what the goals really mean. Oftentimes family. My job is to help them get what they want

On scale from 1-10, how committed are you to solve challenge ?

One means you're not committed at all.. 10 means you are fully committed to step in and create your goals. How committed are you to step in a do this?

What is stopping you from being at #10?

Reason:

Assuming you would know how, because I'm going to show you how to do it, assuming you knew how to do it, would it be a 10?

What is it going to take to get you to a 10?

Time? Wouldn't now be a good time to work on it then?

4. ACTION/SALE!!!

What is it costing you not to take action?

Career, health, etc. Passion, fulfillment, life purpose, missing out, no rolemodel. Sit in the pain long enough, get clarity. COI Cost of Inaction!

They have waited long enough. How long have you waited? Bring to the forefront, and help them voice what it costs.

What are you going to do about it?

If they say let's go = great!

Anything less than that, **probe, ask deeper questions.**

If answer is: "I don't know". Ok let's revisit this: Are you at a 10 or are you not? Still not!

What's stopping you?

5. HANDLE OBJECTIONS

Let's recap, you told me your number one goal was to... so that you could... Is that still true?

Is it important enough for you to be at a 10?

What's stopping you from saying 10 when you clearly indicated it was the most important thing?

What's the feeling, what is coming up?

USUALLY 3 THINGS:

TIME

MONEY

SELF-DOUBT

Story to overcome objection: SOMETHING YOU WENT THROUGH YOURSELF THAT THEY CAN RELATE TO OR A STORY THAT YOU ARE FAMILIAR WITH. SOMETHING THEY CAN RELATE TO.

Thanks for sharing, I would like to share with you a process for how you can Achieve your vision!
Would you like to hear more about how it can help you?

GET THEIR ACCEPT BEFORE PRESENTING SOLUTION

Change doesn't happen overnight!! Programs that say they do, aren't effective, temporary results. Worked with the best in the industry and facilitate a program, that will enable you to go from idea to making vision a reality!

Offer of PROGRAM (Master Class or STRM)

Walk them through the content and modules, step by step and get their agreement for EACH about how it can help them (DONT SELL THE CONTENT; SELL THE EFFECTS OF THE CONTENT)

GO OVER PAYMENT OPTIONS MENTION PRICE IS A RELAXED YET FIRM TONE OF VOICE

24-hour policy, we experience people leave the conversation and let their dream drift.. We feel we let each other drift away if not, and we don't want to let each other down.

If they push away: I dont want to sell you anything, just help you get what you want!

If they object: "Can we be honest?" You just shared most important goal. Curious to know what is making you doubt it? Is it a money issue, or don't feel like I can serve you? If not, it's ok just need to be honest. Is this what you want? Do you believe money should not get in the way? yes! If thats the case need to figure out a way to make it happen and do it now.

Everything happens NOW! Any objection is it pushes it out to the future. Handling now will help move faster. And the client move faster.

Need to think about it: Think about it now. Is there something else you are not sharing me you want to share.

What's the deal? No connection, or don't feel it can serve you?

Husband/Wife objection:

"Does your husband support you? You've already told me you want to do this, if it's something you want don't you think your husband would want you to be happy, and growing and bringing more of yourself to the surface?"

Does your partner support you? Are you living in a PARTNERSHIP OR OWNERSHIP?

Let me ask you a question – if you are letting your partner dictate what you do, you are not living your life. You are going to end up resenting your partner and it's not your partners fault. You have to go for what you want. I'm married and I'm happy married and I let my husband do whatever he wants. Because what happens is it creates resentment because you are not going after what you want. This has nothing to do with your husband. It has to do with you making a decision and really valuing yourself and investing in yourself.

Don't have the money: Oh, I totally understand. What kind of money DO you have right now?

Let's talk about how to create the money, or find the money... Or how to make it a priority!

Don't have time: You mentioned to me this is one of your most important goals... So may I ask you a question? What else should you be spending your time on, right now other than this? Bringing the issue it to the forefront!

Do you hear your own conditioning talking you out if it?

BONUS:

After successful enrollment you let them know:

In a moment, you will have doubt, as yourself, what did I just do etc. and I want you to know that that's normal. It is an expression of the old paradigm. **DON'T TALK TO FAMILY OR FRIENDS** as they Won't understand. Call ME instead! Here is my number...

