

Business Seasons
A natural approach to growing a profitable business.
Plan.Plant.Nurture.Profit



- 1) **Thank them for reaching out to you! Validate their willingness & courage to overcome their obstacles & challenges!**
- 2) **Let them know your intentions for this heart felt conversation.**
- 3) **Give them your agenda for the conversation.**
- 4) **Ask if they have any questions before you start.**
- 5) **Let them know that at the end of your conversation if “we both feel that we are a soulmate fit”, we can take a look at how it would look & feel to work together.**

Please NOTE that this is a template ONLY: (It is meant strictly as a guide to gently keep you and your potential client on track.) (It can be altered to meet your own needs, personality & desires.)

Sample conversation:

1) Good morning (Insert name), I’m happy, bubbling, overjoyed, delighted (whatever word fits YOU) that we are chatting.

I’m curious as to what made you decide to fill out my intake form/book a spot for a free breakthrough conversation?

Let them tell you a bit as to what has brought them to this call. (Scribble notes that will guide you in creating a new soulmate client at the end of the call when you close the conversation.)

Repeat back to them some of the highlights of the notes you have taken to be sure that you are hearing their needs correctly and to clarify anything you may be confused with.

Time to go a little deeper:

2) What would you say is the single biggest headache in your life/business right now? How is this affecting your world? If by chance you don't do something about this soon, what do you think your life will look like 6 months from now, a year from now or 5 years from now? How is this problem infecting other folks in your life? The people you love. Is this putting a strain on your relationships? How do you see this playing out if you don't find a solution to this monumental challenge?

Let THEM dig deep into their problem. This is where we really pull out the pain, suffering, defeat, agony and see if they are truly in a space of ENOUGH of this bullshit. I'm changing it. Or you could potentially hear excuses for why things aren't changing. That will tell you boat loads about whether this potential client is up for the challenge of changing or if they are still stuck in excuse/victim mode.

*As much as I would love to help the world, you can't help someone who is unwilling to help themselves. It took me years to realize this lesson. Help those who are willing to get uncomfy & create change. Be open to those who aren't quite there yet. It's certainly awesome to give guidance, ideas and let them know you are there for them when they are ready. I NEVER turn an opportunity to serve away because they are not in a place of change yet. I ALWAYS give support that I feel they can use NOW to begin changing their lives. Whether they choose to use it is absolutely their choice. But to stay in true integrity & honor with myself...I offer what I can to help them where they are NOW. (This is my way. Please as always feel free to do what you feel you must do to stay in integrity with yourself.)

Again, this is an opportunity to feel into their pain and help create a vision of what life could look like without this agony. I take NOTES. I validate their hurt. I empathize. I remember what it felt like when I was there too. I remind them they are NOT alone in this journey!

3) Up to this point, I am curious as to what you have already tried to alleviate this problem? Probe into their level of commitment. Have they read books? Hired a mentor? Joined groups? Do they have an accountability partner? Taken courses? Group programs? Seen professional help? Joined off line events? On a scale of 1 -10, what level is your commitment? 10 being I'm fully committed, no excuses, I'm totally ready to do whatever it takes to change this??? You want a 10. A 9 at the least. Anything less will be you pulling them along and them resisting every step of the way.

4) If we could make this challenge disappear in the next 3-4 months, how would that feel & look to you? How would your life/business dramatically change? Tell me all the details.

This is a VERY important step. It allows them to breathe a deep breath of fresh air & hope back into a dismal situation. HOPE is giving them their power back to fully believe in their own power

to step up and change things! Giving HOPE is a beautiful thing. I really encourage folks to dream powerfully. Be daring. I encourage monumental visions. I support courage to change their lives and those around them. I feel the change with them. Be with them fully in this vision. This is where you will go with them! It's so important to see, feel and dream the vision together!!

5) I bring them back for a very short moment to two SUPER important things...

Their COMMITMENT level.

The DISCOMFORT they are in NOW.

I repeat back to them what I have heard and taken notes on, to this point. I communicate confidently, gently and transparently what we can do together and if their vision is aligned with what I can do for their life/business. I let them know that my package would be a very good fit for them and if they are interested I'd be happy to discuss the details further with them.

I give them time to think. If that means there's an awkward silence, be in that space with them. Gently, gracefully, aligned and peacefully!! Remember you are DETACHED from any outcome.

6) Oh my goodness, what if they say that they don't want to hear your offering????

It's all good!! It's not your place to judge their choice. Ask them for your record, knowledge and commitment to better service, why they don't want to hear your offering? I simply express that it'll help me make better changes to my business when I get feedback from clients, partners, potential clients and associates. FEEDBACK is a beautiful thing! NEVER argue. Take diligent notes on what they are saying. Thank them for their honesty. And thank them again for courageously booking their session. Then say best wishes on your future endeavors, if you would like a referral to someone else, I'd be more than happy to send you an email with names. If there is anything I can do, please feel free to reach out! Let it go.....

Detachment is key to success, integrity, honor, professionalism and continuing to grow a heart centered business that fulfills your life.

7) If they are totally on board and it's a GIANT hell YEAH to your offering, give them the deets!!

Tell them what you will work on together. How long? What that will look like? Any bonuses you can offer? How much? Do you take payments?

I bring them back to their vision they shared with me. What their world will look & feel like 3-4 months from now, after our deep, hard work together. NOPE it's not gonna be a piece of cake. It's work. It's great change. But I remind them that I am there right along side with them. They are NO longer alone in this journey.

8) I ask them if it feels like a hell YEAH, 10 on the commitment scale???? If it's an 8 or under, I will ask them where the FEAR is coming from? We dig into it. Go there with them. They are so close to creating monumental change. Help them see past the fear.

9) If it's a 9 or above, I let them know we can start asap. Let's book our first session while we are on the phone. We can do a down payment via Paypal at this time. I send them an invoice via PM on Facebook so that we can do the payment NOW.

10) If for some unknown variable that neither of you can pinpoint as to why they are not ready....

Release them and you from the conversation with a clear, gentle and kind goodbye. It's simply not OUR time. It's ok. Not every conversation will end with a hell yeah, number 10! I always try to end the conversations with a yes or no. If it's a yes but I need to clear up a couple things first, I'll give us both a 48 hour deadline to take care of what needs to be done. I'll set up our next conversation before we end the first so that this energy isn't lingering over either of us.

Easy...

Simple.

Gentle.

Integrity.

Transparency.

YOU!

Having a sales conversation doesn't have to be hard. You've just got to be confident in what you are offering. If you can help. Know your offering. Know your client. Show up for both of you.

Integrity sales conversations made easy!