From Prospect to Paying Client

How to Use Strategy Sessions to Sell Without Being Salesy

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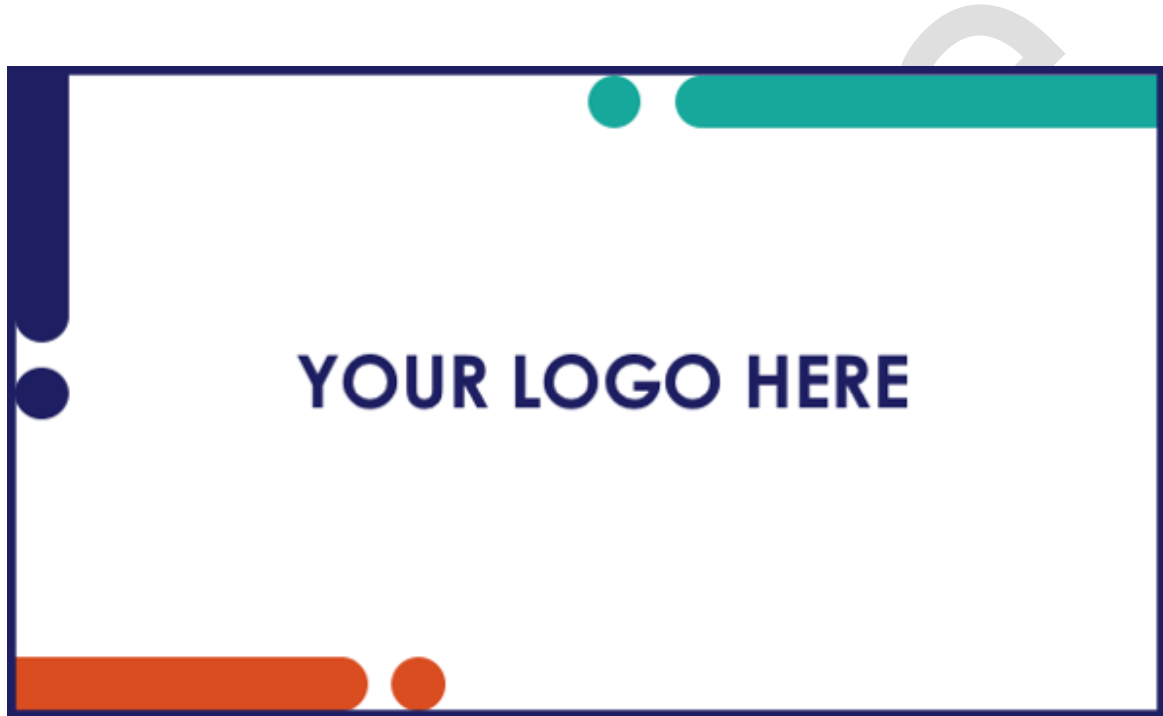
Course Book

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Introduction

Let's assume that you've built up an engaged database of subscribers and prospective clients. You're also working hard to provide them with valuable content, which establishes your reputation as an expert. You may even have made a few paid offers to your community. But are you making the revenue you really want? How many of the people on your list have become paying clients?

One of the key definitions of a business is making a healthy, sustainable profit. After all, if you only just cover your costs, or even lose money, then you don't have a business - you have an expensive hobby. And if you're making only a small profit that doesn't meet your own needs, then you're never going to feel satisfied with your business.

In order to make the level of profit you desire, you need enough people to buy what you're offering, and that involves selling. For many small business owners or solopreneurs, the idea of selling is uncomfortable. They equate it with being pushy and using 'hard sell' techniques. They shy away from it and try to play it safe with low ticket products or services that are easy to convert.

While this thinking is understandable, especially if the product is *you,* it will never get your business to the next level. So how can you make the sales you need without sounding like a used-car salesman? How can you provide the service your clients want while staying true to yourself?

In this course, we'll answer those questions and more. You'll learn the powerful skills of selling in a 'non-salesy' way, so that it's a natural step for clients to say "yes" to your offers. You'll conquer your fears about selling and you'll create a system that puts your sales process on autopilot.

Learning Objectives:

By the time you complete this course, you'll be able to:

- ➢ Identify your current rate of converting prospects into paying clients so you can decide what needs to improve

- ➢ Pinpoint what your prospects want so you can match your offer to what they are looking for

- ➢ Define the sales figures needed to meet your revenue goals so you have a clear target to hit

- ➢ Tackle the mindset issues that block you in the sales process, so you can put aside the gremlins in your head and sell with confidence

- ➢ Discover the value of using free strategy sessions, as used by multi-million dollar influencers, to convert prospects to clients, without being 'salesy'

- ➢ Use the key ways to make your free sessions inviting so that you'll get the sign ups you need to meet your targets

- ➢ Set up systems that make it easy for clients to book sessions and pay for programs

- ➢ Describe your offer and the value it brings to the table, making it a natural next step for people to say "yes"

- ➢ Skillfully conduct high-converting strategy sessions that provide value to prospects while leading naturally to more sales

- ➢ Confidently address common concerns that may arise during a sales call so that you can give answers to your clients to reassure them about their purchase

- ➢ Onboard clients in a clear and efficient way so that they'll feel welcomed and engaged from the start

➢ Create multiple channels to entice qualified prospects to sign up for your free consultation, so that you only speak to people who are interested and ready to buy

➢ Make a plan to consolidate your sales calls skillset, so you continue to make sales that match your clients' needs and increase your business revenue

This course is broken down into 12 modules to take you step-by-step through the process of attracting and enrolling clients into paying programs.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As we go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - Start with the Business Essentials

You're in business to make a profit, but maybe that's not happening yet to the level you want. You might already have a database of subscribers and a good reputation for providing valuable content to your followers. But are you making the sales you need to reach your income goals? The chances are that you haven't yet found the key to turning those engaged prospects into paying clients.

In this module, we'll start at square one and identify the obstacles that are blocking you. You'll build up incrementally through the course to a place where you are making consistent sales to loyal, satisfied clients who sing your praises and recommend you to others.

Your Current Business

Before we dive into the details, let's look at where you are with your business right now.

This is a good place to take a step back and reflect on the rewards coming to you from your business as of today.

Where would you place yourself on a scale of 1-10 (where 10 is off the scale of happiness) on the following?

1. Satisfaction

2. Revenue

3. Meeting Long-Term Goals

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Satisfaction

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Revenue

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Meeting Long-Term Goals

How Do You Turn Prospects into Clients Now?

We're starting off assuming that you have at least a few paying clients already, but if you don't yet, that's fine. You'll be getting them soon enough if you follow the modules in this course. It doesn't matter where you're starting out; you can start bringing in income as soon as you're ready.

If you *are* already making some sales, they may be ad hoc and at the expense of sheer hard work, persistence, and often stress. For example, you spend weeks planning the launch of an online program and virtually drive yourself into the ground, and you end up with one or two sales (or none). Sound familiar? It happens all the time, and it's happened to many business owners before you.

Start by answering these 3 questions:

1. Who are your prospects?
2. Are they your ideal clients?
3. Do any of the business basics need tweaking before you move on?

Marketing Has Changed

In recent years, the Internet has revolutionized the world of marketing. Marketers can no longer use the same techniques today that worked ten years ago. The attitudes and behavior patterns of your clients have changed drastically, and in order to be successful you have to change with them.

You also have to know them, so if you haven't yet identified your ideal client profile, then this is the time to do it before you go any further. Once you know who your ideal clients are, you can figure out what their needs are and which of these needs remain unsatisfied. Then, you can offer them something they really want to meet these needs.

Get Focused on the Right Thing

To have a successful, profitable business, you need to focus on bringing money through the door. Whenever you do something, ask yourself, "Does this activity bring money into my account?"

Or, as is often the case, is the activity an example of "creative avoidance"? In other words, are you avoiding making sales?

Before you throw up your hands in horror, take a moment to reflect on how you spend your time, and *be honest* with yourself.

Setting up websites, planning courses, upgrading your branding, talking to prospects on Facebook, tweeting, and so on are all examples of creative avoidance. They may bear fruit later on, but they are not activities that will put money in the bank right now.

Follow what we're doing in this course and you can attract income straight away, even without a website or an online ecommerce system.

ATTENTION:

This is only an excerpt from our full course **From Prospect to Paying Client.** The full, customizable course contains 12 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.