In the NLPCoaching business – you want clients! Business and private!

The SURE ROAD TO A SALEis as old as time OK, maybe not so succinct!

Here you have a short and fun reminder.

START HERE

1 FIRST CONTACT

- Think happy smile&be prompt and friendly
- Bring excitement and action into your first contact
- Hi!My name is, extend a hand and have a smile on your face
- May I call/email/text you... (get name, email, phone number)
- What particularly are you interested in? (*get values*)
- Get into the state of *really* finding interesting to talk to a stranger

2 ASK QUESTIONS

- Remember: a poor understanding of the client's values equals a poor sale
- Be sincerely interestedin the client
- Remember: every person asking is a buyer (depends only from whom)
- Discover client's IR, desired state, important values&metaprograms and decision strategy
- Shut up! *Listen* for answer and chunk it up
- *Answer with a question*
- Take control of conversation and inquiry
- Do *you* want this person as a client?
- Observe and inquire

3 FIND A NEED & LINK TO YOUR SERVICE

- Establish need and value. No need? Stop.
- Cond. close - Do you see any value in this?
- Tag questions
- Cond. close – Is it fair enough to say that you are in favor of all this?
- What would happen if?
- Compared to – contrast frame
- Agreement frame
- Because... (the last people that bought our service...)
- Use the strategies and client's language
- Show the benefits
- Lead to the benefit for the client
- Create awareness on money to be spent on "not taking the training"
- Get to really know the client

4 A LITTLE DEMO IF NECESSARY

- Ask them to use their imagination when they follow you – This is your "presentation"

5 CLOSE

- Calibrate to pick up the signal. Pay attention to the signals; as soon as they show you that shift it is time to ask the closing question.Tip: while you talk to them they'll do something different from what they did before. Look for the shift. The whole thing is an attitude.
- Ask questions like: Would you like to take advantages of our business consulting or training in October (Don't say October if it is January ☺)
- Because our coaching includes (fill here their values)and we coach on process not on content we do make people more profitable. Is this something you're interested in or not?
- Ben Franklin close (find out what is that ☺)
- Shut up every time you ask a closing Q – shut up, and wait for the answer. The 1st one who speaks after the close Q, bought
- For "porcupine" Q – "can I have it in red?" say later "Would you prefer it in red?" – be careful not to overdo it.
- Bring them back to objections - whenever the client says something to put an end of the story you have to bring the client back to the objections.
- You can use alternative choice (double binds). Be elegant with this – it has been overused – like tag questions!

5a HANDLE OBJECTIONS

- Hear them out
- Ignore first objection.
- Any time you face an objection you go back to re-establish value.
- Here is a possible close "this are the reasons (value, value fulfilling the need) for which it can perfectly work, now can we get it done?"
- Get them to confirm - yes or no. if yes, you confirm it, for them to get completion – ok, so this settles the situation.
- Wait for them to finish talking!!! VERY IMPORTANT
- Make sure the positive emotions exceed the money if in balance - don't use people and love
- Talk about investment and you being FREE
- Say let's go and take care of the paper work (or agreement)
- Don't say "sign this"Say instead would you ok this for me? or autograph this for me please! or approve this for me, please!
- Don't say it's cheaper, say instead "it's more economical"
- Avoid the word "deal". People are getting fed up with bad "deals"Say instead: you've got an opportunity here for... or I've got a good opportunitynow for you.