

Referrals

One of the benefits of building associations is developing referrals. Sometimes they just come to you, but you can increase them by simply asking. Remember people who have a good relationship with you want to help you, so make it easy for them. You may want to offer them rewards for their referrals, such as discounts or extras from your offerings. And you can offer to recommend them as well. Always remember to thank people for referrals.

Sources for referrals:

- Friends and family
- Associates and business colleagues
- Past and current clients

Via phone or mail/email say something to the effect of:

'Hello_____. Just thinking of you. I wanted to let you know I'm expanding my services with _____ . I would really appreciate it if you'd let anyone you think would benefit this _____ know about it.

They can contact me at _____ and visit my website at _____. Let me know if I can help you in any way as well."

You can adjust this message to match your services and the referral source.

Introductory Sessions

The following process is based on Christian Mickelson's *Free Sessions that Sell*. To learn more about this valuable approach to marketing, we recommend investing in the very reasonably priced audio/pdf program. This program with Robert Middleton can be found at <http://www.1shoppingcart.com/app/?af=774075>. When you go to that site, press on left corner link "marketing products/tools;" then on the next page scroll down midway to "Selling Skills": *Free Sessions that Sell*.

1. Create rapport – 1-2 minutes.

- Review their responses to the questionnaire if you sent one out
- Be aware of their energy ups and downs throughout the session.

2. What do they want -- focus in on most important goal.

- *If you had a realistic magic wand and you could create whatever you want, what could you do?*
- *Are there things you have been putting off for that elusive time when things would be easier? ... Yes ... Tell me about them.*
- If they say they don't know what they want, can ask: *"If you did know, what would you do?"* Also could discuss things they enjoyed from childhood or things they've been putting off.

3. What achieving this goal will do for them.

- *Why is this goal important to you?*
- *What is the best part?*
- *If you could reach this goal, what would this do for you?*
- *Why is it important for you to change this now?*
- Get to the big picture and help them to expand it even more. Notice their energy rising.

4. Find out what's holding them back.

These are the most likely possibilities (with variations):

1. Lack of clarity
 2. No strategy or plan
 3. Lack of sufficient skills
 4. Non-supportive environment
 5. Psychological barriers
 6. No time
- *What do you think could be slowing you down, standing in your way, or stopping you from getting what you want?*
 - Keep probing here to get all of them, if time allows. These are going to be the reasons they will want to hire you.
 - Don't fall into the trap of trying to fix them.

5. **Costs of keeping status quo: Help them to see the impact (cost) these challenges are having on them in their life.**
 - *What impact are these challenges having on _____? (whatever they want)*
 - *What has this been costing you energetically? (If applicable, note time and money losses)*
 - *How does this impact other areas of your life?*
 - *What's going to happen to you if you don't overcome these _____?*
6. **The turnaround: Help them to see what it would be like to overcome the challenges and get what they want.**
 - *If you could get out that magic wand again, overcome these challenges and flow freely toward your goals, what would that be like?*
 - Prompt them to talk about it... let it become real and exciting to them. Add more questions:
 - *What would it mean for you long term?*
 - *How does this make you feel about having more love, light, and aliveness in your life?*
7. **Offer: Inviting them to use your services.**
 - *What have you found to be most valuable about our talk so far? (reinforces the value they've received so far from the talk.)*
 - Then say something like: *"I have helped many people with challenges like yours to overcome them and achieve their goals. Would you like to know how my _____ program works?"*
 - If not, go to the end. If so, continue. Say something about your mission, like *"It is my personal mission to help people to create miraculous lives ..."* and then provide an overview of what you are offering.
8. **How you can help -- with their challenges and goals.**
 - Next, provide a complete description of your offering. You may want to write this out, so you don't fumble.
 - *"These are the things that I help clients do.*
 1. *The 1st thing I do is...*
 2. *Next, I ...*
 - *Do you have any questions at this point? ...* This is the time when the price may come up.
9. **Explain your guarantee and price options.**
 - *I am so enthusiastic about what I'm doing that I offer a 30-day Unconditional Happiness Guarantee. ... I want you to be happy and excited about the life you are creating. ... So, anytime in the first 30 days, if you are not satisfied, you can have a full refund. How does this sound?*
 - *Do you have any questions about this? ...* Again, let them ask about the pricing, if they haven't already.
 - *How does that sound? ... or ... How does that work for your budget right now?*

- If everything is still a go, discuss the specifics of your program (if applicable: number of times you meet, how long, etc.. ... If person says “yes,” say ... “Great!” ... and enroll them in the program (see #10).
- If the prospect is hesitant and *if* you feel you’d like to work with this person, this is a good time to handle objections. Be even-handed: offering information not trying to convince.
 - #1 and #2. Objections: money and time. Address the value of their dreams and goals and how much they are worth and when will they ever be accomplished.
 - #3 Objection: Change isn’t possible or they don’t deserve it. Review realistic nature of their goals, note if changes in the goal or their perspective is needed.
 - #4 Objection: Can change on their own, don’t need your help. (They may need to build more trust in you through future contact. Also note that they haven’t achieved the goal yet on their own.)

If the person doesn’t want your services, you may be able to offer alternatives:

- *I also have a book and other materials that might help you, or you could consider one of my classes...*
- If you are at the final no, be sure to leave the prospect renewed and inspired. Remember that your main interest is in helping them.
 - *That’s fine. The most important thing is to keep your dream alive and take action to make it a reality. I hope you’ll follow up on it. I firmly believe that each of us is here for a reason and you owe it to yourself to allow your gifts to blossom.*
 - *Is there anything else you I do to help you at this point? You might want to start with one of our books or other programs.*

10. Accept payment.

- *Let me get you entered into the system.* Then it is just a natural process of getting name, address, email, phone, cc, exp. date, etc. It feels very natural and goes smoothly.

Closing:

- *I’m excited to be working with you to help you to accomplish your goals. We’ll do some great work together. I will send you the preparation work today in a few minutes and then we’ll talk on the ____th. If you have any questions between now and then, be sure to let me know. It’s best to send me an email.*