



# *Master the Art of Authentic Sales Conversions*

## **Step 1 – Prepare**

Take a few minutes to read through your client's intake form prior to the call. (An intake form is a list of questions you ask your clients that they fill out prior to the call). A lot of people do not take the step to personalize. It will set you apart from all others.

## **Step 2 – Set Your Intention**

A clear intention takes the pressure off.

My intentions with my clients are (1) to help businesses stand out from the crowd, whether or not they work with me, (2) to enjoy this opportunity to share my gift with another person, and (3) to find out if we're a good fit to work together right now.

## **Step 3 – Welcome**

Give her a warm welcome and let her know you enjoyed reviewing her intake form in preparation for the call.

## **Step 4 – Outline**

Give her a sense of how the call will move forward. How long will it be? And what expectations are there for each of you?

I usually say something like, "We're going to chat for about 20-30 minutes, my goal for this call is to help you gain a better idea on how your business can stand out. Then, if you're interested in hearing about how I work with creative entrepreneurs, I'll share that with you too."

### **Step 5 – Ask**

You're driving the call with questions.

I like to start with, "What do you think you need to make your business stand out today?" and after she give me her answer, I like to follow it up with "What is your BIG vision for your business?"

This helps me to clearly see the GAP she's experiencing between where she is and where she wants to go.

### **Step 6 – Small Win**

Share a simple tool or teaching or help her solve a small problem so that she experiences a little win during her time with you.

### **Step 7 – Check In**

Ask her, "Was the call helpful to you?"

### **Step 8 – Pivot**

"I've really enjoyed our call so far. Would you be interested in hearing more about how I work with creative entrepreneurs?"

### **Step 9 – Program**

Cover the details of your program, BUT do not share the price YET.

Ask her "Do you have any questions about the program itself, aside from the investment? I'll cover that next."

### **Step 10 – Investment**

Say the investment for the program as if it were your phone number.

Cover the payment plan option(s) if there are any.

## Step 11 – LOVE

Tell her WHY you would love to work with her. Be honest and reference specifics from her intake form and your call.

## Step 12 – Invite

Ask her, “So is this a YES for you?”

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Have fun incorporating these strategies! They’ll change your relationship with “selling” forever.

If you enjoyed this training, I would love to have you join my business school at Divine Women Institute ([DivineWomenInstitute.com](http://DivineWomenInstitute.com))