

Soul'd! The Heart and Soul of Sales for Healers

Heart-Centered Sales Conversation Personal Guide Part 1

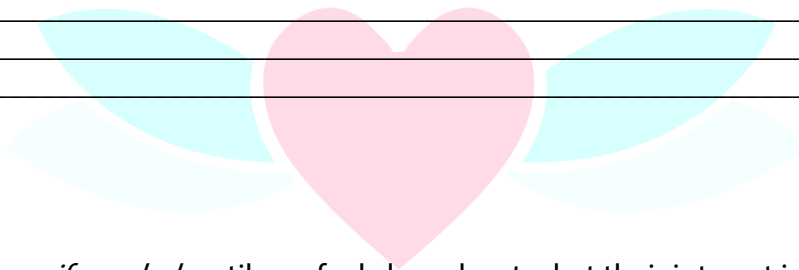
Guide Posts 1, 2, and 3

Guide Post #1:

Find out WHY they asked, why did they “raise their hand” to find out more about what you do?

Suggested wording (and feel free to make it your own): “I’d love to tell you more, but first let me ask, what interests you about it?”

Please write any variation on that, or use that as written, as your first reply when someone asks to find out more about what you do:



LISTEN

Ask more questions *if needed*, until you feel clear about what their interest is.

Examples:

“Are you asking for yourself, is this something you’ve thought of exploring for yourself?”

or

“Have you had any experience with this yourself?”

or

“Is there something you’re dealing with, and you were wondering if this could help with it?”

Please write one or more questions, from the suggestions or your own, that you can see asking to help you get clear about what their interest is:

NOTE: If they say they are mostly asking for someone else, you could follow up by asking if they also have any interest themselves. Or if their friend/family member would be interested in talking with you. If they say no to those, that's a RED LIGHT.

You can move forward to Guide Post #2 ONLY if you get a GREEN LIGHT here.

GREEN LIGHT, RED LIGHT, YELLOW LIGHT:

GREEN LIGHT: they want to find out more about what you do for their own sake, *or in some cases, for someone else where they are highly motivated to get that other person help*

Examples:

- Their interest has something to do with a problem or issue they are dealing with, something that you could perhaps help them with
- They tell you they've always wanted to try it
- They're wondering if it could help them
- They've tried it before and are thinking about trying it again
- They're asking about what it's useful for and indicate they have an issue they are hoping it can help with
- They just seem fascinated and want to try it for fun

Fundamentally, GREEN LIGHT means it simply seems to make sense to keep going forward and find out more about what they want, they are indicating genuine interest.

Trust your gut, not the doubts in your head!

RED LIGHT: they are straight out saying, or clearly indicating that they are not interested in looking at working with you, at least for themselves or at this time.

Examples:

- They're just curious, intellectual curiosity, not personal
- They seem to just be being polite, making small talk
- They change the subject
- They love what you do, but already are working with someone and not interested at this time in working with a new practitioner
- And more

YELLOW LIGHT: you haven't learned enough yet to determine if it's a green light or a red light, so you need to ask more questions and find out

Once you feel you have a GREEN LIGHT, proceed to Guide Post #2:

Guide Post #2:

Find out what matters to them about the reason they said they were interested

Ask questions to find out if this is something important to them, and if so, specifically why is it important? How is this affecting their life?

Examples:

“What’s that like for you?”

“What matters about that to you?”

“What’s important about that for you?”

“How is that impacting you?”

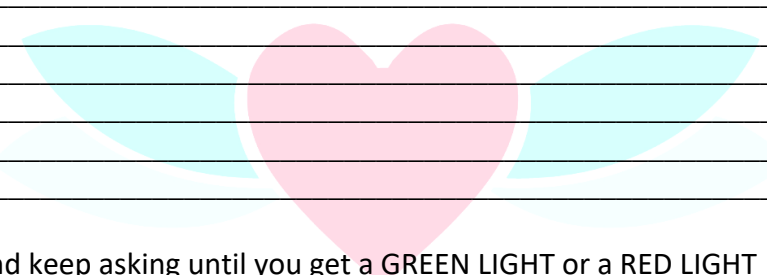
“How else is that affecting you?” (go a little deeper)

“How long has that been going on?”

“What else have you tried to solve / heal / resolve that?”

“Is that keeping you from doing things you want to be able to do again?”

Please write down 3 – 5 questions, using the suggestions given or your own, that you can see asking to help find out WHY this matters to them:



Ask and LISTEN and keep asking until you get a GREEN LIGHT or a RED LIGHT

If you feel you have a RED LIGHT, you can change the subject, talk about something else, ask about what they do – they aren’t interested in having a conversation about working with you, and it’s not your job to try to convince them.

If you feel you have a GREEN LIGHT, move onto Guide Post #3:

Guide Post #3:

Find out what they want to be different, what result they want instead of how it is now, and if they are willing and motivated to do something to get that now

Just because it matters to them, does not mean they are open to doing anything about it right now. It might, or might not!

Interest does not equal Urgency or Motivation

Ask questions to determine if

- they are wanting change now
- what kind of results or change they want
- are they motivated now to do something new to get it
- is what they are looking for something YOU may be able to help them achieve?

Examples:

“What would you like to be different?”

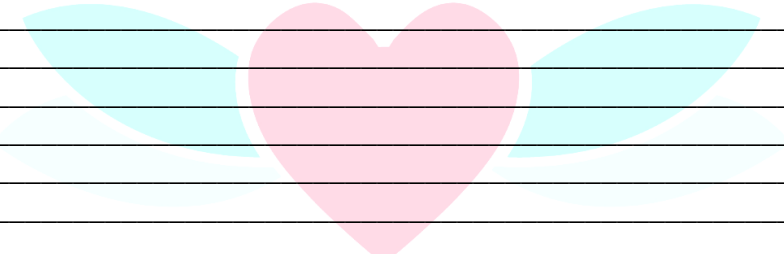
“What would it be like for you having *(the experience they want instead of the experience they have now)*?”

“Are you at the point where you really want to change that?”

“Are you looking for a solution/way to fix that now?”

“What would that make possible for you if that wasn’t a problem for you anymore / if that got resolved?”

Please write down 3 – 5 questions, using the suggestions given or your own, that you can see asking to help find out WHAT change or difference experience or results they want, and if they are wanting or open to getting that change now.



Ask and LISTEN and keep asking until you get a GREEN LIGHT or a RED LIGHT