

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

Heart-Centered Soulful Sales Conversation Personal Guide

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 #3:

Find out what they want, 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

Guide Post #4:

This is where you finally get to Tell Them More!

Once you have a GREEN LIGHT at Guide Post 3, this is where it actually makes sense to tell them just a little about what you do.

It is NOT time to start “spewing” everything about what you do, because there really isn’t ever a time for that!

Two recommended ways to do this:

1) Use the template you may recognize from Day 2, as follows:

“I work with _____ who struggle with _____.

I help them _____ so they can _____.

2) Tell a **SHORT and HIGHLY RELEVANT** story about results that someone has gotten from working with you. Only do this if the story is relevant to the person you are talking with – and that means the person in the story should have had a problem or issue that is similar to the problem your prospective client is facing, and/or got the results this prospective client wants. (How do you know what they are facing and what they want? Because you asked until you get GREEN LIGHTS at Guide Posts 2 and 3!)

This might sound like:

“I think you might be interested in this...

...a (woman, man, person) who was struggling with that / dealing with that same problem came to me (not long ago, years ago, put the appropriate time reference here, it anchors the story).

She / He said they were _____ (brief description of how this was impacting them).

We _____ (SUPER brief summary of what you did, such as “did a few sessions together” or “identified and cleared the biggest subconscious blocks that were underlying that” – THAT BRIEF!) and here’s what happened:

_____ (very brief results in the client’s words if possible, example “she told me she got relief from pain that she’d been suffering with for over a decade” or “she found her blocks around abundance had just gone and she had the best financial year she’d ever had).”

You can use this space below to note down a few clients and their results where you know you have some good stories, and I recommend you schedule time to sit down and craft several of those stories, to make them brief, clear, and compelling, so you have them when you need them!

If needed, you can follow up with something like “I thought that might interest you from what you shared with me, are those the kinds of results you’re looking for?”

LISTEN for the GREEN LIGHT here

Are they expressing interest in having that kind of change for themselves? If so , that’s a **GREEN LIGHT**, and you can move on to **Guide Post # 5**

Guide Post #5 is different if the conversation was an acknowledged potential sales conversation from the beginning or not

Guide Post # 5 IF the conversation was NOT an acknowledged “sales conversation’ from the beginning, but started out as some other conversation

In this case Guide Post 5 is to ACKNOWLEDGE THE CHANGE IN THE CONVERSATION, AND GET THEIR PERMISSION TO MOVE FORWARD

You have to get a GREEN LIGHT agreement to move this to an acknowledged, requested, conversation about working with you.

Sample of how to acknowledge the change in the conversation and get permission to move forward (or not):

“I’d love to help you, and I just want to point out that this is starting to possibly become a conversation about you and me maybe working together, which isn’t where the conversation started!

So I just want to pause and acknowledge that, and ask you, do you want to continue and have that conversation, either now or we can set up another time, or did you get everything you needed from what we already talked about?”

You can use this space below to play with language you may want to use. The key is acknowledge the shift, and ask if they want to keep going in this direction.



If they say yes, that’s a GREEN LIGHT to move on to the next Guide Post, which is to invite them to work with you. They may also give you a GREEN LIGHT but that they want to have that conversation later, so you should then get that conversation scheduled now, so it happens!

IF they want to have that conversation now, you can move on to Guide Post #6, which is also Guide Post #5 if this was a conversation that was about possibly working with you from the very beginning.

Guide Post #5 (or 6):

Invite them to work with you!

One of the most effective ways to invite someone work with you:

“Expert Opinion Recommendation” or “Expert Opinion Close”

You MUST have gotten GREEN LIGHTS all the way to here or this will not be authentic or effective.

If you already have plenty of information to make a recommendation to them, move right into it, here’s an example:

“Based on everything you’ve told me about what you’re dealing with, what you want, and what matters to you the most, I recommend (your genuine expert recommendation, what you think they should do, what next steps to take for them to get the results they want).”



OR, if you feel you need to still find out just a little more, clarify one or more things first, then you can ask permission to do that first.

Example:

“I’d love to give you my recommendation, but let me ask you a few more things to make sure I’ve got all the information I need to do that, is that okay?”

When they say Yes (they will) then ask whatever you need to clarify, and then use the Expert Opinion invitation above.

You can use the space below to write and craft your own version of the Expert Opinion close:

Most Important thing¹ When they ask you to “tell me more” start with

“I’d love to! But first, let me ask, what interests you about it?”

