

P R O J E C T

NEXT
Level

SALES & PERSUASION ACCELERATOR

Welcome to the **SALES & PERSUASION ACCELERATOR**

It is time to re-train your mind on what a “salesperson” really is. In fact, feel free to replace the word, “salesperson” altogether. As we’ve taught you throughout the entirety of this program, authenticity is the key to connections. Likewise, connections are the key to authentic sales. The more connections you make with your DOT, the more people you will have the chance to speak to and ultimately impact! Now that you have your audience, which you are continuing to nurture & grow, it is time that you start having these conversations on how you can help! You see, what a “salesperson” really is, is a leader. A leader with influence. You probably already have some great leadership skills, but now is the time to refine these skills and prepare for these conversations ahead. Throughout this workshop, we will be providing you with templates, scripts, and trainings for your success within sales. It is time for you to step into the leader you were called to be.



Don't forget! We are here for YOU.

Contact a coach during the workshop by using the CHAT feature within your LIVE EVENT PORTAL, or write to us anytime at workshops@mastermind.com for additional account support.



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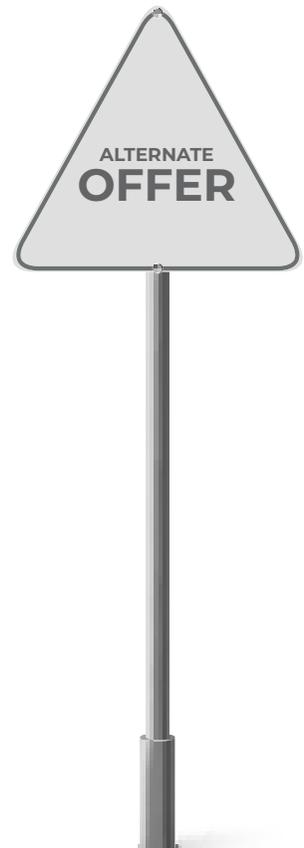
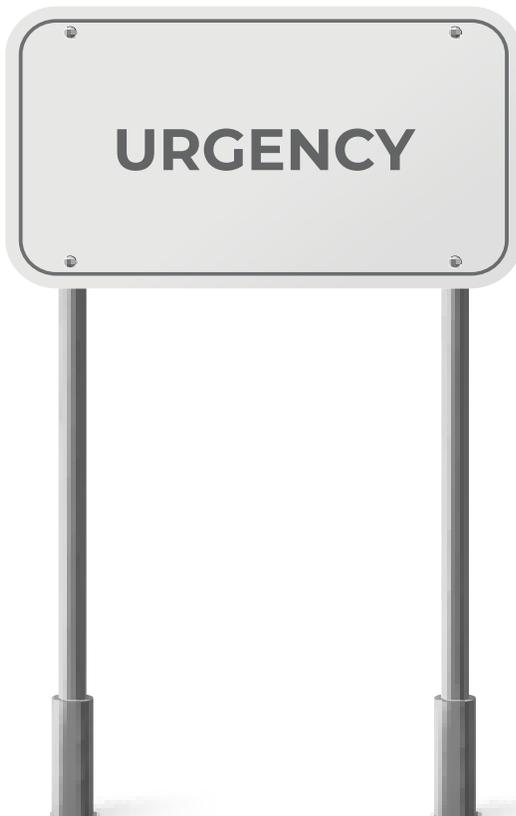


Day 1

SALES & PERSUASION ACCELERATOR

MAKING YOUR OFFER
EVEN MORE

Irresistible



MAKING YOUR OFFER EVEN MORE IRRESISTIBLE

YOUR IRRESISTIBLE FORMULA



When leveraging urgency it should:

- Increase the clarity of your offer.
- Improve your value proposition.
- Reduce anxiety (or increase trust).
- Reduce distractions.

When leveraging risk-reversal it should:

- Compliment your testimonials.
- Help to address the question (fear), “what if it doesn’t work for me?”.
- Helps to overcome uncertainty in your offer.

Examples of Urgency:

- Time limit or deadline.
- FOMO - Fear of Missing Out.
- Limited Availability.
- Limited Opportunity.
- Exclusivity.
- One-Time Pricing (Only use this once!)
- Fast-Action Bonus Incentive.
- Language - “Don’t miss out” “Hurry” “Now”
- Color Psychology - Use warm colors on marketing assets (red, yellow and orange)

Examples of Risk Reversal:

- Money-Back Guarantee.
- Results Guarantee - “I’ll continue to coach you until you achieve (outcome)”.
- Action-Based Guarantee.
- Free Initial Assessment.
- Money Back + Keep Your Bonus Gift.
- Pay for Results (You only charge them when or as they achieve (outcome/promise)-
- Payment Plans.
- 30/60/90 Day “Test-Drive” Guarantee.

Your Alternate Offer: Intelligent sales people always have a backup plan, and only resort to their backup plan if it is absolutely necessary. This is your secondary offer, or a lower price point item on your value ladder that can still help to solve some of your ideal client’s greatest pain, provide value and ultimately drive your ideal client to a higher ticket offer down the road.

MAKING YOUR OFFER EVEN MORE IRRESISTIBLE

Drafting the Irresistible Formula for Your Offer

During this time, jot down your ideas for urgency & risk-reversal as it relates to your offer. We will be allotting time for you to share your ideas with your team & encouraging you to refine them after.

Your Ideas for Urgency:

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-
-
-
-

Your Ideas for Risk-Reversal:

-
-
-
-
-

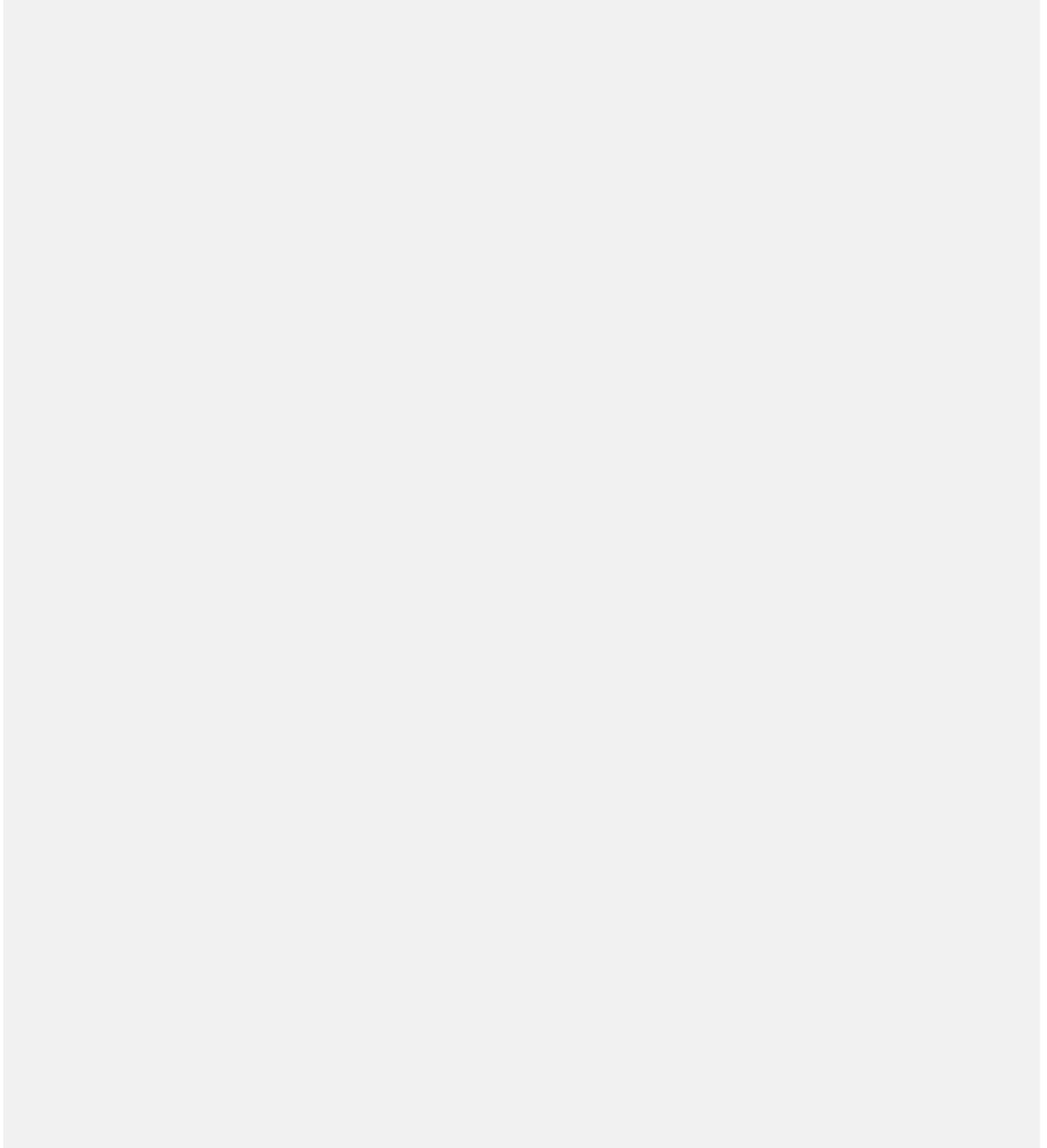
Your Ideas for Your Alternate Offer:

Consider the price points and relevancy of these lower steps of your value ladder

NOTES

A large, empty rectangular area with a light gray background, intended for the user to take notes during the session.

NOTES



OFFER LAYOUT & DOWNSELL

Breakout

Total Time For Breakout?	<input type="text"/>
Time Per Person?	<input type="text"/>
Who Is The Time Keeper?	<input type="text"/>

★ Goal: During this breakout, you will be sharing your ideas for urgency, risk-reversal & alternate offer. Work through these concepts with your teammates and consider how you can refine them! You will want to leave this breakout session knowing 1-3 points of urgency, 1-3 points of risk-reversal and having 1 alternate offer available for a downsell, if needed. We will be tying this all together later on page #17. When it is your turn to provide feedback, look at your teammates ideas through the filters. Share with them what was clear and what was not clear!

Who Is Sharing?	<input type="text"/>
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Filter Questions:

- Are their ideas clear?
- Do these additions reduce uncertainty?
- Does their example of urgency resemble scarcity or a bonus incentive?
- Is their alternate offer relevant and resemble one-step down from their original offer?

What Was Clear?

What Wasn't Clear?

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What Was Clear?

What Wasn't Clear?

MAKING YOUR OFFER EVEN MORE IRRESISTIBLE

LET'S PULL IT ALL TOGETHER!

Refer back to the previous pages to fill out this section. We are tying all of the pieces together to create a ONE-PAGER that you can use as a cheat sheet before and during your sales calls. In one glance this page will help you to stay on track with your DOT's desired outcomes and the value within your course that helps to get them there. Plus you will be able to look at & emphasize your points of Urgency, Risk-Reversal, as well as your Alternate Offer (only use your Alternate Offer as a last resort).

The Title of Your Offer: _____

\$: _____

Summary of Your DOT's Pain

Reference page #5

Points of Urgency

Reference page #8

Summary of Your DOT's Pleasures

Reference page #5

Points of Risk-Reversal

Reference page #8

The Value in Your Offer

(Narrow this down to your top 5 points from your value bank)

Reference page #5

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Your One Alternate Offer

Reference page #8

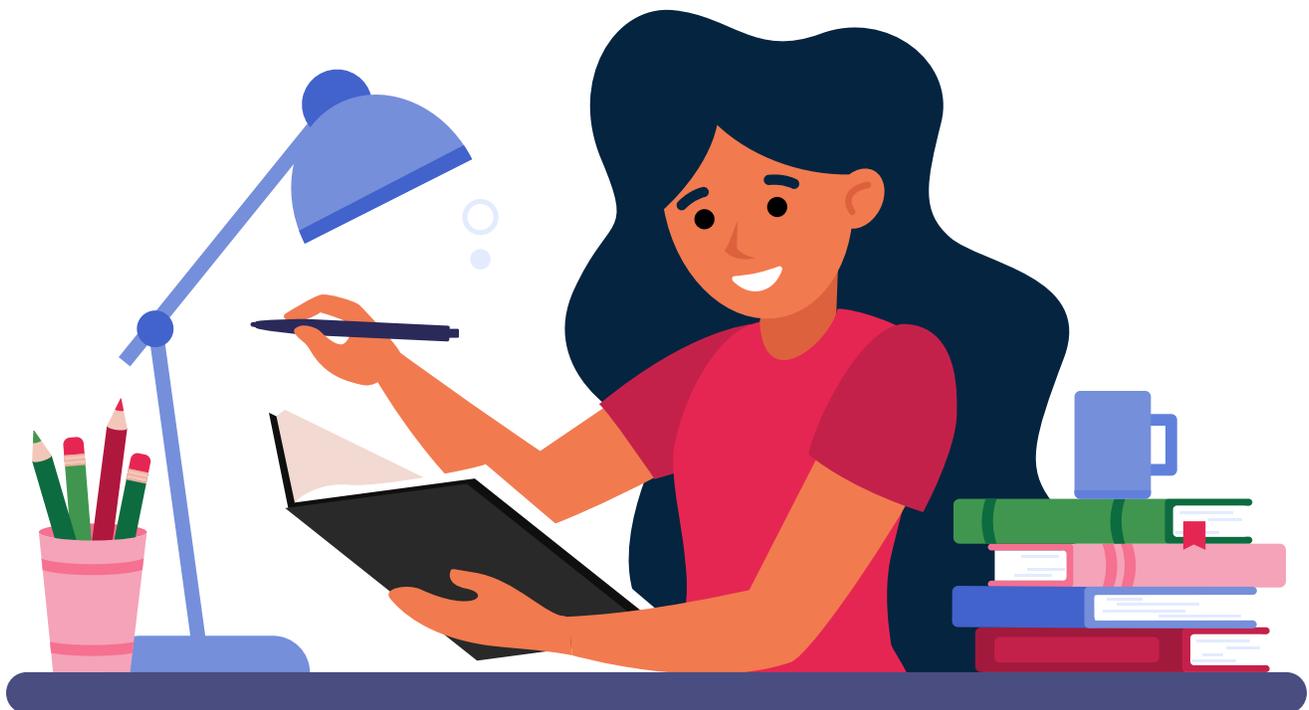
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YOUR SIMPLE SALES SCRIPT

KEY OBJECTIVE: In this section you will discover a simple yet highly effective script for selling your product or service. Remember, you are in the relationship business. The key is to uncover the driving pain (their reason to take action now) and desired outcomes that your prospect wants to experience (the life that they want to be living). Think of the script ahead as a template to guide you. Later we will allow time for you to personalize, review, and rehearse your own script!

Key Points:

- As you begin the sales call process, ensure to have a pad and pen on hand to take notes. You should be paying specific attention to words that signify emotion. Write down all the specific words that your prospect is using.
- Make sure to match the posture, tone, and tempo of your prospect.
- Be the driver of the conversation but allow your prospect to do the majority of the talking.



YOUR SIMPLE SALES SCRIPT



Hey (Name), How are you doing today?
I appreciate you taking the time to speak with me.

Ok, (Name), I want to take a moment to set the intention of this call. I would love to talk with you about my program, but first I would like to get an understanding of where you are on your journey. From there, I can decide how and if I can best help you.

Would it be ok if I asked you a few questions?

Yes!



Build Rapport:
Where are they from?
Highlight of their day?
What do they do?
Etc.

Set the intention.



What's the biggest challenge you feel that you are facing right now?

Well... (Prospect Responds).



Isolate the problem.



I See... (Name), I have to ask, how does that make you feel?

Does that (pain) show up in any other areas of your life?

Now that you mention it... (Prospect Responds).



Uncover the pain at an emotional level.

YOUR SIMPLE SALES SCRIPT



Ok, I just want to ensure that I am understanding you correctly. Right now you are struggling with (biggest problem), and because of that you feel like (words of emotion) and it is also affecting (other areas of life affected.)

Is that right?

Totally!... (Prospect confirms/feels seen & heard).



Recap the main problem so that they feel seen and heard.



Ok, I completely understand what you are struggling with. Now I want to learn about your goals. What exactly are you looking to accomplish?

I really want to... (Prospect answers).



Reveal their compelling future. In their words, what does success look like?



I see, what have you been doing to reach this goal?

Now that you mention it... (Prospect Responds).



Check in to see if they have taken action to resolve this challenge.

If they have received prior coaching or training ask specifically what worked or didn't and take note.



Got it! And how long have you been dealing with this?

For about... (Prospect answers).



Identify how long they have been in this space.



I see, so you have been dealing with this for (time), why is achieving this goal so important to you right now?

Understand their WHY & areas of resistance in advance.

YOUR SIMPLE SALES SCRIPT



I think... (Prospect answers).



Got it! What do you think is really holding you back from (reaching a certain goal)?

State the problem, how it makes them feel, and how long they have been dealing with it. This will create urgency for them to make a change.

I feel held back by... (Prospect answers).



Ok, my goal here is for that not to happen to you. What exactly do you think you need right now to reach your goal?

Ask them exactly what they are looking for.

It would be really helpful if... (Prospect answers).



Ok (name), based on what you shared today, you are struggling with (biggest challenge) and because of that you feel (emotional level pain.) Your ultimate goal is to (ideal outcome), and you feel you need (____) to succeed.

Recapture the entire conversation to ensure there is nothing else the prospect feels compelled to discuss.

You have been dealing with this for (time) and feel if you don't make a change now (____) will happen.

Is that about right? Is there anything else you feel we might have missed?

That sounds... (Prospect answers).



YOUR SIMPLE SALES SCRIPT



Well, I really want to thank you for taking the time to answer all of my questions. After hearing more of what you are struggling with, I do feel that my (course/program/coaching) would be right for you.

Before moving forward if you decided to work with me, are you committed and willing to do the work needed to make a change?

I think that.... (Prospect answers).



Ok great, I would love to tell you about my program, is that ok with you?

Thanks for asking! Let's.... (Prospect answers).



Wonderful, I have a (coaching program/course) that helps men/women just like you who are struggling with (biggest challenge) and want to achieve (ideal outcome) and it's a one time investment of (price) OR a simple investment plan of (\$\$\$ for XXX months).

(Name), what are your thoughts?

That sounds... (Prospect answers).



Ask for permission to proceed.

Present your offer.

It's important here not to get into the fine details of your program. Some buyers are impulsive and will already be sold. Other buyers are more analytical and may need more information. We can continue based on their response.

If they are ready to buy... GREAT! Proceed with your next steps and follow up.

If they hesitate, continue to follow the guidelines of the script below.

YOUR SIMPLE SALES SCRIPT



I see (name), in my experience people usually hesitate based on 1 of 3 reasons:

- 1. Fit:** Am I (the coach) a fit for you?
- 2. Function:** How does the program work and will it give me results?
OR
- 3. Finances:** I don't know about the price?

Which one do you feel is holding you back?

See the 3 example scenarios below...

I don't know if it is the right FIT.



In this scenario, you will want to probe to see what their concerns are. From there you can respond to alleviate hesitation.

I'm not sure if this is the best FUNCTION.



Go into detail about your program and if applicable, share success stories.

I'm hesitant about the FINANCES.



Ask! Let's explore what this conversation could look like below.



If money wasn't an issue, would this be a heck yes for you?

IT'S YOUR JOB AND RESPONSIBILITY TO CHALLENGE THEM HERE.

Remember, sales is service and comes from the heart. If your prospect is struggling and you know in your heart you have what it takes to create a breakthrough in their life, it is your responsibility to close the sale!

YOUR SIMPLE SALES SCRIPT

YES!



Great, then if it's ok with you, I would love to find a way to make this work. Does that sound ok to you?

This now presents you with the opportunity to discuss the irresistible points of your offer, such as:

1. *Payment plans*
2. *A lower ticket offer*
3. *Risk reversal*
4. *Ask for a referral*

YOUR PERSONAL SALES SCRIPT

Using the template below, draft your own personalized script to follow during your sales calls. This template is designed to give you the freedom and designated space to customize your cadence as it is relevant to you and your clients - while keeping our recommended sequence in mind. Don't forget to take notes during your calls! You can use the right column below to jot down any keywords your potential client says, so that you can refer back to their words during the conversation and after the phone call.

Our Recommended Sequence

Your Customized Script

Brief Notes From Your Call

Build Rapport:
Where are they from?
Highlight of their day?
What do they do?
Etc.

Set the intention.

Isolate the
problem.

Uncover the pain
at an emotional
level.

YOUR PERSONAL SALES SCRIPT

Our Recommended Sequence

Your Customized Script

Brief Notes From Your Call

Recap the main problem so that they feel seen and heard.

Reveal their compelling future. In their words, what does success look like?

Check in to see if they have taken action to resolve this challenge.

Identify how long they have been in this space.

Understand their WHY & areas of resistance in advance.

YOUR PERSONAL SALES SCRIPT

Our Recommended Sequence

Your Customized Script

Brief Notes From Your Call

State the problem, how it makes them feel, and how long they have been dealing with it. This will create urgency for them to make a change.

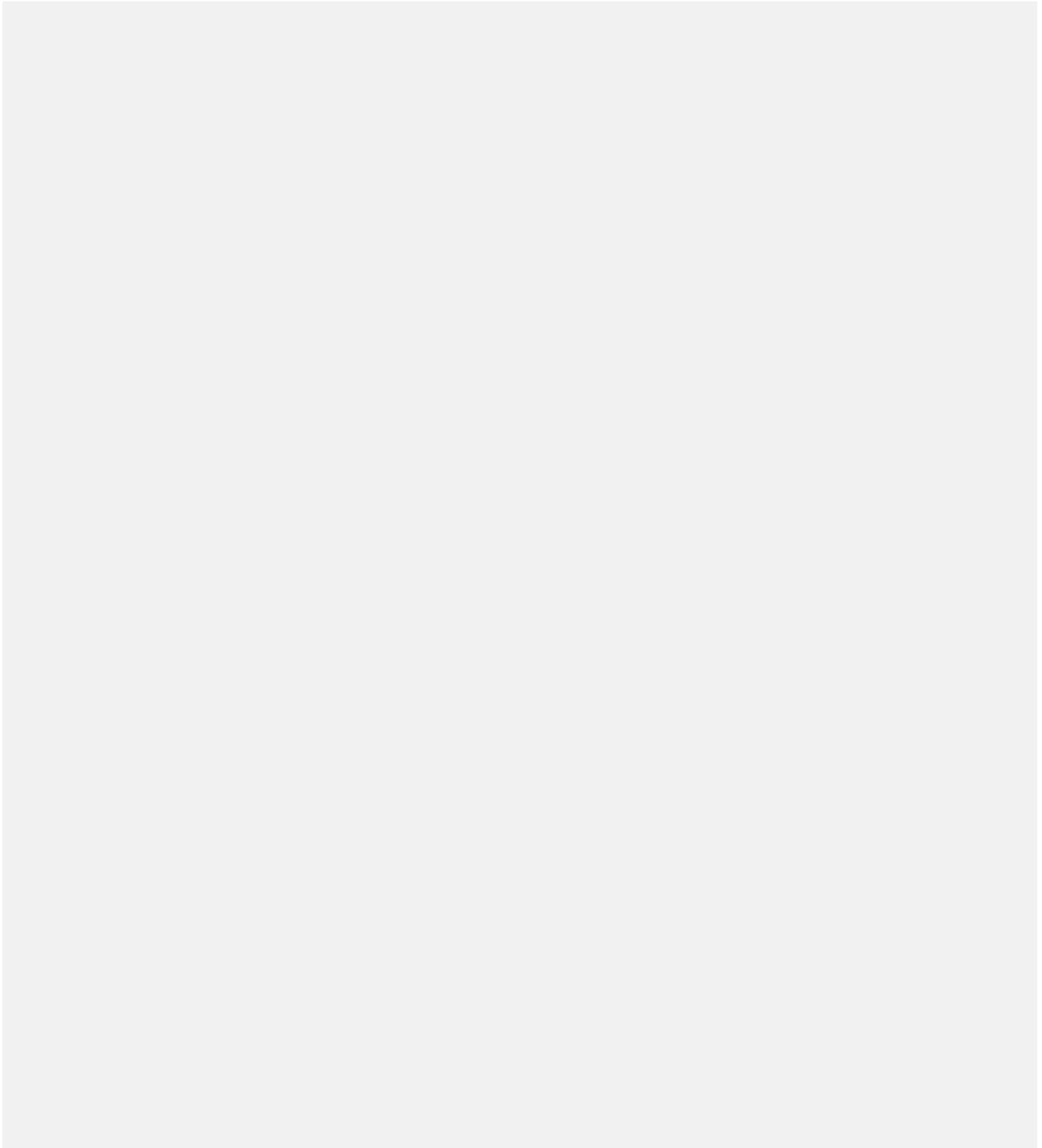
Ask them exactly what they are looking for.

Recapture the entire conversation to ensure there is nothing else the prospect feels compelled to discuss.

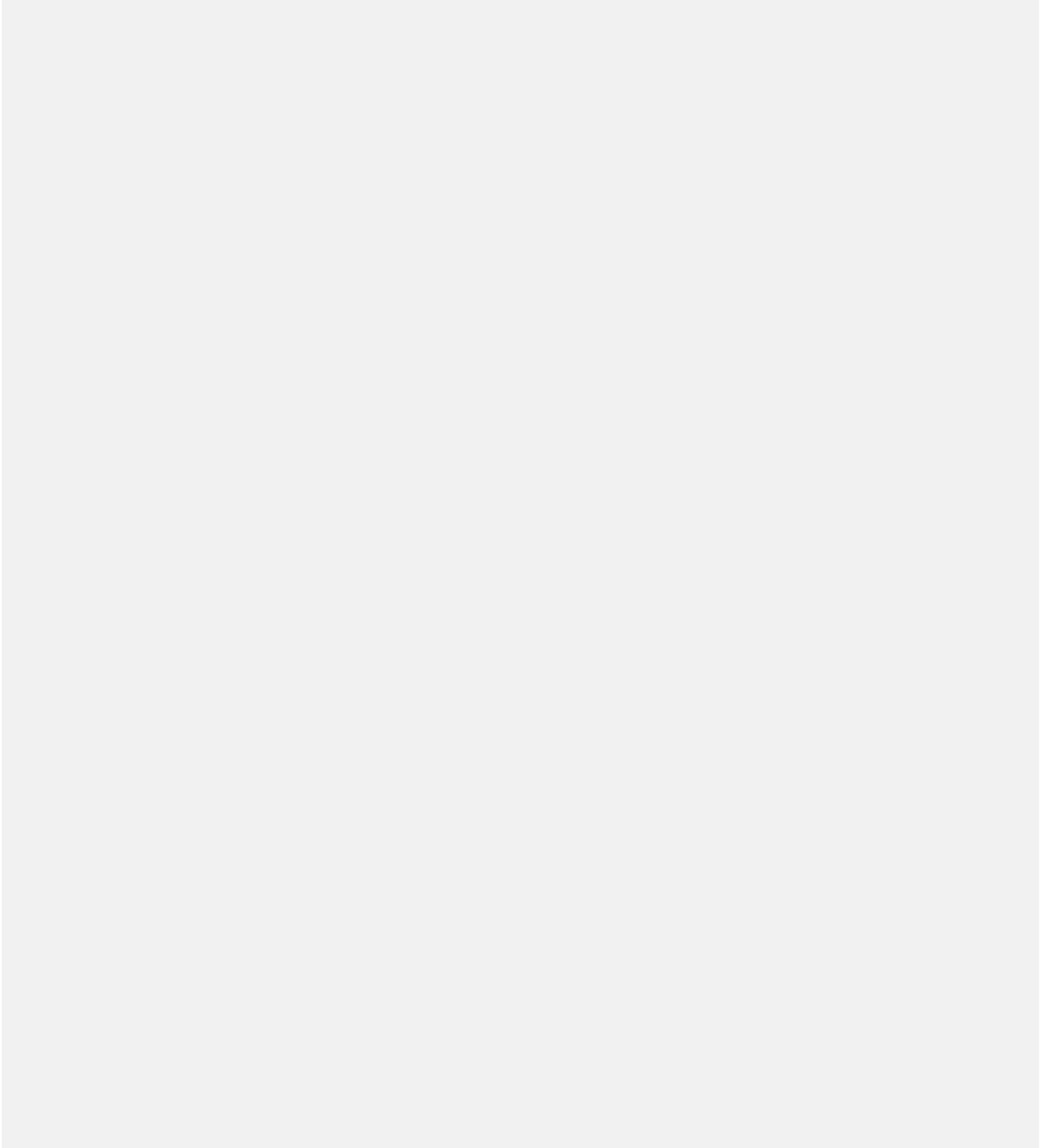
Ask for permission to proceed.

Present your offer.

NOTES



NOTES





I need to
think about it



I can't afford
that

HANDLING OBJECTIONS



I need to talk
to my spouse

 **KEY OBJECTIVE:** Resistance and objections are a natural part of the sales process. We have all experienced doubt or uncertainty - so it is to no surprise that your DOT may be having these feelings too. However, when we truly believe in the product that we are selling and know that we have the ability to improve someone else's life, it is our duty to lean into their resistance and help them to overcome their concerns or fears.

HANDLING OBJECTIONS

7 Strategies for Overcoming Objections

Below are the 7 strategies for overcoming objections. These strategies will help you to clarify your prospect's area of resistance while elegantly helping them overcome their concerns.

1

Wait for the prospect to finish speaking.

3

Align with the client, validate their concerns.

5

Summarize their objection in 2-3 sentences.

7

Diffuse their concern:

- a. Emphasize results
- b. Leverage testimonials
- c. Use risk-reversal tools
- d. Provide a payment plan

2

Pause for 3-5 seconds (mute yourself if you need to - they may follow with negotiation).

4

Pose a follow-up question to clarify you are understanding them.

6

Clarify if you missed anything.

Bonus

Remember these 3 approaches to help you to disagree, yet still maintain rapport throughout the conversation:

1. I respect _____, and....
2. I appreciate _____, and....
3. I agree _____, and...



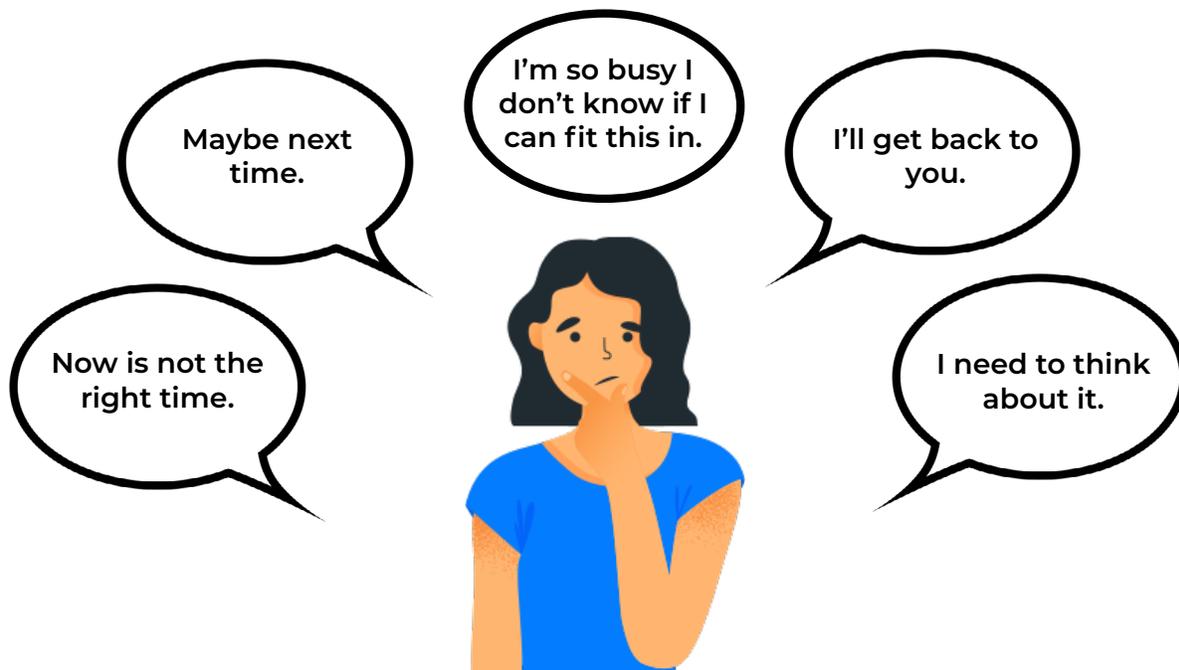
Helpful Hint!!!: Never haggle on the price of your offer. You can, however, negotiate your terms, conditions, or the scope of work - and be sure to leverage your risk-reversal during the process.

HANDLING OBJECTIONS

OBJECTION #1: *The Stall*

Stalling is a natural and common reaction when offering your prospective DOT the opportunity to buy from you. Responses such as, "I need time to think about it," or "let me get back to you on that," or "I'm too busy for this program" fall into this category. Time-based objections or stalls are generally a superficial response to cover the true underlying fear - money or spouse/partner/significant other. So as you go through these, consider what your prospect could really be masking & don't be afraid to ask clarifying questions as to why they want to wait.

What does the stall objection sound like?



Helpful Hint!!:

Don't sell them on the price, sell them on the value of the product.

HANDLING OBJECTIONS

OBJECTION #1: *The Stall*

Now is not the right time.

Maybe next time.

I'm so busy I don't know if I can fit this in.

I'll get back to you.

I need to think about it.

Potential Replies:

- "How long have you been thinking about it already?"
- "What's preventing you?"
- "How can I help you with thinking it over?"
- "Do you believe this can help you?"
- "Is there anything specific that's holding you back from moving forward with this?"
- "How can I help you make your decision between now and then?"
- "What if there isn't another time?"
- "What if it worked?"
- "What would make next time better for you?"
- "Is there something specific you need to think the most about?"

HANDLING OBJECTIONS

OBJECTION #1: *The Stall - Your Rebuttals*

Now that you have seen how we recommend you to respond (by questioning and bringing clarity to your prospects uncertainty), use the space provided below to write custom objections that you can envision your prospects stating. Next to the custom objections, write the correlating rebuttals that you could use. Draft these as they pertain to your offer.

Things to consider when replying to The Stall objection:

- It is most likely a Money or Partner objection that is holding them back & is only disguised as stalling.
- Figure out what exactly is preventing them from moving forward with your offer.
- Figure out what you can do to support them in making their decision.
- Use the power of urgency to entice them.

	Potential Objections	Your Rebuttals
1		
2		
3		
4		
5		

HANDLING OBJECTIONS

OBJECTION #2: *Money*

Financial objections are one of the most common objection types. They are typically preceded by “time” & could be the true reasoning for the “Stall”, as discussed on the page prior. Let’s take a look at some of the most common financial objections and how you can begin to overcome them.

What does the money objection sound like?



HANDLING OBJECTIONS

OBJECTION #2: *Money*

I don't want to get stuck in a contract!

I can't afford that.

It's too expensive.

I can get it cheaper somewhere else.

We don't have any budget left.

I need to use this budget somewhere else.

Potential Replies:

- "You think it costs too much?"
- "It's too expensive, compared to what?"
- "I'm curious, what were you expecting the price to be?" (wait) "And, how did you come up with that number?"
- "How much time/money have you already paid for solutions that didn't work?" (pause) "How amazing will you feel when this is the last investment you choose to make, because it works?"
- "Are there some boxes we left unchecked?"
- "I hear you, the best products are often more of an investment."
- "What will it cost you if you do nothing?"
- "How will you feel if this time next year you are experiencing (benefits/outcomes)?"
- "The way I see it, you have three options:
 1. You can do nothing and continue experiencing (pain/problem).
 2. You can try to figure it out on your own and waste more money and more time.
 3. Or, we can get you signed up today with a program that I know is going to move the needle like never before - and with (insert risk-reversal) it makes the other choices seem a little ridiculous. Wouldn't you agree?"
- "No problem. If I can break this up into payments to make it more manageable, would you be able to get started today?"
- "Have you ever bought a similar product or service before?"

HANDLING OBJECTIONS

OBJECTION #2: *Money - Your Rebuttals*

Now that you have seen how we recommend you to respond (by questioning and bringing clarity to your prospect's uncertainty), use the space provided below to write custom responses as they pertain to your offer.

Things to consider when replying to The Money objection:

- What might your prospect be spending money on now that is not serving them?
- What will it cost them if they don't buy your course/offer?
 1. More money?
 2. Their well-being?
 3. Their time?
 4. Their relationship?
 5. Their health?
 6. Etc.
- How can you help them see the value within your offer is priceless?

	Potential Objections	Your Rebuttals
1		
2		
3		
4		
5		

HANDLING OBJECTIONS

OBJECTION #3: *Spouse/Partner/Significant Other*

Like money objections, Spouse/Partner/Significant Other objections can most frequently be disguised by queues that sound like “The Stall”. That is why it is important to dig further into their resistance. Once it is uncovered that their Partner is the cause of their resistance, you can ease these objections by leading with encouragement, credibility and willingness to share.

What does the partner objection sound like?



Helpful Hint!!! Ideally, this objection should be handled before it occurred during the sales process. This can be done in advance by asking questions like:

- “Does your spouse/partner/significant other know that you are meeting with me?”
- “Do you have their support in helping you to overcome (pain/problem)?”
- “Are you the decision maker of the household or would you like for your spouse/partner/significant other to join us in the decision making process?”
- If necessary, reschedule for a time when they can both be present.

HANDLING OBJECTIONS

OBJECTION #3: *Spouse/ Partner/ Significant Other*



I need to talk to my
Spouse/ Partner/
Significant Other.

Potential Replies:

- “That makes a lot of sense, (name). Do you think he/she will have some questions about what we’ve covered today?”
- “What kind of questions do you think he/she will ask?”
- “Do you need to talk to your spouse?”
- “Is there anything your spouse would disagree with?”
- “I totally understand! From past clients like you, I’ve also found these conversations are best when all of the information is fresh in your mind. Would you like to give them a quick call?”
- “I understand and appreciate that you need to talk to your spouse. I’ve found that significant other’s generally have questions that my clients don’t necessarily know how to answer. Would he/she be available to conference-in on this call? That way I can save you any back and forth?”
- “Would your spouse want you to do this?”
- “I think that’s a great idea! I know you’re excited and I can see that this is important to you... I’ve mentioned our guarantee, right? Why don’t we do this - let’s get you signed up, I’ll send you some more information shortly, so that you can go home and talk to your spouse/partner/significant other tonight, while reviewing the information I already sent in your welcome kit. If for whatever reason they aren’t onboard just let me know by noon tomorrow and I’ll void the transaction - no hard feelings! If not, I’ll call you at (set time) with your next steps and we’ll be on our way! Fair enough?”

HANDLING OBJECTIONS

OBJECTION #3: *Spouse/Partner/Significant Other*

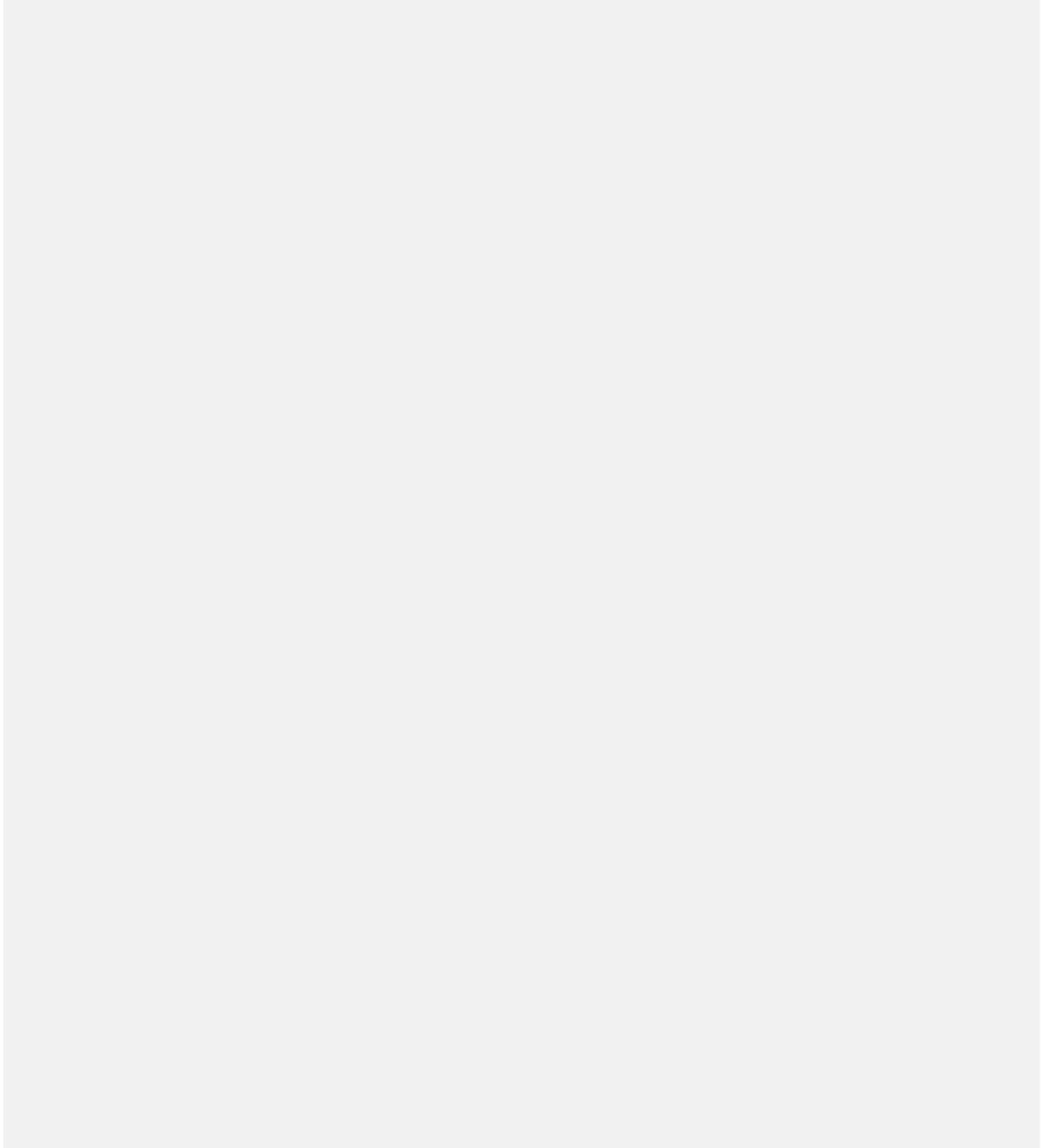
Now that you have seen how we recommend you to respond (by questioning and bringing clarity to your prospects uncertainty), use the space provided below to write custom responses as they pertain to your offer.

Things to consider when replying to The Spouse objection:

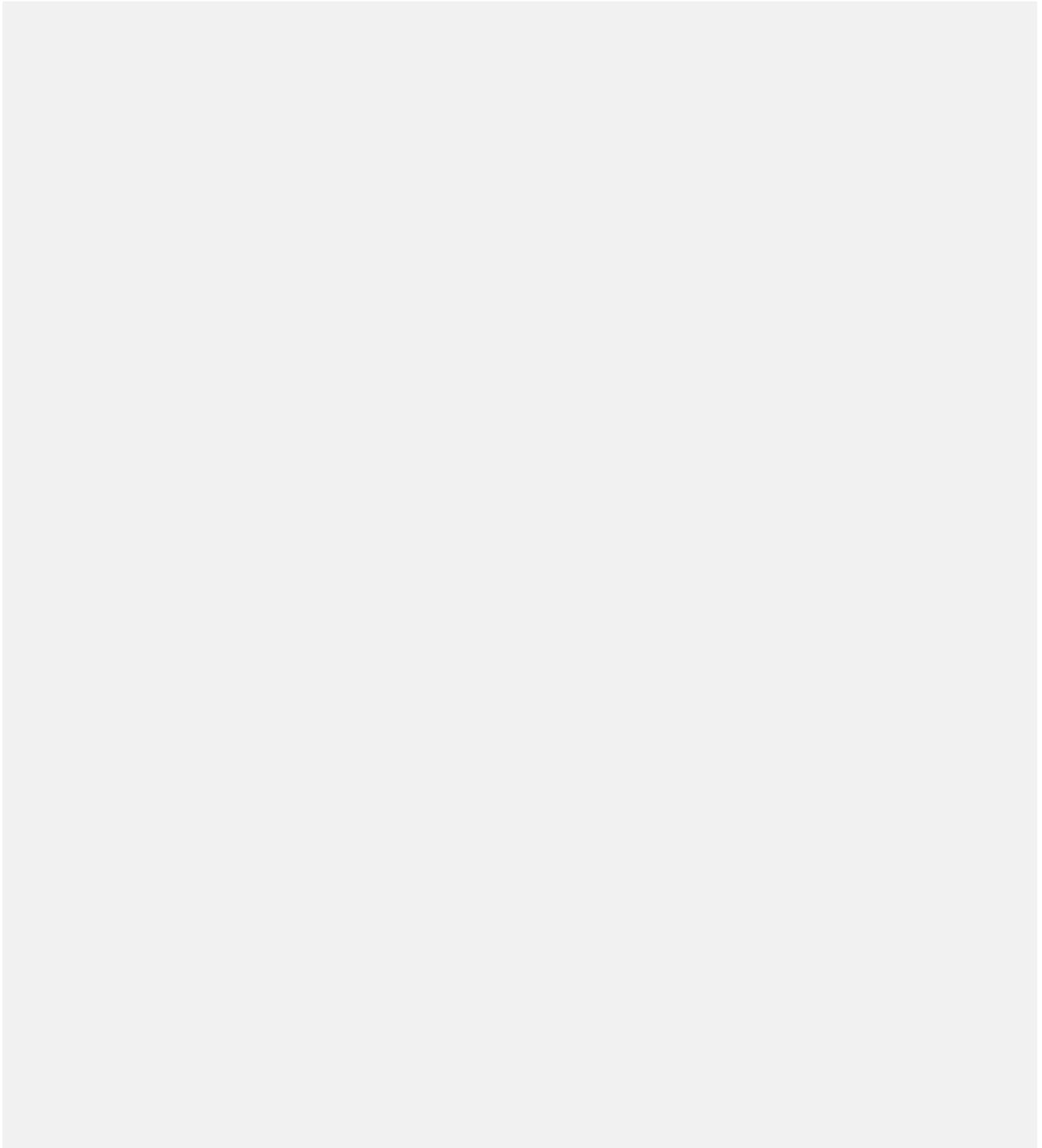
- Give them confidence in the value of your offer. Paint their bright future!
- Find out what their partner would be resistant to.
- Be flexible, supportive and open to talking to their partner - now or at another time.

Potential Objections	Your Rebuttals
I need to talk to my Spouse/Partner/Significant Other.	

NOTES



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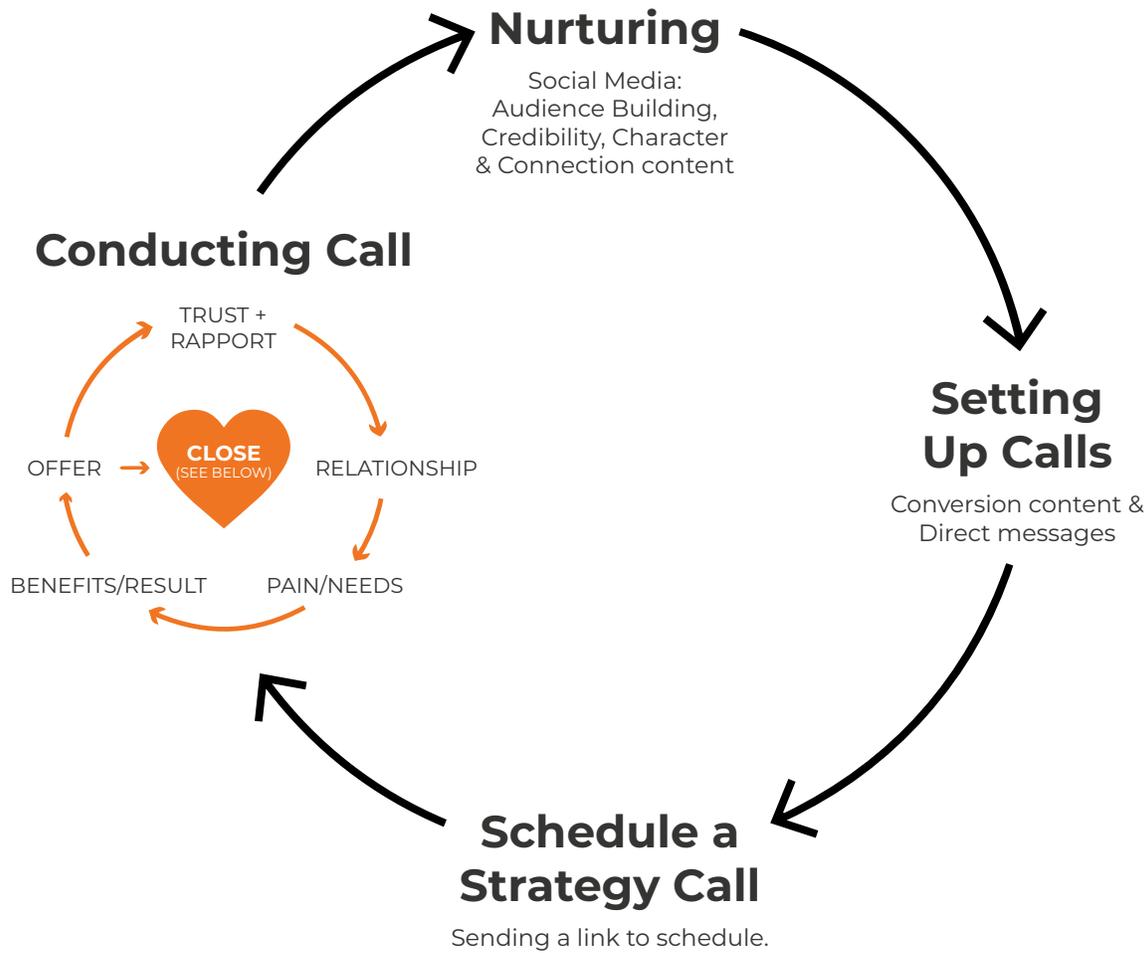


Day 2

**SALES &
PERSUASION
ACCELERATOR**

PROJECT
NEXT
Level

Sales Journey





- Follow-Up
- Follow Through
- Testimonials
- Referrals
- Impact
- Profit

 **Helpful Hint!!!:** Be creative with how you reference your sales call to your client. Consider ideas like: Strategy Session, Journey Consultation, Connection Call, Etc.

THE SALE IS IN THE *Follow Up*



KEY OBJECTIVE: The purpose of this section is to ensure that, following your call, you have communication set up with your new or future client. Regardless of the call outcome, it is important to remember that the individual was open to the call in the first place because they had interest in what you had to offer. Keep in mind - If you do not sell them on your program it's not a no, it could just be a not now!

THE SALE IS IN THE *Follow Up*

This is the email you send after your new client makes a purchase on the call!

Below is an example template for your fulfillment email:

Hey (First Name),

Thank you so much for an amazing call. More importantly, I want to congratulate you for taking the first step in (SOLVING PROBLEM.) I'm excited to for you to get started, here are a few things I would like you to do to prepare for the (Coaching/course)

Here is how to (access course/schedule coaching call) and (THIS) is the best way to get in touch with me if you need anything.

See you soon! (For 1:1 coaching)
See you on the inside! (for course)

Best,
(Signature)

Key Elements of the Email:

- Thank you
- Celebrating them for taking action
- How to access the course/coaching calendar
- Best means of communication

THE SALE IS IN THE *Follow Up*

Future Call Scheduled Email

Your potential new client may need time to think about it, that's OK! This email reiterates key parts of the call and solidifies agreed upon date/time for the follow up call.

Future Call Scheduled

Hey (First name),

Thank you so much for taking the time to speak with me today, I appreciate you sharing a bit about your (ideal outcome) with me.

I am looking forward to speaking again on (agreed upon date/time) and if you need anything in the meantime, please don't hesitate to reach me at (PHONE or EMAIL.) I also wanted to send along this, (insert link to credibility post or helpful resource), based on our call I thought you might find it helpful.

Talk Soon!
(Signature)

Key Elements of the Email:

- Thank you
- Reiterating agreed upon date/time for follow up
- Add value with helpful resource

THE SALE IS IN THE *Follow Up*

“Not Now” Email

Not every call will end in a yes, and some people may not want to schedule a follow up call. That’s OK! There is still a chance later on to present your services. Make sure you leave them feeling great no matter what the outcome!

Below is an example template for following up with the “Not Now” response:

Hey (First name),

Thank you so much for your time today, I am really happy that I had the opportunity to learn more about your (ideal outcome.)

I would love to keep in touch! I will be posting a lot of great videos/posts that you may find really helpful, this post/video in particular came to mind (insert link to credibility content or other helpful resource) and I wanted to send it your way!

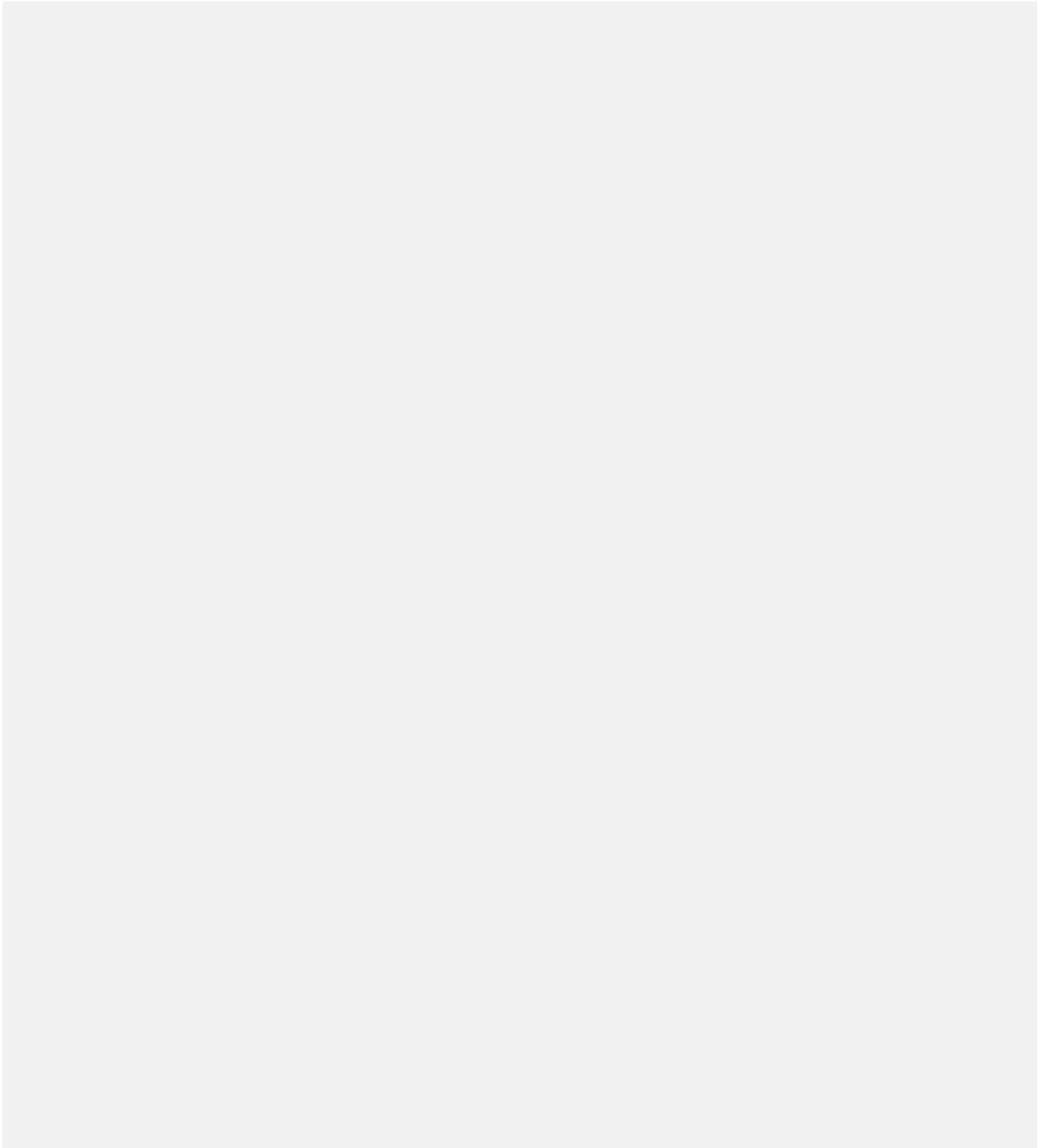
Keep in touch and have an amazing day!

Thanks,
(Signature)

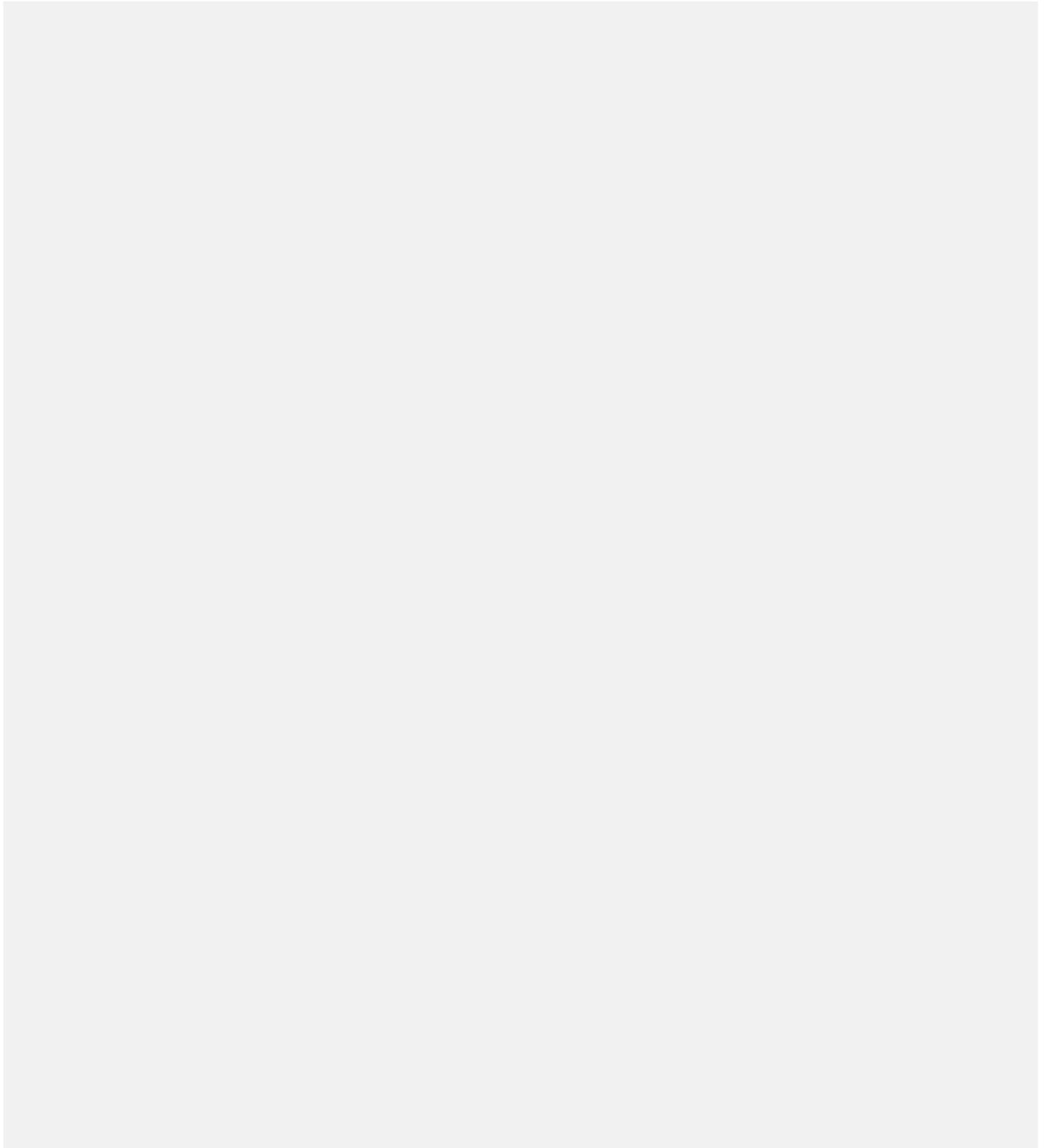
Key Elements of the Email:

- Thank you
- Reinforcing that you are there to help/keep in touch
- Adding value (letting them know you are there to support them regardless of purchase)
- Extremely positive tone

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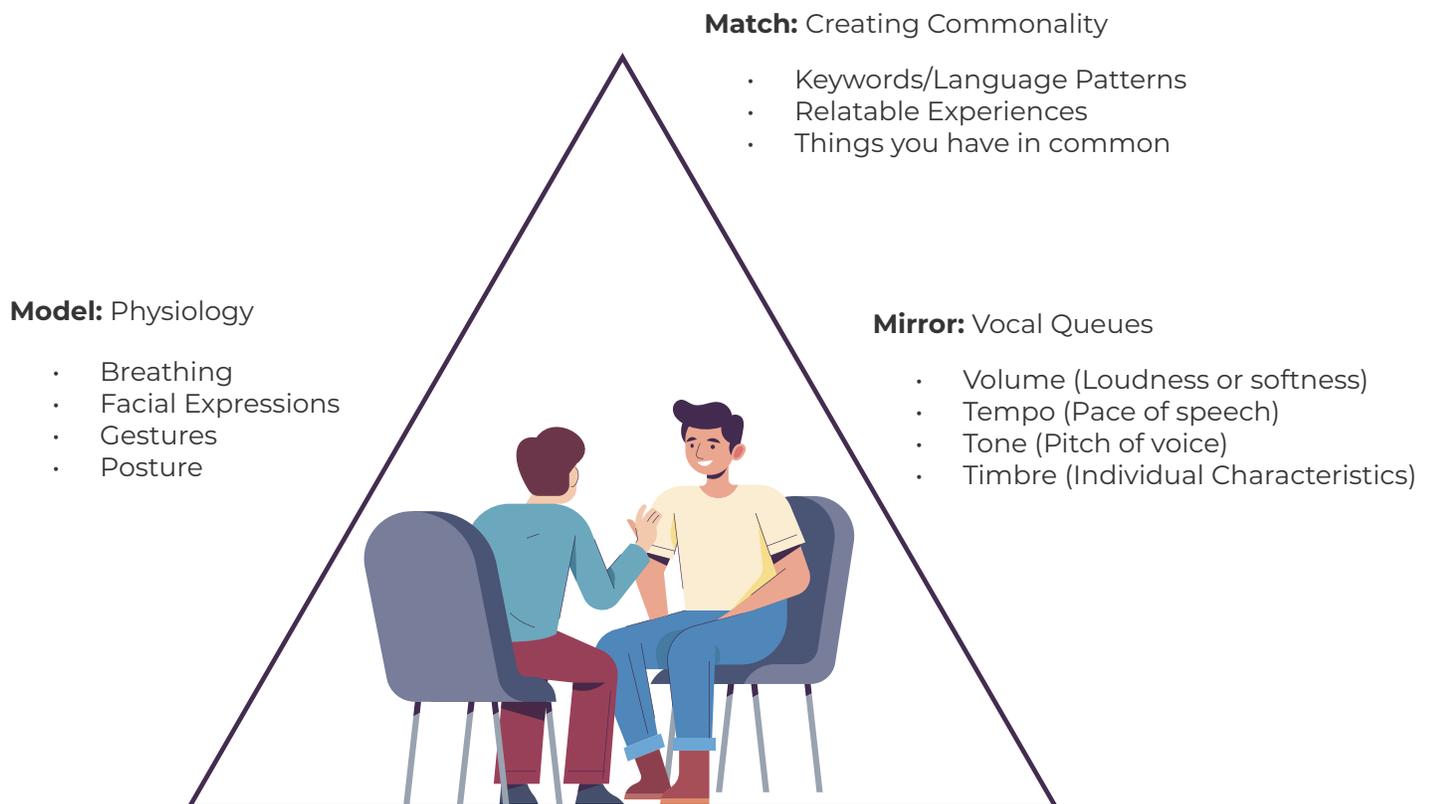
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MATCH, MIRROR, MODEL

KEY OBJECTIVE: By learning to match, mirror and model your prospects during your sales conversations you will enhance your capacity to build rapport and develop a strong relationship with them. While on your call keep flexibility within the forefront of your mind. Excellent communicators know they have to change their language, their tonality, their breathing patterns, and their gestures, until they discover an approach that is successful in achieving their outcome. People buy from people - and more specifically people that they know, like and trust.

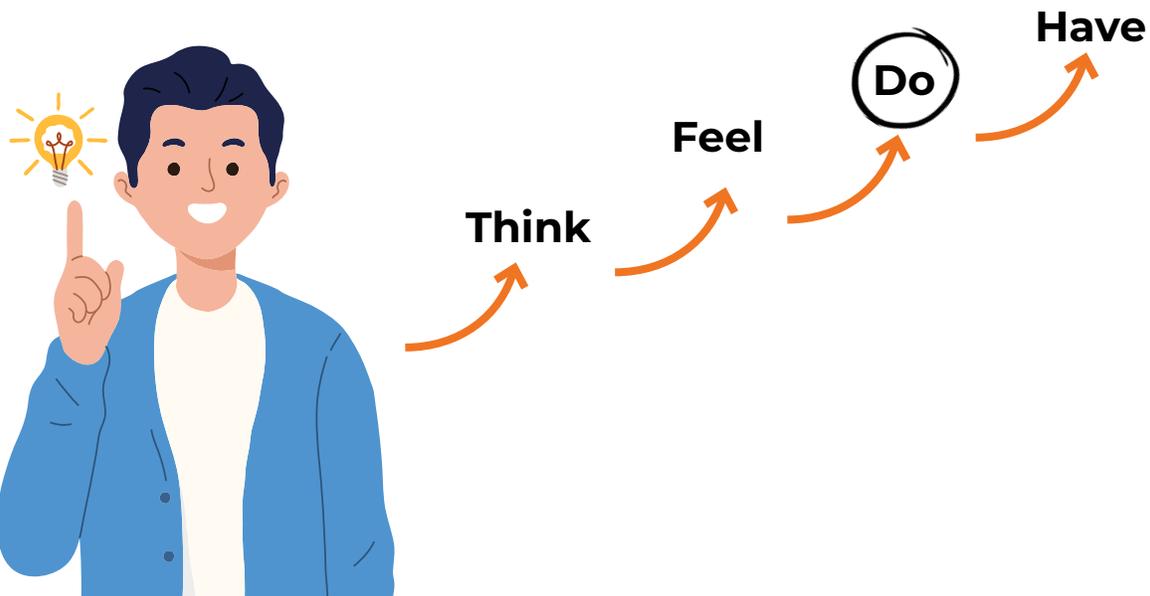
Helpful Hint!!!: These same tools and strategies can be used whether you are in person, on a Zoom call or on the phone.



YOUR SALES CALL

ITS TIME FOR

ACTION



KEY OBJECTIVE: We've taken you through packaging your offer and organic marketing. We have deep dived into the concept of the 4 C's! You know your offer and have all of the tools, scripts, and customized outlines to start talking about it. So that is exactly what this section is all about - Having conversations about your offer! It is tangible when you have your offer packaged together, but it becomes REAL once you start to make sales.

YOUR SALES Call

No matter where you are on your journey, we assure you that this section is for YOU! We understand that not everybody has the opportunity for a call today. Maybe that is due to time differences, lack of engagement, maybe it is because your prospects schedule could not align... whatever it may be... YOU ARE IN THE RIGHT PLACE.

See below for your checklist of action items. If you have a call scheduled during this time frame, that call should take your full attention and is the first priority during this breakout. If you do not have a call scheduled, let's make sure you are doing all of the necessary steps to get there!

Go down this list IN ORDER and check off the items you have accomplished. When you get to an item you have not completed, put your energy and action into that step. Keep going down the list and focus your attention on the elements you need to be working on.

This breakout is ACTIVE, not passive.
Now get to work!

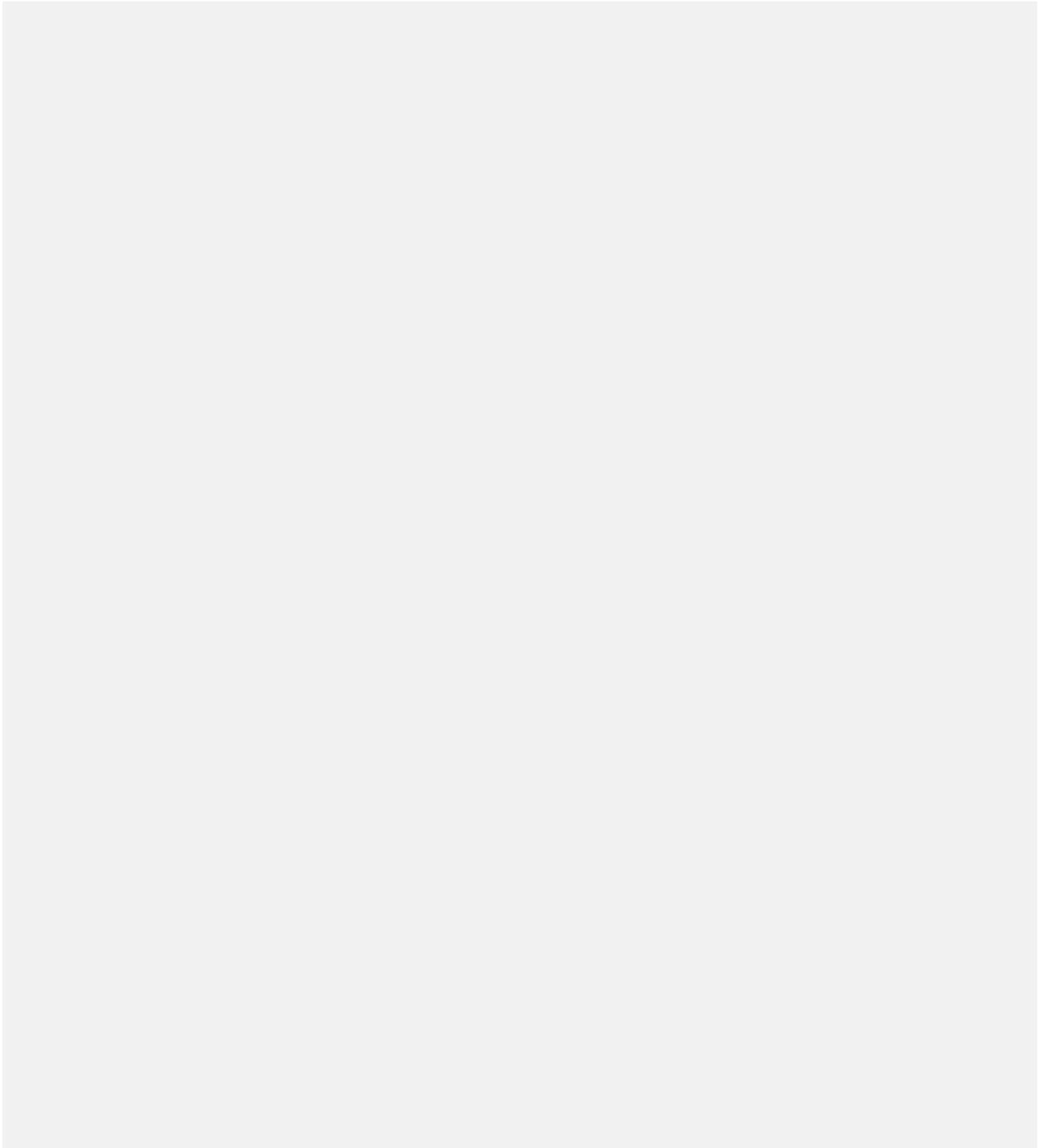
Your Checklist

 **Helpful Hint!!!:** If you don't have Z, do Y. If you don't have Y, do X. Wherever you are on your journey - do not get discouraged. You are exactly where you are meant to be! Use your time to keep moving the needle forward.

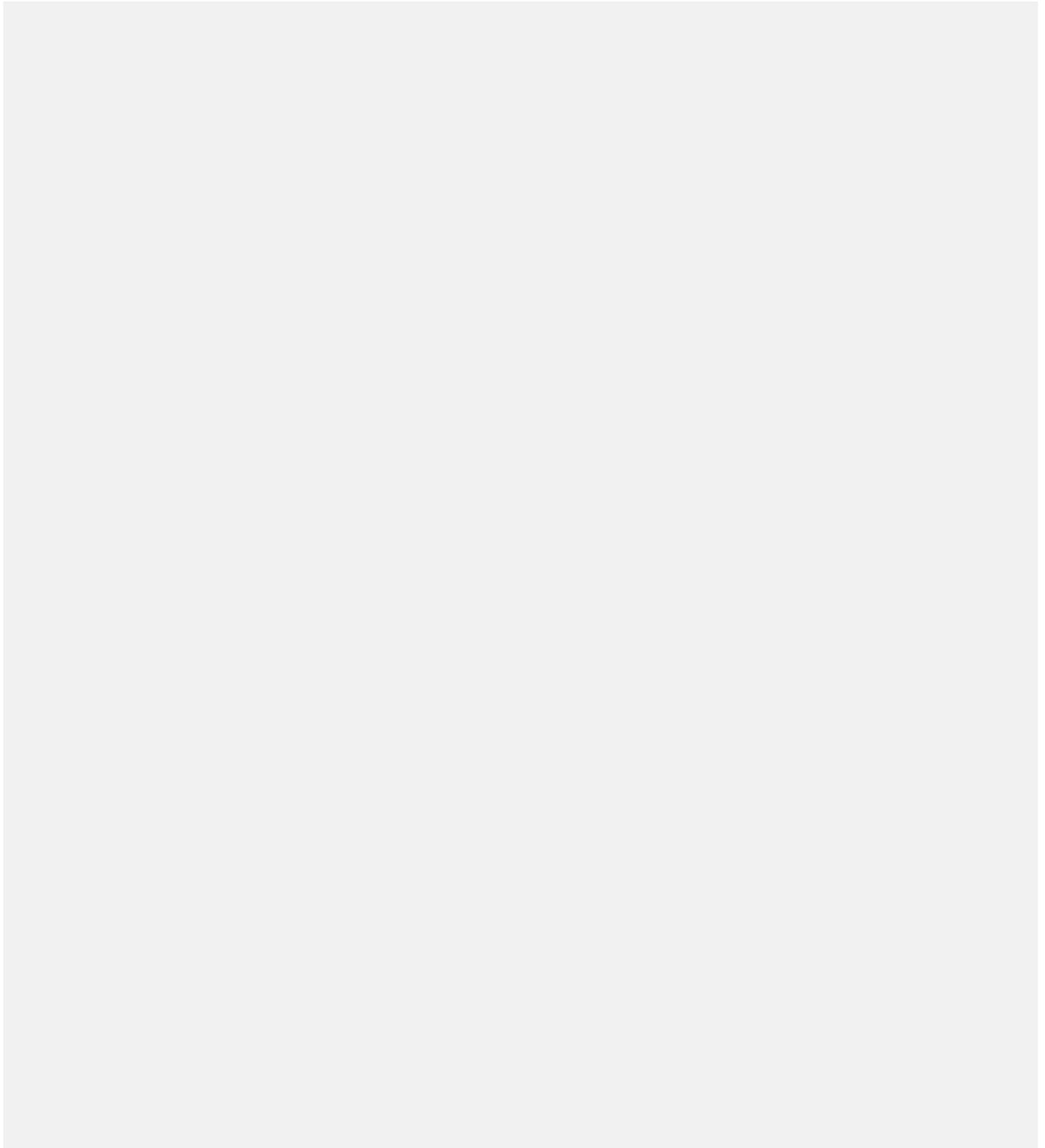
★ Your sales call, as scheduled

- Creating & posting credibility content.
- Engaging in audience building.
- Posting character & connection content.
- Having conversations via DM's & comments.
- Having your course link ready (if applicable).
- Connecting with a PNL peer via Zoom chat to exchange phone numbers, call and roleplay with.
- Calling a friend or family member to roleplay with & introduce your offer to.
- Roleplaying with a coach or observing others roleplay within the breakout rooms.

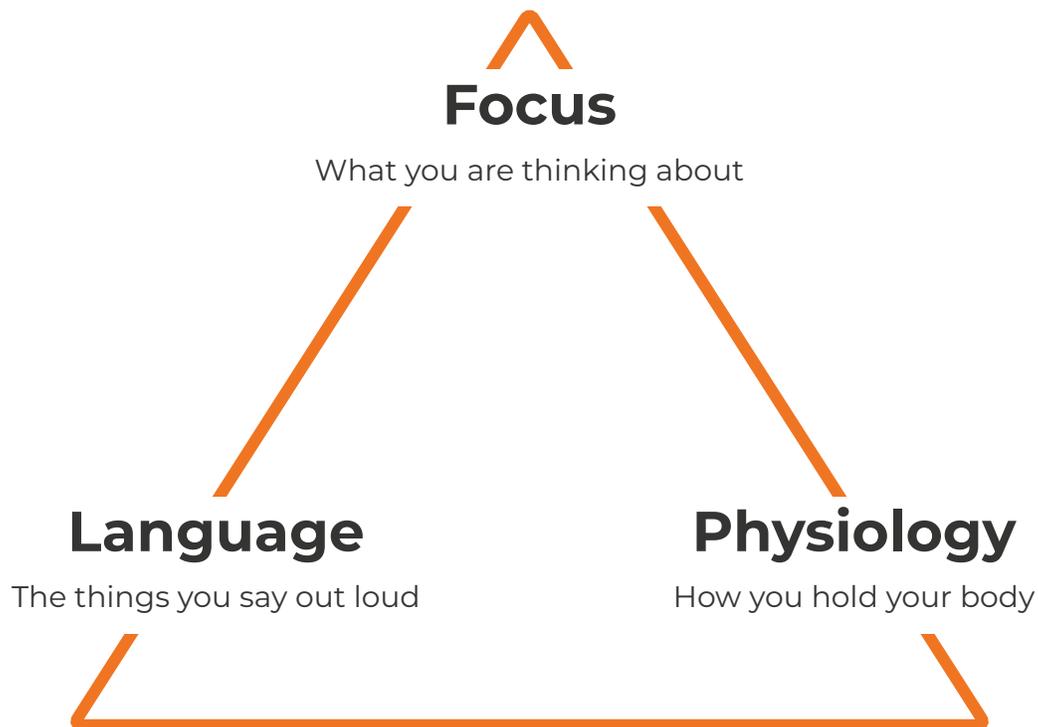
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YOUR SALES *State*



KEY OBJECTIVE: In order to have certainty in your offer, and certainty while presenting your offer - you must first have certainty in yourself. Throughout this section we will be diving into the psychology and physiology of your sales state. This understanding will help you to present your offer in a way that is confident, true to yourself, and in a manner that will resonate with your prospect. Remember, you are not a “salesperson”, you are a LEADER.

THE SALES STATE

Getting Into Your Peak State

As you saw from the triad on the previous page, your sales state is really a formula made up of your focus, language and physiology. The ingredients to your peak state could include things like: something you ate, how you did your hair, what you said to yourself, what you wore, and so on.

Using the space below, jot down some memories about the last time you were in a peak state. Consider things like: What you were wearing, what you were saying, what you were focused on, and what you were doing. Any other specifics are welcome - this does not need to be perfect. This brain dump is just for YOU!

5 Ways to Generate Certainty in Your Body Before Your Sales Exchange

1. **Activate your ideal triad:** This is a time when your focus, language, and physiology were in a peak state. Put yourself in this space again!
2. **Create an anchor:** Your anchor triggers you to get into this peak state as fast as you can. Examples of an anchor could be: a movement, a song, something you say, etc.
3. **Develop certainty in your product:** Figure out 200 benefits your product will have on your client.
4. **Association:** Getting associated with your clients before you get in front of them - do your research on them!
5. **Short memory & Seeing challenges as a gift:** Document your challenges, successes, and changes! Ask yourself what went well, what didn't go well, and what are you going to change for next time.

THE SALES STATE

Posturing

A really good influencer knows how to be flexible in their energy to best support and influence their client. It is important that when you are discussing with your potential client, you are honoring their energy. Instead of coming on too strong or too soft, consider how you can balance your energy by posturing.

Posturing

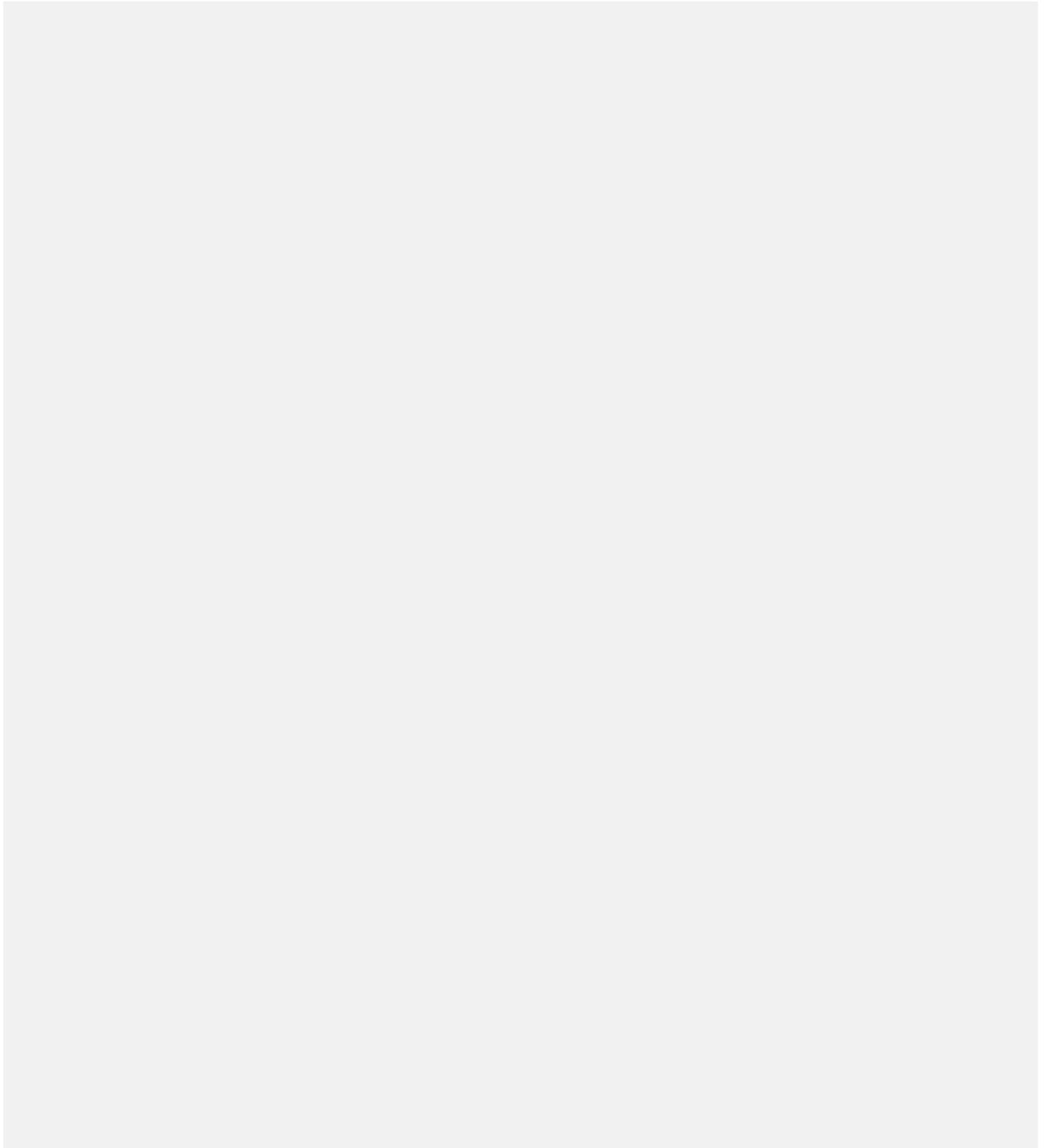
1. **Equal:** Common energy/interest/experiences
2. **Inferior:** Stepping back and asking for permission
3. **Superior:** Showing expertise - Recommending how the prospect can move forward



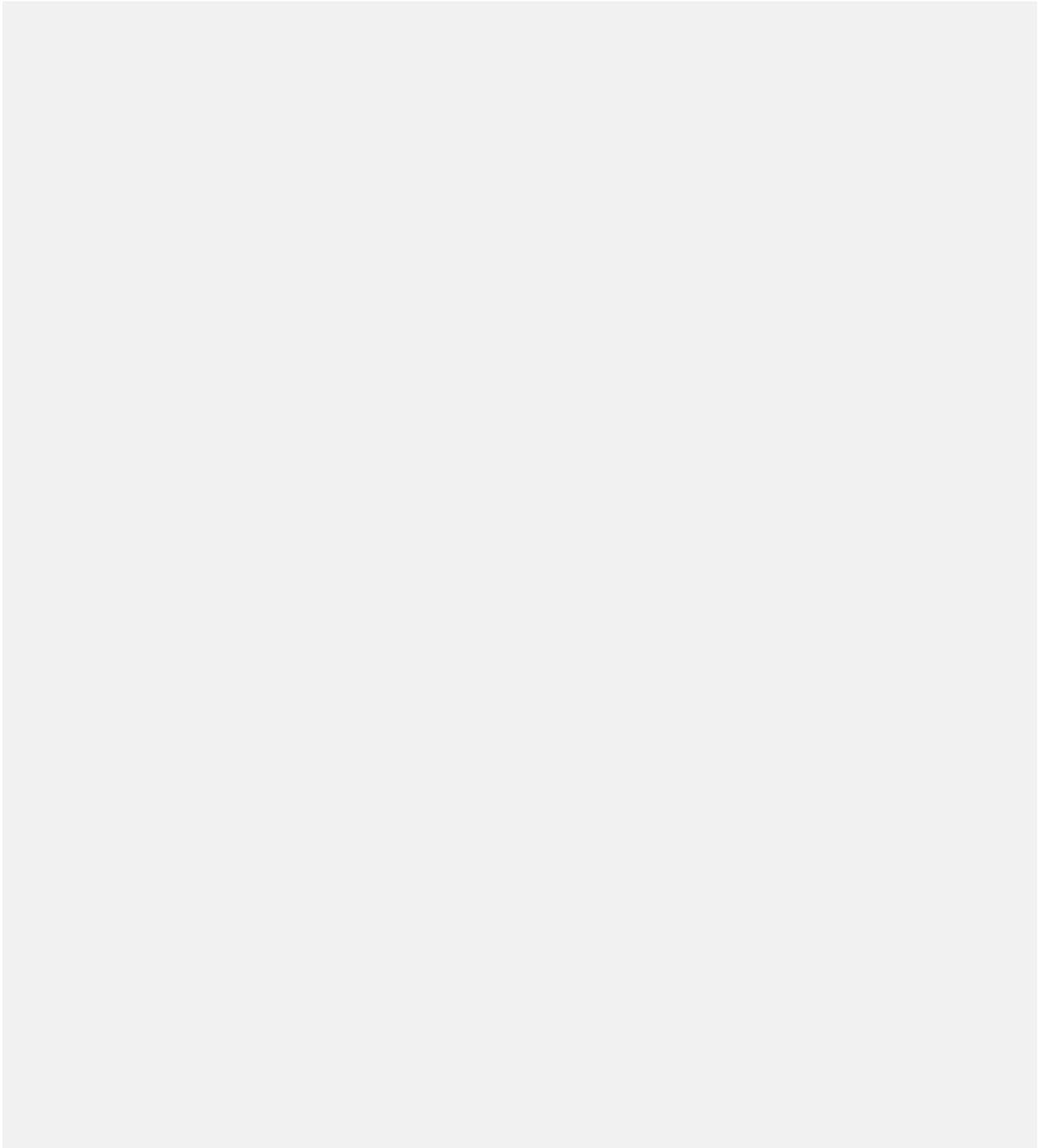
Helpful Hint!!!: You will not want to begin your discussion with superior energy. It is important to first build vocal rapport with your potential client - this is best built with an equal energy. You will want to ask your questions and collect data here.

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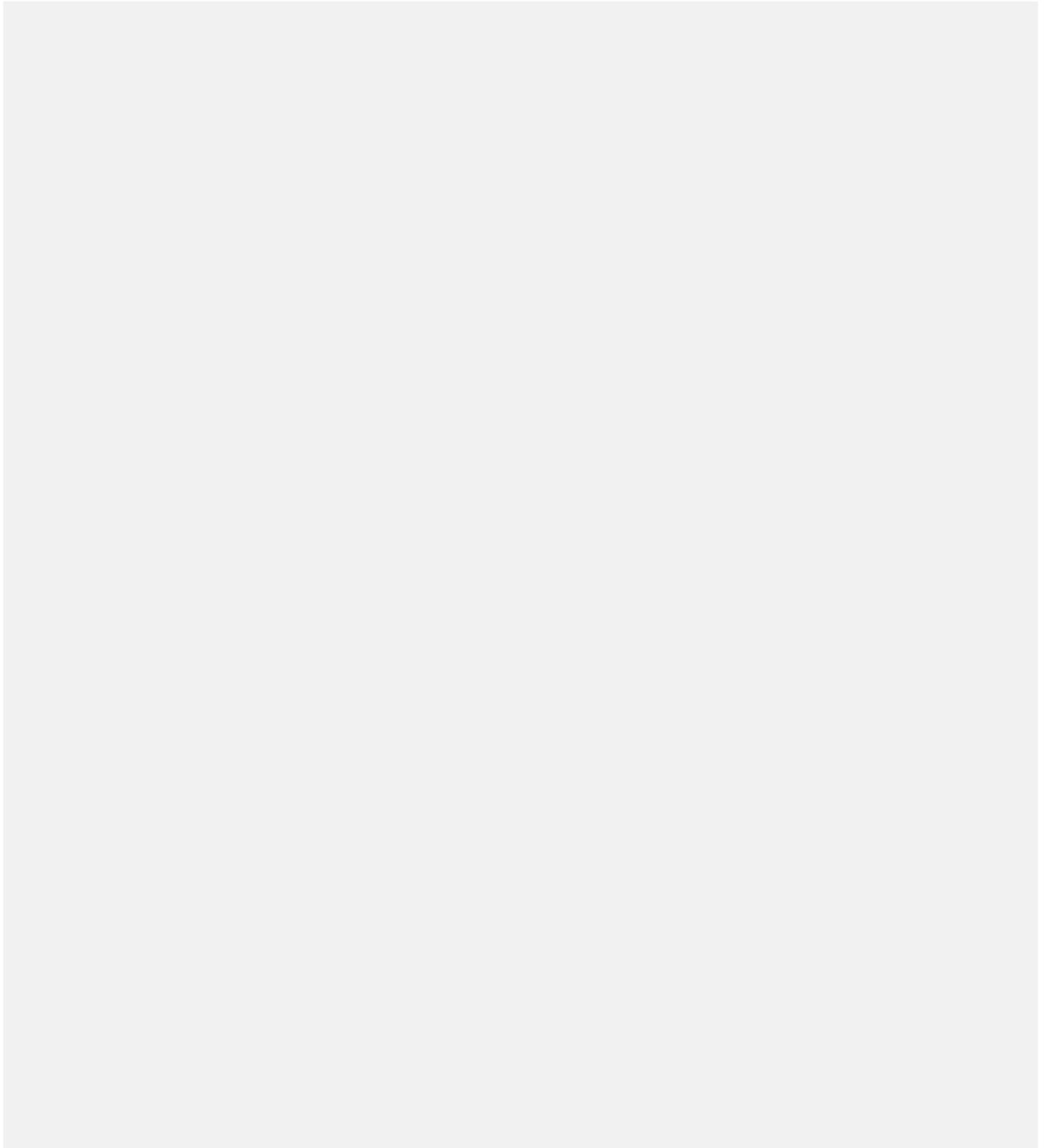


A photograph of several wooden figures of varying heights and colors (one red, others natural wood) standing on a blue surface against a blue background. A white text box is overlaid on the left side of the image.

Day 3

**SALES &
PERSUASION
ACCELERATOR**

NOTES



YOUR SALES Call

No matter where you are on your journey, we assure you that this section is for YOU! Like the day before, we will be utilizing this time to conduct our sales calls as scheduled. Your sales call is the number one priority for this section. If you do not have a sales call scheduled for this time period, see below for your checklist of action items. Let's make sure you are doing all of the necessary steps to get there!

Your Checklist

★ Your sales call, as scheduled

- Creating & posting credibility content.
- Engaging in audience building.
- Posting character & connection content.
- Having conversations via DM's & comments.
- Having your course link ready (if applicable).
- Connecting with a PNL peer via Zoom chat to exchange phone numbers, call and roleplay with.
- Calling a friend or family member to roleplay with & introduce your offer to.
- Roleplaying with a coach or observing others roleplay within the breakout rooms.



Helpful Hint!!! This checklist is more like a cycle - as is your sales journey! You will ALWAYS want to continue creating & posting content, audience building, and having conversations with your DOT.

YOU DID IT!

Before we move forward it is important that we take a moment to celebrate YOU! We encourage you to get into the habit of doing this too. Every time you get off the phone with a prospect - no matter what the result is - before you start to critique or analyze yourself, make sure you are celebrating YOU! The truth is, YOU DID IT! You took action & that alone is a step towards your next level. In this space you either win or you learn, so congratulations on stepping forward!



POST SALE

Analysis

 **KEY OBJECTIVE:** In order to be effective in any area of your life, self-awareness coupled with a post-action analysis is a critical step to improve your performance over time. After each sales call, document the notes from your call on your Call Tracking Spreadsheet. Along with notes from your conversation, as they pertain to your prospects - you should also be doing a self analysis from the call to consider areas in which you can improve.

3 Questions for Self-Analysis

1. List three things, specifically, that you did well on your sales call.
2. What didn't go well on your sales call? List everything that comes to mind.
3. What's ONE thing you can focus on to make your next sales call even better?

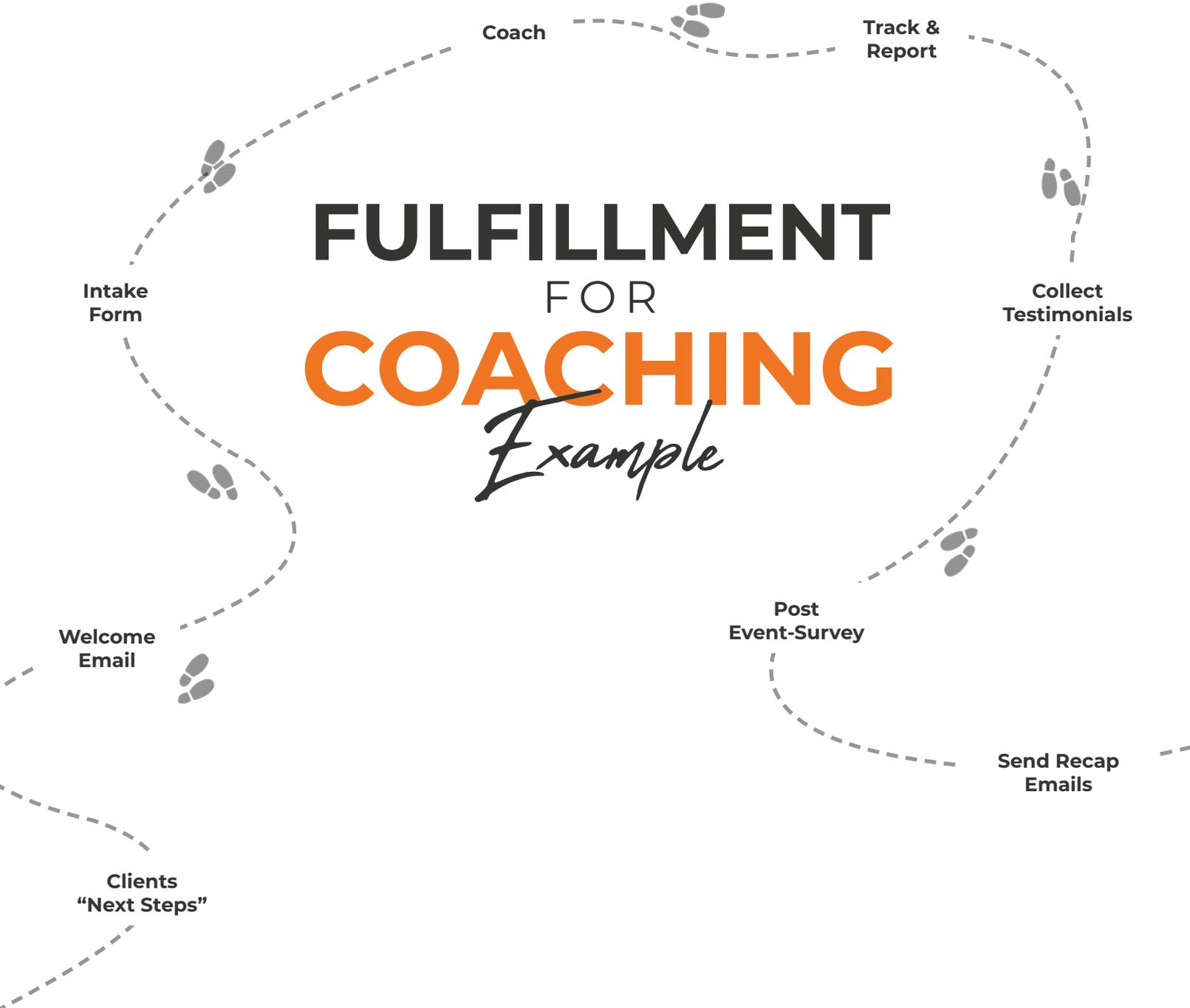
1

2

3



Helpful Hint!!! The purpose is analysis for improvement, not to beat yourself up. You can be critical of yourself while being simultaneously supportive!



KEY OBJECTIVE: Congratulations, you've made a sale! You may be wondering... now what? The purpose of this section is to help you understand how to create a seamless 'red carpet' experience after you've collected revenue. This will set your students up for the best coaching/course experience. In addition, we will be looking into some of the tactical aspects that will help you to drive new business and further refine your product/service and marketing.

FULFILLMENT FOR COACHING

Example

STEP 1: While on your sales call, and once your prospect decides to enroll into your offer, make sure to include when they can expect to hear from you next!

- Schedule your first coaching session together (if applicable).
- Indicate that any of their lingering questions will be addressed in a follow up email.

STEP 2: Send a welcome email.

- Detail within your email how the coaching sessions will be held and distributed.
- Include the frequency of, length of, and how they can schedule their calls ahead (if applicable).
- Reference our email template on page #46 of this workbook!



Helpful Hint!!:

Consider including details such as: standards, guidelines, expectations & make sure to follow up with any additional information you promised to include within this first email - and as you see fit!

STEP 3: Clarify your students biggest challenge via an intake form and prepare based off their results.

- We recommend using **Typeform!**
- You could instead use google forms, or simply list your questions via email for them to respond to.
- **Here is an example of the type of questions you could include:**

What is the primary problem or obstacle preventing you from achieving (outcome)?

- What have you tried in the past to overcome the (problem)?
 - Did it work?
 - For how long?
 - What did/didn't you like about what you tried before?
- How long have you been struggling with the (problem)?
- What is the number one outcome that would make this event a successful experience for you?
 - What do you want to learn/gain?

FULFILLMENT FOR COACHING

Example

STEP 4: Following through with coaching! Coaching is as much an art as it is a science. When getting started there are a couple simple steps to take to ensure that you deliver an outstanding experience. The follow up steps, (5 & 6) also coincide and are necessary follow up to ensure your coaching is not only client-focused, but also thorough.

- Always welcome the student and build rapport first:
 - What's great in your life right now?
 - How is your spouse, kids, family?
 - Reflect on anything from your previous call(s).
- Clarify the students current, number one challenge they would like to tackle today (and/or follow your process).

STEP 5: Send a session recap including their homework and a link to your scheduling tool (if applicable).

- **Here is an Example of a Session Recap Email:**

Hey (Student Name), it's your (Program Name) Coach, (Your Name)!!

Wow, thank you so much for showing up for yourself today!

Here is a quick recap from our session:

* (Insert recap points)

Here are the action steps you can start working on this week to move yourself forward and prepare for our next session:

* (Insert action steps)

If you have any follow up questions on today's session, please let me know or bring them to our next coaching call.

To schedule our next coaching call, please use the link below. If the dates and times listed do not work for you please email me here (name@email.com) and I can see what options are available.

[Click Here to Schedule with \(Your Name\)](#)

Again, I look forward to connecting with you for the next session!!
Please let me know if there's anything else you want me to know prior to our first call or if you have any questions :)

Don't forget - You've Got This!
Talk soon :)

FULFILLMENT FOR COACHING

Example

STEP 6: Track each of your coaching sessions with a spreadsheet.

- Here you will document talking points/notes from the session, what day the session was completed and when your next session with them is (if applicable).

STEP 7: Once your coaching session or program has been completed, ask your client to fill out a post-event survey! Post-event surveys are a powerful tool to refine and enhance your core product/service. By implementing this you create the opportunity to gather a robust amount of information to improve your core product moving forward, validate what you are doing well, and where you may be able to improve.

- Again, for surveys we recommend using [Typeform!](#)
- Or you could instead use google forms, or simply list your questions via email for them to respond to.

- **Example Survey Questions**

1. What is your name?
2. On a 1-10 scale how likely are you to refer a friend or family member? (10 being I'll run through the streets shouting your name because it was so awesome)
3. What were your biggest breakthroughs/takeaways?
4. Where can we improve or do better?
5. Overall, what would you rate the coaching/workshop? (1 - 10 scale - 10 being Outstanding)

FULFILLMENT FOR COACHING

Example

STEP 8: Collect Testimonials. What's the first thing that you want to do after you experience an amazing dinner or watch a really entertaining movie? You tell your friends and family! So after you've delivered an amazing experience for your students, ask them to help you share their experience with the world. Here are some questions to ensure that you provide your students with clear and specific direction to collect powerful testimonials.

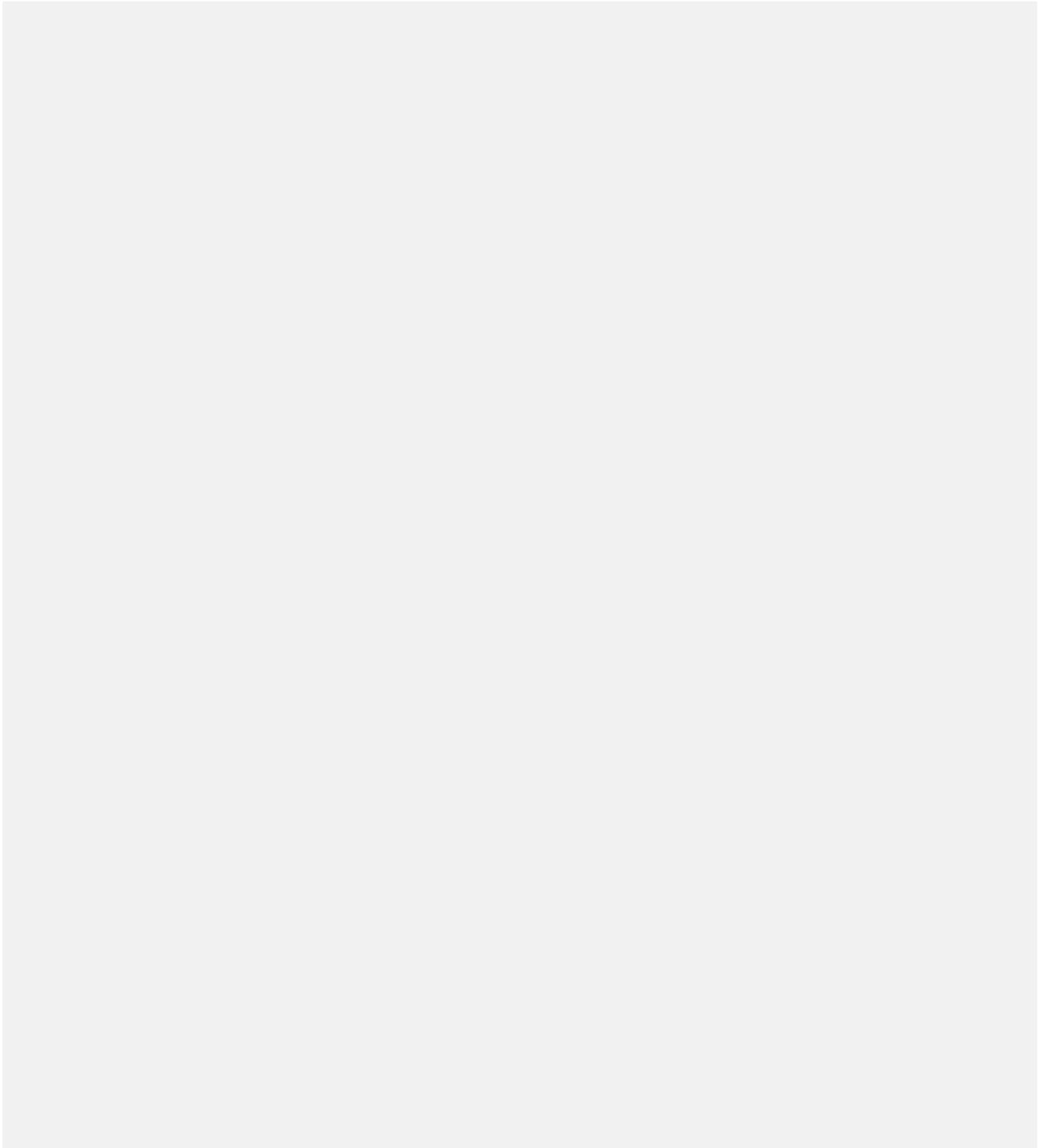
- **Example Survey Questions**

1. What problems/challenges did you face before joining my coaching/workshop/mastermind?
2. What made you choose to join my coaching/workshop/mastermind? What made me/us a good fit for you?
3. What was your number one takeaway or breakthrough from the coaching/workshop/mastermind?
4. What results did you achieve?
5. Would you recommend my coaching/workshop/mastermind to your best friend or closest family member? Why?

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NOTES



9 STRATEGIES OF *Top Sellers*

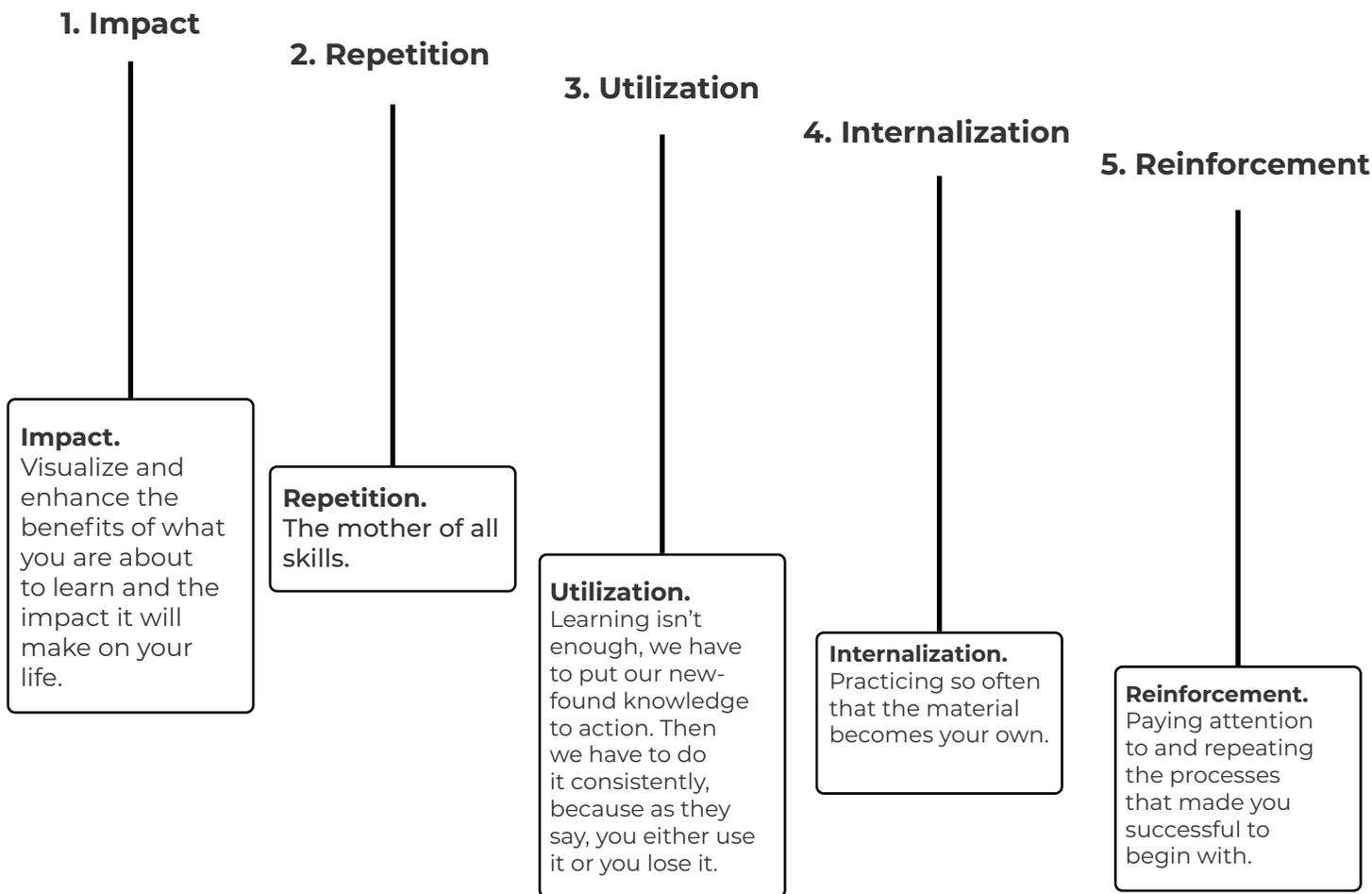
Top Sellers Have the Ability to...



KEY OBJECTIVE: Provided in this section are actionable tools & strategies to help carry you through challenges, over obstacles, and anchor successes to create unstoppable momentum throughout your sales journey.

STRATEGIES OF TOP SELLERS

5 Keys to Accelerated Learning in Sales



Helpful Hint!!!: See below for tips on how to have an effective sales call:

- **Consider** what kind of image your voice creates. Remember to manage your state, energy, tone and tempo.
- **Acknowledge** their interest & why they are calling.
- **Use** their name frequently throughout the conversation.
- **Answering** their questions with questions is okay. Remember, any statement can be turned into a question!

STRATEGIES OF TOP SELLERS

Bonus Concepts

Signs That Your Prospect is Ready to Buy...

- **Facial Muscles:** Tight, taught
- **Posture:** Relaxed
- **Hands:** Open, touching the product or application form
- **Attitude:** Friendly
- **Conversations:** Talking about the product as if they already own it or are participating in it

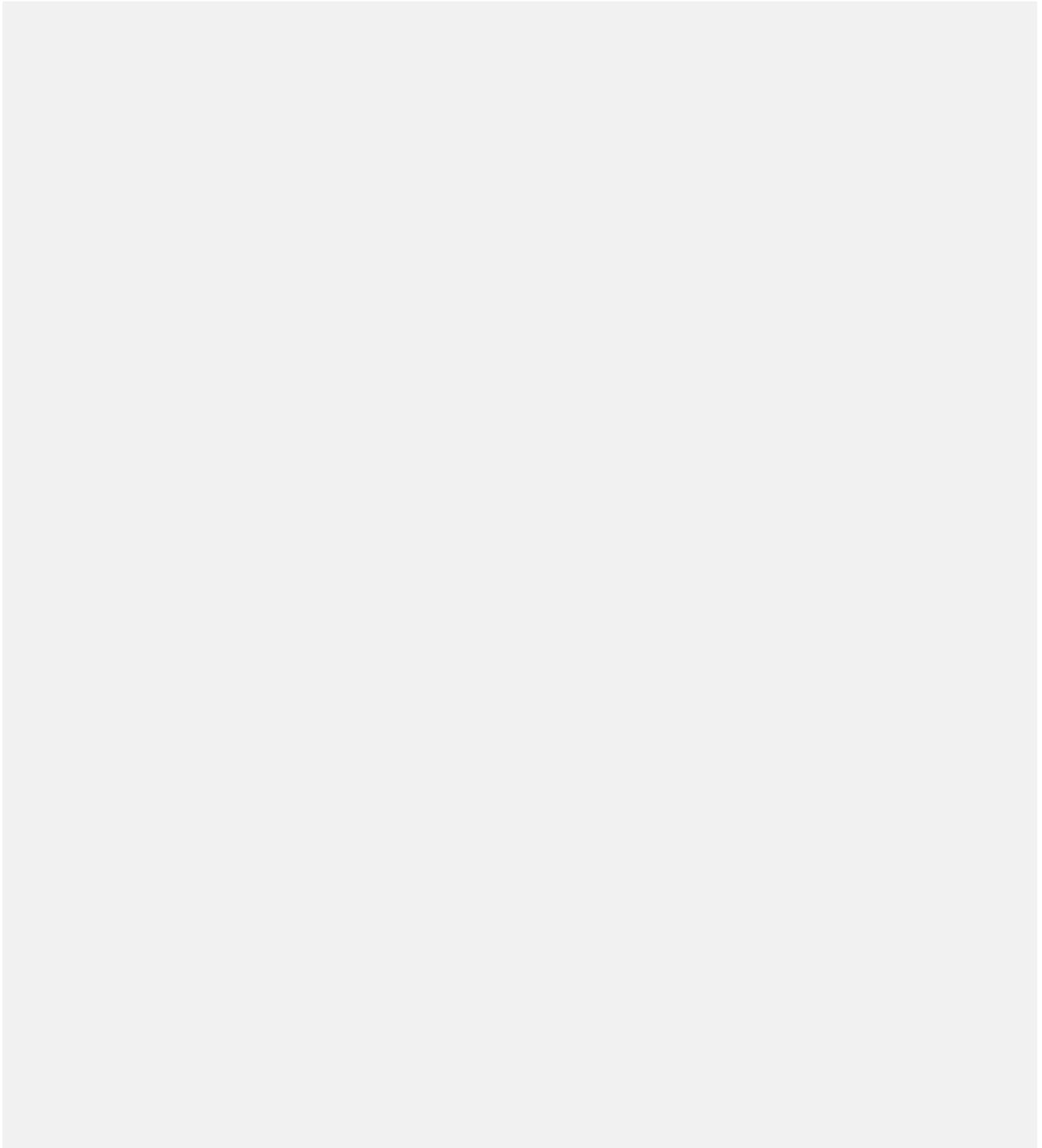
The Power of Thank You Notes...

Thank you notes are underutilized, yet they are one of the simplest and most effective ways to stay front of mind with your current customers and your prospects.

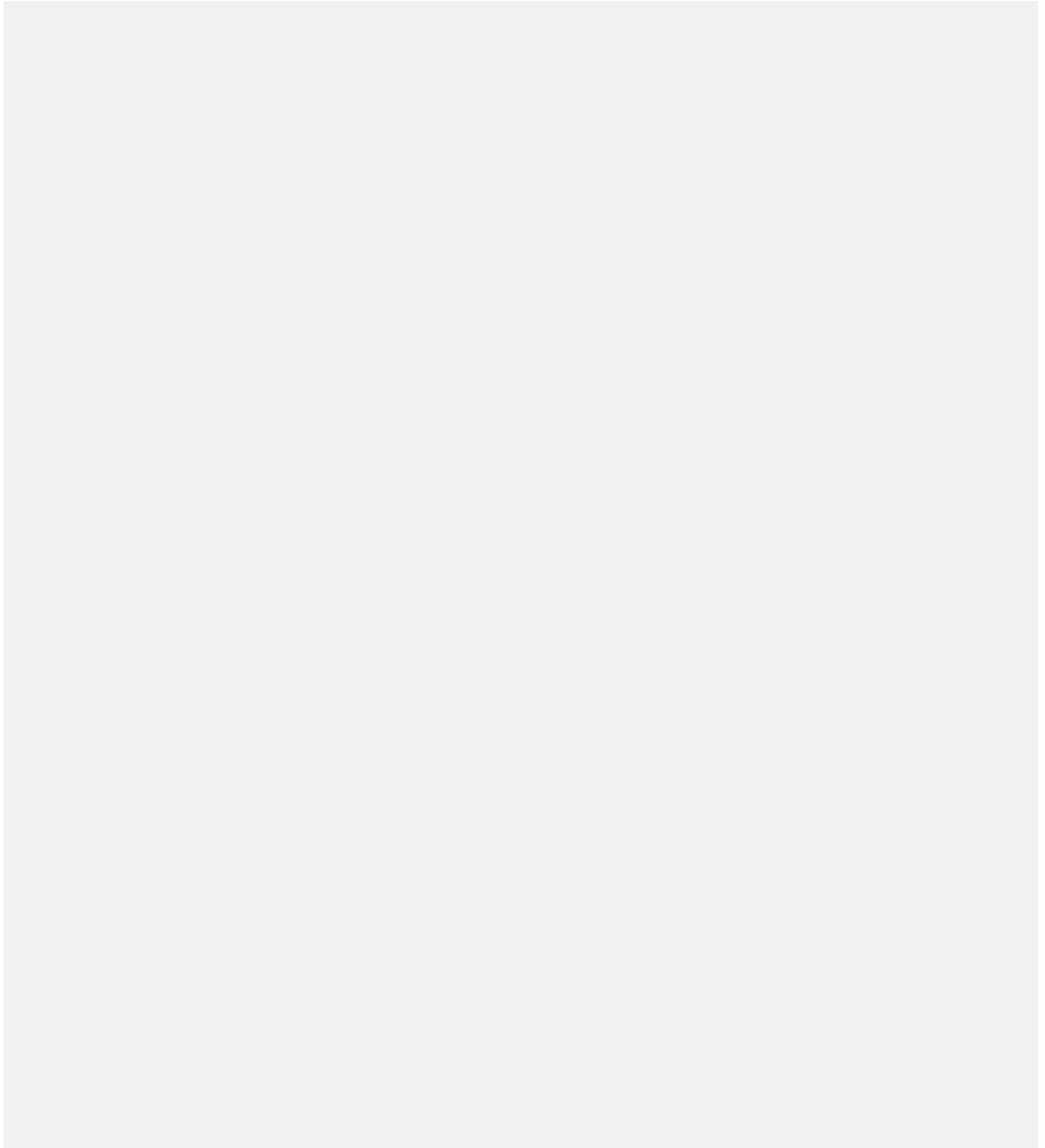
Here are some ideas on when to send them:

- **To new contacts**
- **To returning contacts**
- **After demonstrations**
- **After purchase**
- **After a referral**
- **Any time someone does something nice for you**
- **To prospects that did not buy from you**

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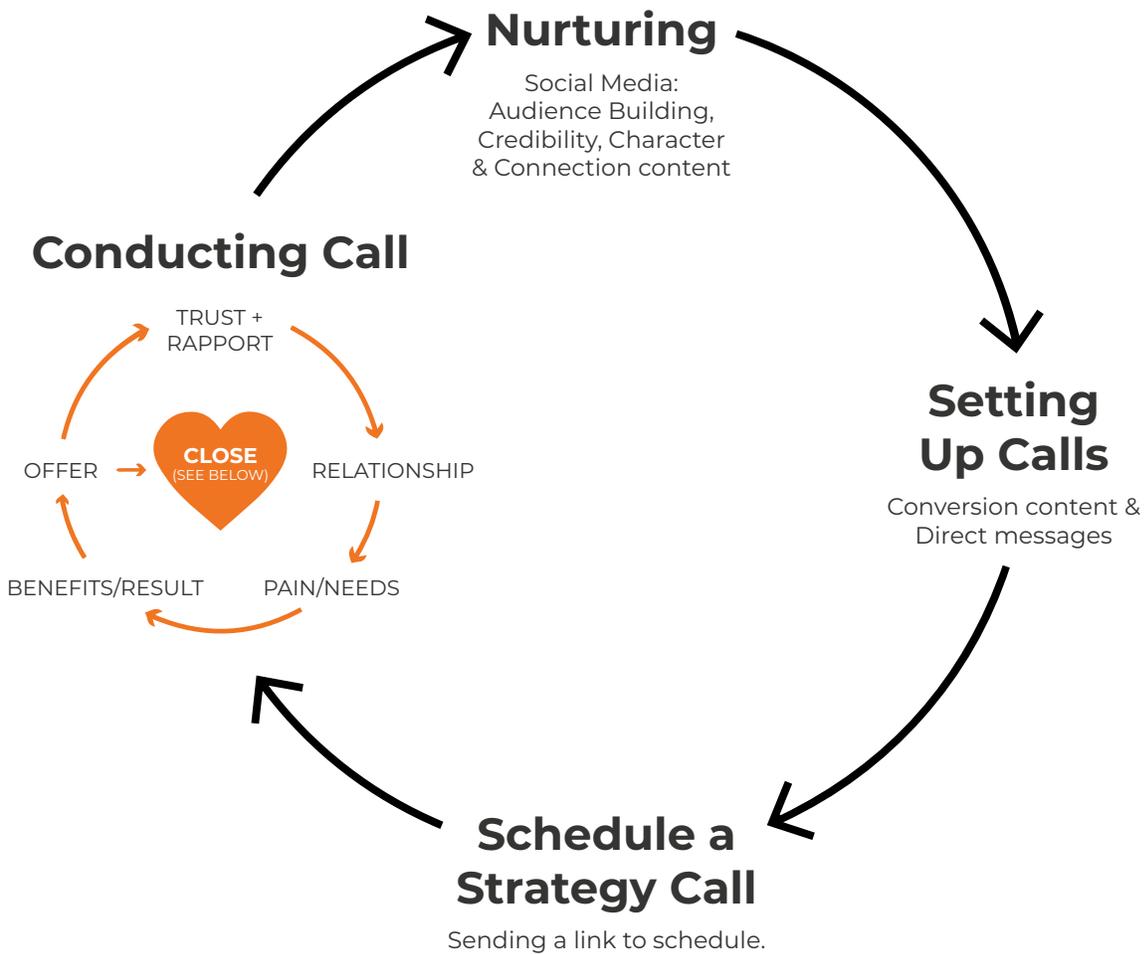
A decorative background consisting of numerous small, stylized leaf or floral patterns scattered across the page. The patterns are in shades of green and orange, matching the main text colors.

YOUR **NEXT** Steps

 **KEY OBJECTIVE:** It is important to keep in mind that sales is not a straight or wavering path - it is a cycle! On this next page we will be resurfacing imagery from day two of this workshop. For success and traffic you must keep all elements in motion. Remember that mastery comes from trying, tweaking, and constantly improving! None of that can come to fruition without ACTION. As you meet with your team for this final workshop, consider ways you can continue to hold each other accountable throughout your journey ahead.

YOUR NEXT STEPS

Sales Journey



- Follow-Up
- Follow Through
- Testimonials
- Referrals
- Impact
- Profit

YOUR NEXT STEPS

Breakout

As we place you with your team for the last time today, remember that this is not goodbye (We still have so much more ahead)! It is a chance to express & exchange your goals with each other - giving you all a safe place to hold each other accountable. Keeping the end of this year as your specific timeframe, solidify your commitment to yourself below.

I AM COMMITTING TO...

SO THAT BY JANUARY 1ST I WILL...

SAVE THE DATES

Trainings on How to Scale are Ahead!

As this is not the end of your journey in serving your DOT, this is not the end of our journey in serving YOU! Save the dates below in your calendar as we continue to meet weekly with new topics, strategy, and special guest speakers. See you there!

Wednesday - Live Trainings | 11AM PST

- **DECEMBER:** 15th, 22nd, 29th
- **JANUARY:** 12th, 19th, 26th
- **FEBRUARY:** 2nd, 9th, 16th

Tuesday - Live PNL FB Group Coaching | 9AM PST

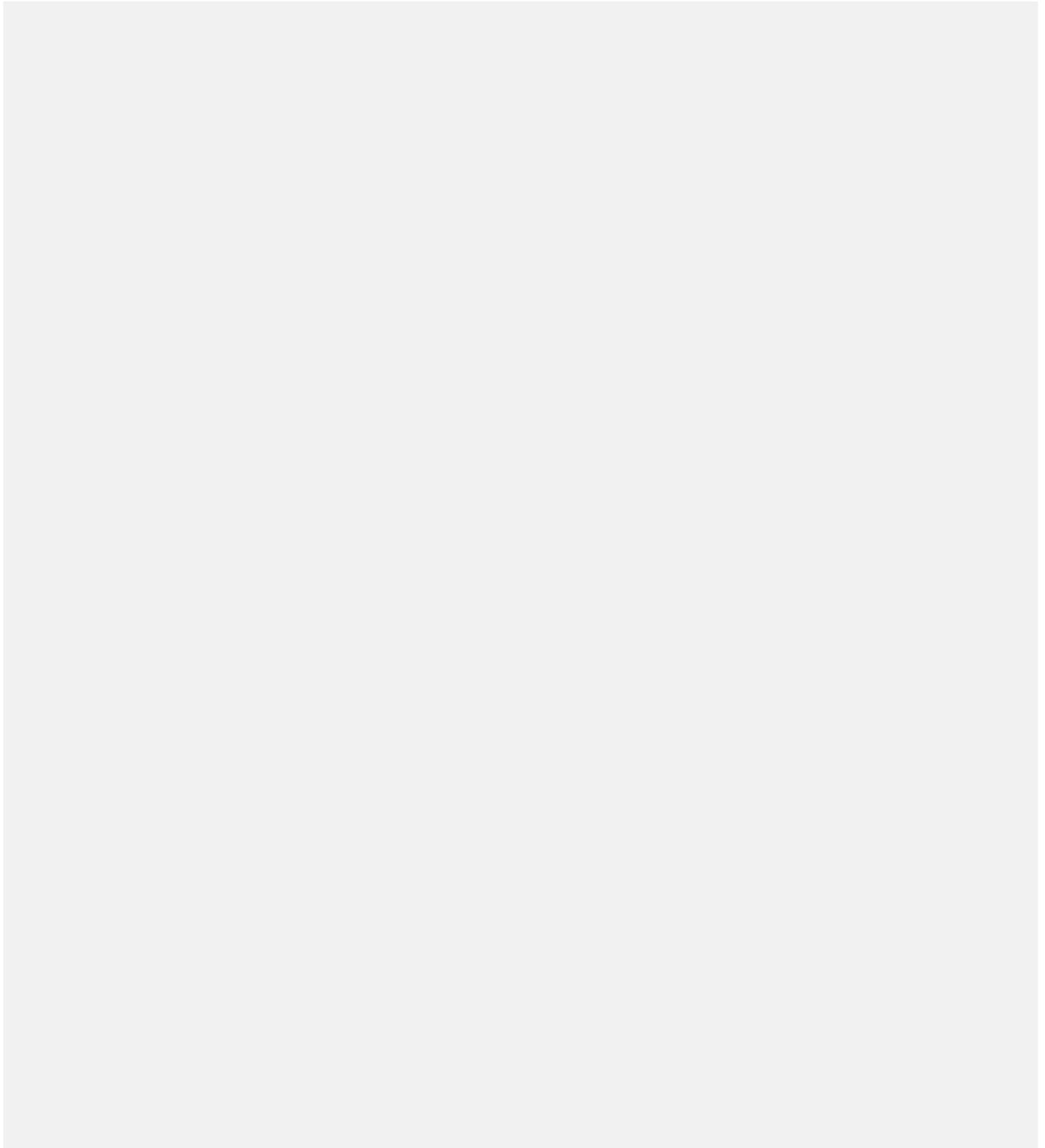
- **DECEMBER:** 14th, 21st, 28th
- **JANUARY:** 4th, 11th, 18th, 25th
- **FEBRUARY:** 1st, 8th, 15th, 22nd

Project Next Level Graduation Ceremony

- ★ **FEBRUARY:** 23rd



NOTES



NOTES

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Congratulations

ON COMPLETING YOUR

P R O J E C T

NEXT
Level

SALES & PERSUASION ACCELERATOR