# The Anatomy Of A Sale

1. **Pre-screen your leads.**

This is a really important part of the sales process. Not everyone is your client. If you don’t have a crystal clear idea of who your ideal client is, you are going to waste a lot of time and energy trying to convert people who will not or should not buy from you.

A lot of the sales process happens ahead of time in your branding and marketing messaging. If those are on point, you will not have to work so hard to sell. However, you will still have to screen people. This can be done with an application process on your website, ads and opt-ins. If you are speaking to someone live or on the phone, you will want to have a set of qualifying questions to know whether they are an ideal potential client or not and which of your programs or packages you will want to present to them in your offer.

Here are some basic questions you’ll want to consider.

1. Why are they seeking out your services? This is their pain point.
2. What are they hoping to get out of working with you? This is either the service you deliver or the result you deliver. For example, if you are a money coach and your lead is looking for strictly accounting services, you will know they are probably not a match.
3. What is their annual income?
4. How much money have they invested in themselves or their business in the past year?
5. How committed are they to solving their current problem?

You will want to customize your questions further. For example, if you only want to work with people who’ve been in business more than 3 years, you’ll want to make a question that asks how long they’ve been in business. Or if you have different types of programs, you’ll want to understand their specific expectation. For example, if you do life coaching and health coaching, you’ll want to understand how you can best serve them based on their needs.

1. **Make a personal connection.**

People buy from people they know like and trust. You need to do a little relationship building at the beginning of the call or sales conversation. Try to find some common ground or at least create neutral small talk. It’s best to do as much research as possible before hand so you can do this step well. It shows you care and are a thorough professional.

However, do NOT spend a lot of time here. You want to stay focused on giving value, making a sale or getting to “no.”

1. **Find out exactly what your potential client wants.**

By helping your client articulate their vision or desired result, you are giving real value. Most people have not clearly identified what it is they really want. They may have an idea, but often they have not completed their vision. Your job is to get them in touch with their deeper desires, their dreams and big kahuna goals.

1. **What is keeping them in *their* opinion from having what they want?**

It is very important to help your client understand how THEY see what is in their way. This again, is giving huge value. Ideally, you lead will walk away with a much greater sense of what they want and what they need even if they are not ready to pull the trigger. It is extremely important to listen carefully to the exact words your lead uses to describe their issues because you will use their exact words later in the call. If you change the words, they may not resonate with the pain. You need them to feel their pain as most people don’t act until the discomfort of not acting is great than the pain of inertia.

Be sure to ask them, “On a scale of 1-10 how important is it to you to solve this issue or have \_\_\_\_\_\_\_\_\_\_\_\_\_?” You will use their answer later in the sales process.

1. **What is it costing them?**

This is where you want to go deep. Really delve into the pain of their situation. The deeper you can go, the easier it will be to sell. This is not to be sadistic, it’s to help people move OUT of their pain. If they have raised their hand and opt-in or signed up for a strategy session, then they are not where they want to be yet and that is causing them pain or discomfort. If you are the right person to help them, it is giving value to help them feel their emotions in relationship to the transformation they are seeking. So don’t be afraid to ask deeper questions.

For example:

1. How do you understand why you do not/are not\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yet?
2. What do you feel is your biggest obstacle getting\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
3. How long have you been struggling with\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
4. What has that or is that costing you\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
5. How is effecting other areas of your life?
6. **Paint the dream.**

This is where you take them to the holy land. You want to paint as vivid picture as you can of what’s possible for them. Imagine you are an artist and you are going to wave a magic brush to make their wildest dreams come true and paint *that* picture. It’s not, “I can help you lose the weight.” It’s “It is totally possible for you to lose this weight and feel amazing again, to regain all the energy you thought you’d lost for good. In fact, many of my clients say they feel better than when they were in their twenties and they have the bikinis to prove it!”

Here are a couple of key phrases to help you do this:

“I can totally see how you can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. “

“What if it were possible to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

“You know, I’ve helped many clients who were right where you are and now they are\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (result, result, result).”

1. **Be the bridge.**At this point, you may be done. Your lead may already be sold, but if not, you’ll want to position yourself as the bridge from their pain to their dream. YOU have the answer. You have the exact program, product or service that can get them where they want to be. This is an excellent place to add a client success story. Talk about someone whom you’ve helped in the past that got the result your lead is looking for.

This is the place to talk about your expertise.

1. **Make your offer.**

If you’ve done a good job and you are talking to an ideal potential client, they may simply ask about how they can work with you. Then you can just present your offer.

If they don’t specifically ask, YOU must ask. Very often people lose sales because they are waiting for the client to ask. If they do, that’s wonderful, but you must also be ready to take charge of the conversation. The most confident and comfortable you are with making your offers, the more relaxed you lead will be and more open to the sale.   
  
Remember to start with the biggest option of what you think would serve them with integrity. And then you can simple say something like:

“Based on what you told me you want and need, I think \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ would be the best option for you. It’s where I \_\_\_\_\_\_\_\_\_\_\_\_\_ (insert their need) and the result is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (insert their desired result.)

**Example.**

“Based on what you told me, I think my Stage Ready Masterclass would be ideal for you. It’s where I teach hungry entrepreneurs how to add thousands of dollars to their monthly income by becoming powerful, confident speakers in real time. It’s a one-day event where each person gets time on stage in a real theater and video recording of their performance with feedback from me and the audience. My past participants have loved it and have gone on to make a lot of money in their speaking engagements. The investment is $497. “

1. Then ask, “**HOW DOES THAT SOUND TO YOU?” and *wait* for the answer.**

You must resist the urge to say anything else. Stay quiet. Do not speak. Do not break the silence. Do not say anything at ALL until your lead responds. You have no idea what your lead is thinking until they tell you. If they are silent, they may simply be pulling out their credit card for all you know. You want to wait to hear what they have to say.

1. **Handle the objections.**

You want to get to the root of your lead’s objection and help them through it. Often people are afraid to change and will put of all kinds of reasons why they can’t move forward that are not truly stopping them.

The biggest objection, of course, if over money, but you want your client to articulate that so you can address it. The money question will be far less of an issue of you have created a tiered business model, have done a good job of prescreening and understanding their needs and have made the appropriate options available.

Once you have an understand of the objections, your job will be to continually toggle between pain and promise. You will need to get our client back in touch with what brought them to you in the first place and lean in.

Go back to the pain points they told you in the beginning of the sales process. Remind them. Remind them of how important they said it was to them to solve the problem on a scale of 1-10.   
  
Future pace. Ask them how much it will cost them moving forward if they don’t solve this problem now. What will change if they don’t take action now??

Remind them of the dream they want. Go back to the pain. Back and forth until….

1. **Get your answer and move on.**

The only job you really have in your sales process is to get a clear answer. Of course, we want the answer to be yes and you now have some very powerful steps to get you there. However, some people will not be the right fit or ready to work with you and that’s ok. The sooner you get to the answer, the more money you can make.

If some says “YES,” Huzzah! If you get a firm “No,” thank-you, next. You are free to find the next ideal client. If you feel they would be a great client at some time, put them in your follow-up funnel and check back.

If someone is truly not a fit, don’t be afraid to refer them to someone else, even if that person it a direct competitor. It shows you are a good resource and a confident business person. It also creates awesome good will in your industry and more than likely, the favor will be returned at some point.

**Final thought:**

Sales is not something you do *to* someone, it is something you do *for* someone. If you believe in what you do and come with a heart of service, there is zero reason to fear sales.