



JUMPSTART YOUR LIFESTYLE & NEXT LEVEL COACHING

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Katrina Sawa's Interactive Sales-Conversion Outline:

Big Picture (Simple) Outline on What To Do

1. (Pre-Call) Prequalify Prospects
2. Set Boundaries & Expectations
3. Build Rapport
4. Let them share their goals, vision, desires, challenges
5. Have them get to know you a little more
6. Get curious with them, ASK
7. Uncover the gap of where they are to where they want to be – they need to see it
8. Find out their level of motivation to fix their issues or resolve problems
9. Then ask if they want to know how you can help or how they can work with you (if no, stop)
10. Share your solutions / options
11. Ask them to take the next step
12. Dance with objections or concerns
13. Enroll them and get them engaged/started right away
14. Follow up with deliverables, next steps
15. Add them to your customer enrollment process

Detailed Outline on What To Do

1. (Pre-Call) Prequalify prospects with a strategically designed questionnaire, evaluation form, assessment or application on a webpage BEFORE you get on the call with them and ideally before they GET to your calendar to schedule... this way too you can 'get them on the list'. I also recommend asking for FULL CONTACT info on that form so you can follow up in other ways other than just email if they don't schedule or no show on you. Make sure your webpages where you place your questionnaires have a video of you talking about why they want to come to this call, what they'll get out of it, how to prepare and important things to know such as bringing significant other to the call if they help make decisions. Ensure you get on the phone with more qualified prospects, people who are open to a conversation about buying, interested in talking through their needs, etc. Get details such as their big picture goals, what challenges they're having, what questions they have, who else or what else they've invested in regarding what you do and how motivated they are to solve/fix/relieve their problem.
 - a. Have a clear system to get them into an appointment and ensure they show up (send reminder emails or notifications from yourself or your scheduling system if you have one). You can also leave a voicemail or text if you tend to get a lot of no shows.



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2. Set Boundaries & Expectations – when you start the call, make sure you set the expectations for what this call is for, what they can expect, how long it might be, depending, and that your goal is to help them come to a decision perhaps if or how they can get support with you.
3. Build rapport quickly with questions on the call and get curious – YOU take control but let them tell you about them for a little bit up front. Ideally have them share why they're here, why they decided to invest their time to speak with you.
4. Uncover the gap. What are their biggest challenges with xyz?
 - a. What else have they tried, invested in, wasted time or \$ with, and at what level of success have they had?
 - b. Why now? Are they ready to have what they say they want?
 - c. Are they willing to take the necessary action to get them there or will they revert back to what's comfortable? (motivation)
5. Share more about you if they don't know you well, telling stories of others you've helped and how.
6. Then ask if they want to know how you can help or how they can work with you (if no, stop)
7. Offer a solution or options – Invite them to participate, take action with you, join, become a part of your program, etc. I like to give 2 options, a this or that so they can choose and not just say yes or no. Ideally, one is much higher than the other – start high, then go low.
8. Remain neutral with no pressure while they decide or have more questions.
9. If objections or rebuttals, bring them back to what they say they want, what their current challenges are, their pain, what they've tried & why it hasn't worked. Ask: 'What is your plan if it's not this?' or 'If not now then when?' or 'if not me, then who?'
16. Ask them to make a decision today – offer incentives or bonuses to make it irresistible today.
17. If resounding no, then get them started somewhere with something else (this or that) – MAKE MONEY TODAY! Or make a follow up appointment to discuss their thoughts after they have time to think about it. (if they don't do this, they will most likely never sign up) But scheduling a follow up call to discuss the offers is a great next step. Just do not email options, links to sales pages or more info. Always discuss options for a next step ON the call or schedule a second call. But don't just schedule a second call because you coached them too much on first one. They won't buy the milk if you give them the milk.
18. If they say they're interested but may need to wait a few days or weeks to start, ask to take their credit card today and then you won't charge it til ___day, if they don't contact you to cancel, you'll get them started then. That way you both don't have to waste time scheduling another call if they're a yes, they just need to wait to start. You can also book or schedule your first call if it's a paid 1on1. But I would not send them details and components of a program until you receive payment. They are NOT a YES until you have the money or at least the first payment.

19. Seal the deal, hold them to the commitment and get them started with an assignment, homework, something to do, etc. right away to engage them.

SALES CONVERSATION OUTLINE



Process for converting more prospects into paying customers from one time conversations

PREQUALIFY

MAKE SURE YOU ARE TALKING TO THE RIGHT PEOPLE FROM THE GET-GO

Have a questionnaire to fill out, get their full contact info ahead of time. Confirm appts.

BUILD RAPPORT

FIND COMMONALITIES & INTERESTS

Ask a ton of questions about them, their lives, and situations that involve how you would help them. Tell your story too if they don't know too much about you yet.

LEARN THINGS

FIND OUT THEIR BIGGEST CHALLENGES

It's important to keep asking questions and clarifying what they're saying until THEY see the gap of where they ARE to where they want to BE. They have to be motivated.

DIG DEEPER

KEEP QUESTIONING TO GET TO THEIR REAL PROBLEM

They have to TRUST you enough to share sometimes their most intimate thoughts or fears. Keep digging in order to serve them.

TRANSITION

LISTEN FOR WHEN THEY ARE READY TO LEARN HOW YOU CAN HELP

Q - Would you like me to share with you a couple ways in which I believe I can help you with _____?

THIS OR THAT?

HAVE THEM CHOOSE WHICH WAY THEY ARE MOST INTERESTED IN

"I can work with you 1on1 or in a group, both will help you get where you want to go, which would you prefer and I'll share more?"

EXPLAIN BEST OPTION

SHARE THE TRANSFORMATION FIRST

Always start off high, then go low - in regards to price points and length of commitment, then give options if you have them and how you will help them get where they want to go.

NEGOTIATE

BE OPEN TO NEGOTIATING & BONUSES

The ideal is to get them to sign up today while on the call, do whatever it takes to offer huge value, easy bonuses, payment plans and more to take away any doubt.

SEAL THE DEAL

PAYMENTS & TAKEAWAYS

Take their first or only payment today, then get them started with course materials, email it or give them assignments, book next steps. The more you give, them now, the less they'll want to or be able to cancel.

Designed by Katrina Sawa at www.JumpstartYourMarketing.com