

## **Making the “Free Sessions that Sell” Process Work for You!**

The purpose of this coaching teleclass is to give you some additional pointers to help you be more successful in conducting your “Free Sessions that Sell.”

**Note that this overview doesn’t cover every single thing covered on the 95 minute coaching teleclass.** I highly recommend you listen to it as well. We do a lot of role-playing and answer several questions that go into this process even more deeply.

**The first thing is that you cannot do this process “on automatic.”** The way to do this on automatic is to ask the questions, wait for the answers and go onto the next question until you are done. You won't get results that way. You won't really connect with the prospect. You won't hear their needs, their aspirations and their challenges.

**The interview outline is merely a guide.** You have to infuse this interview with your attention, listening and interest. In the points we’ll cover in this session I want to give you more detailed information on how to conduct these sessions as successfully as possible. We won’t cover every single step in the process, but we’ll go into most of them.

**1. The first part has to do with where you are coming from when doing a Free Session that Sells.**

**If you were an actor in a play, you’d have lines you needed to memorize and then deliver in the play.** But great acting is much more than delivering the lines correctly. It’s delivering them with the right feeling. You become that character, and it’s just the same when you are interacting with a prospect. You can’t just ask the questions. You have

to put your full self into them.

**Put your attention and focus on helping the prospect, not trying to “sell” them.** You are asking the questions about their goals and their challenges to see if what you have can honestly assist them. You're not trying to “get through these questions” so that you can close. You are digging deeply into the psyche of your prospects with these questions to discover the possibilities of working together to make a difference.

**Treat your prospects with empathy, respect and caring.** You might be able to fake this, but ultimately if you don't make this kind of connection with a prospect, they'll see right through you. They will feel you are using a technique on them instead of working with them from a place of integrity. **Feel** where your prospects are coming from. Be concerned and interested in their goals and dreams. Be someone it is a privilege to have a conversation with.

**You'll get better at this the more Free Session you do.** And every time you do a session, it should be like the very first time. You want to be totally present with the prospect.

The first two part of the process are getting into rapport and then learning about the goals the prospect wants to achieve. But the next part, part three, really gets into what's behind those goals.

**2. Part three of the Free Sessions Process is learning what the impact would be of achieving their goals.** Go into this as deeply as possible. It's one thing to have a goal or a dream and quite another thing to explain what that really means. You do this by asking questions such as “What would be the best part of achieving that goal?” and “What would that really mean to you?” and “If you achieved that goal what would you do next?”

**For instance, if a prospect said:** "I'd like to make \$500,000 per year." I'd ask questions like, "What would you buy with that \$500,000?" And if they said, that they'd put it away for a secure retirement, I'd ask "Why is a secure retirement so important to you?"

**Whatever they said they really wanted, I'd try to get to the bottom of it.** Why does that goal excite them? What's the best part of it? How long have they had that goal? What would that goal ultimately help them achieve?

**If you don't get to the heart of the goal, you don't get to the heart of the motivation to work with you.** And if you don't get to the heart of the motivation, why should they work with you?

**3. Part four of the Free Sessions Process is uncovering the challenges to achieving their goals.** Ask them, "Now that you've told me what you want to achieve, let's talk about what's in the way of achieving those goals. What challenges do you typically face when attempting to achieve a big goal like that?"

**First listen to the challenges as they tell them to you.** Make sure you hear them and feed them back to the prospect: "My biggest challenge is just getting started. This is a real goal for me but I get stuck in the beginning stages." And you respond, "OK, just getting started is one of your biggest challenges." And then you might ask a question for clarity, "Do you tend to take some steps and get bogged down or do you never get past just thinking about the goal?" And they might say, "Well I think about it and I might do some things. But I plan a lot in my head and that planning rarely turns into action." And then you could say. "Can you give me an example?"

The more you understand what stops them the better. And

once they've told you their challenges and you've clarified them, you can also prompt them with Christian's five basic challenges:

- a) Lack of clarity
- b) No strategy or plan
- c) Lack of sufficient skills
- d) Non-supportive environment
- e) Psychological barriers

You might say something like, "It sounds like one of your challenges is just getting clear about the goal itself. Is that true?" Or, "It seems you are pretty clear about the goal but don't really have a plan to accomplish it."

**Use these five basic challenges and learn how true they are for your prospect.** Some of them may be true. All of them may be true. And the more aware the prospect is about these challenges, the more they realize they need some assistance.

**4. Part five of Process is now learning how these challenges are impacting them.** It's one thing to have challenges, it's quite another thing to see how these challenges are stopping them from achieving their goals. So help them connect the dots by digging more deeply into this.

**Just go through the challenges they've articulated one at a time.** "OK, now that you've told me the challenges in reaching your goals, let's look at the impact these challenges are having on your business (or relationships or life, etc.)"

**And then, you'd continue:** "You said that you've had trouble getting projects started and on track and that it's not unusual that most of these projects never get completed. How is that impacting your business?"

**And then ask other questions to go even deeper,** such as: "What do you think it's costing you in your business not to complete these projects?" (Actually try to come up with a dollar amount.) And, "How does it feel to you that a large percent of these projects are not completed?"

**And then go on to the next challenge.** During this part of the session, you need to be very straightforward, very matter of fact. You are not telling them what the challenges are costing them. They are. They are outlining exactly what it means to them to be stopping in achieving their goals.

**5. Part six is where you turn things around.** This is where you ask, "If you could wave a realistic magic wand, what would it be like for you to overcome these challenges to achieving your goals?" And, again, you don't want superficial answers; you really want them to paint a picture for you.

They might say something like, "It would be great! I'd achieve all my goals." But you want them to be more specific. "Tell me exactly what it would look like. What would happen? What would you do differently, that you're not doing now?"

Get them to talk about the goals they would achieve and what that would mean to them. Prompt them if you have to. "You said you wanted to make \$500,000 this year but that it's unlikely given that you keep getting stalled on projects. What would you start to do to move towards that goal if those challenges were no longer stopping you? How much more money would you make this year compared to what you made last year? And what would that mean to you?"

**6. In part eight of the process you give a precise overview of what your service consists of** and how it helps them overcome the challenges to achieving their goals. I highly recommend that you have this part written

out. If not, you'll tend to ramble. You want to say something like the following.

"Our program (or service) is designed to assist you in achieving your (marketing, business, relationship, life, etc.) goals and overcoming your challenges to making them happen. The program consists of these "X number" of parts (and then outline the parts). You need to customize this for your business. They may include Christian's five parts:

- a) Increase your clarity, focus and direction
- b) Help you create a specific strategy and plan to...
- c) Train you in building the needed skills, such as...
- d) Work on creating a supportive environment
- e) Deal with the psychological barriers that stop you

In the course of discussing the things that are covered in your services you might also insert brief stories or case studies. Demonstrate that you have actually produced results with actual clients.

**Remember, these are generic; you need to fit them into your specific program or service.** Then explain the basic structure in which these services are delivered. "Typically I meet with clients once a week for a 90 minute session. In these sessions we'll develop strategies and plans and you'll receive assignments to do between sessions. You'll send me those assignments before the next sessions, etc." Again, this has to be customized to how you structure your work with clients.

This next part was not part of the original process, but it is very useful to help the prospect make a commitment.

**7. Finally, before you talk about your guarantee and your price I'd want to confirm that the prospect is on board** and will do their part to make this work together successful. You might say something like this:

"Prospect, this program is proven to help you achieve your goals and to overcome the challenges to achieving them. It's worked for many, many people. But ultimately the success of the program will depend on your commitment to follow through. If you don't follow through it will be a waste of your time and my time. So my question is, given that this is going to take some work on your part and an investment of time, energy and money, why would you want to do this now?"

The purpose for a question like this is to gauge their commitment and to have them sell you on doing it. Ultimately, if they don't sell themselves, they won't do it or they'll do it without a real commitment.

If they answer with, "Well, what I've really been looking for is the support and some help with the skills that would help me accomplish my goals. So, yes, this is something I will really commit to do," then you have someone who has sold themselves on getting some assistance.

**At this point they may ask some questions about the program.** Answer them very matter-of-factly, always pointing to the results. For instance: "You say you'll support me in getting my book written in six months or less. Is that realistic?" And you answer, "This happens for about 80% of my clients. The other 20% typically take a few months more. I'll be giving you very specific step-by-step assignments. If you do that, the book will be ready in six months. Can I count on your to complete all the assignments on time?"

**8. Finally you want to talk about the guarantee and the price and payment.** One of the big keys to closing the deal is to get the payment now, not later. Once they say, yes, they want to move forward, don't slow things down. Only large companies need proposals. And if you're working with

a large company, prepare the proposal immediately and get it out to them. (See the InfoGuru Manual for a detailed proposal outline.)

**However, if you are working with individuals or sole proprietor businesses, a proposal is usually not needed.** Be ready to take the next step: "OK, this is what we need to get started. I'm going to send you the very first preparation assignment, which I'd like you to complete before our first meeting. I'll send it by email. And then I'd like to set up our first meeting in one to two weeks. Let's look at our calendars."

Once you've settled the dates, talk about payment: "To get started I'll need your first payment of \$1,000. And then there will be four additional payments of \$1,000, each two months apart. I'll put it on your credit card and will charge you automatically so you don't need to worry about billing. Does that work with you OK? Alright, let me get your credit card number and expiration date."

Once you get the credit card information, say, "I'm excited to be working with you to help you accomplish your goals. We'll do some great things together. I'll send you that preparation work in a few minutes and then talk to you on the 5th. If you have any questions between now and then just let me know. Email is best."

And you're done.

**Let's summarize the most important points about this process.**

**1. Where you are coming from is just as, if not more important than what you say.** You can follow the process to a T and not be successful if you are not focused on helping the prospect, being empathetic, caring and respectful.

**2. You need to go deep in discovering the impact of the prospect achieving their goals.** If you don't have this, there is no motivation for them to take action and to work with you.

**3. You must discover and really understand their challenges.** If you don't know what's stopping them from achieving their goals, you won't have a service to sell. The key element in all professional services is helping people overcome their challenges.

**4. You must also get them to articulate the impact of their challenges.** It's one thing to have challenges, but quite another to really understand what these challenges are costing them in their lives and their business.

**5. You turn things around when you talk about what it would mean to overcome their challenges.** This is where they get to articulate what it would be like to get past their challenges and move forward with their goals.

**6. This is where you explain what your service is and how it works.** This is actually the shortest part of the whole session. It needs to be well thought out and concise. Let them know how things work and what it will mean to them.

**7. This is where you get them to sell you on working with you.** Don't try to convince them that your services are great. Get them to convince you they are committed to moving ahead and doing what it takes to succeed.

**8. This is where you not only get a commitment to work with you, you get paid.** You don't want to end with a vague, "Why don't you think about it and get back to me?" Let them know what the next steps are and how to pay.

**This process will become easier and easier every time**

**you do it.** After awhile, if you are talking to a qualified prospect who needs your services, you will turn most of these sessions with prospects into new clients excited to begin working with you.