

B.E.Y.O.N.D.-U.

SALES ENROLLMENT CONVERSATION

B What is your BIG Dream? What do you really want?

E What EFFORT have you put into your dream these last 3 months? What effort are you putting into it now? What is your biggest challenge?

Y Share a “YES, you can” story! Share a brief success story- either a personal story, client/ friend/ colleague’s success story that is relevant to this prospective client. Lead with compassion.

O Transition smoothly to the OFFER in the form of a recommendation. If you feel they are the right fit, now it’s time to make a recommendation:

N “Here’s what I recommend for you” – and this is when you present your signature offering and go over your program, product, service or opportunity.
Share the “Nuts & Bolts” of your offer:
Overview, Logistics & Investment

D DON'T convince or push them and don't let them off the hook.

U Seek to UNDERSTAND
Walk through the resistance.