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# ★ CHAPTER 1 — THE HIGH-TICKET MINDSET SHIFT FOR DIETITIANS

Most Dietitians don't struggle because of low leads.  
They struggle because of **low belief** in three things:

1. **Themselves**
2. **Their value**
3. **The buying power of the Indian audience**

This chapter fixes these three fears permanently.

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## 🔥 SECTION 1: Why Dietitians Struggle With Sales

### ✗ False Belief #1:

**“Housewives cannot afford my package.”**

But look around:

- Same housewife buys **15K lehenga**
- Same housewife buys **EMI washing machine**
- Same housewife buys **mid-range smartphone**

The problem is NOT money.  
The problem is **priority**.

### ✗ False Belief #2:

**“If the lead says ‘call me later’, she won't buy.”**

This is NOT rejection.  
It is **hesitation + lack of clarity**.

Humans avoid decisions when:

- They fear investing in themselves
- They feel guilty spending on themselves
- They don't understand the value yet

### ✗ False Belief #3:

**“If someone says it's expensive, they can't afford it.”**

Truth:

People only call something *expensive* when they don't understand **ROI**.

Weight-loss ROI =

Confidence + Health + Convenience + Accountability + Structure

If they don't see this, they will say:

“Too much... expensive...”

Not because of price —

but because of **poor value communication**.

### ✗ False Belief #4:

**“If the lead doesn't speak English, she won't buy.”**

This is the BIGGEST mindset block.

India's biggest spenders for diet plans are:

- Homemakers
- Working moms
- Women who prefer Hindi or regional languages

They prefer Hindi because they prefer **comfort**.

If you match their comfort,  
they TRUST you faster.

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# SECTION 2: The Truth — You Aren't Just a Dietitian Anymore

Today's market needs **3 roles in one**:

1. **Expert**
2. **Counsellor**
3. **Sales Professional**

Dietitians think sales is “extra”.

But sales is:

- Understanding psychology
- Asking deep questions
- Connecting emotionally
- Showing the real problem
- Reframing beliefs
- Giving clarity

Sales is **counselling + coaching + clarity**.

The moment you accept this,  
your conversion rate will **instantly increase**.

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# SECTION 3: The 3 REAL REASONS Why Dietitians Do Not Sell

 **Reason 1: Low Voice Power**

Your tone often sounds:

- Doubtful
- Soft
- Uncertain
- Like you're afraid to ask

Clients don't trust someone who sounds unsure.

## ★ Reason 2: Educating Too Much

Dietitians explain:

- PCOD science
- Deficiency science
- Hormone science

And the client thinks:

"Okay good information... but what should I do now?"

Education ≠ Sales.

## ★ Reason 3: Not Controlling The Conversation

The client asks:

"Price?"

"Guarantee?"

"Send diet chart sample?"

"Kitne kg kam hoga?"

And the Dietitian answers directly.

That ends the sale.

YOU must drive the call.

Not the lead.

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## SECTION 4: The NEW High-Ticket Belief System

If you want to close 10K–30K packages consistently, adopt these new beliefs.

★ **BELIEF 1: Lead is not broke — she is confused.**

Your job is to give clarity, not discount.

★ **BELIEF 2: ‘Call me later’ = I need more trust.**

Not rejection.

★ **BELIEF 3: ‘Expensive’ = I don’t see the value yet.**

Your pitch, not your price, is weak.

★ **BELIEF 4: Hindi-speaking clients convert BETTER.**

They trust faster and stay longer.

★ **BELIEF 5: I AM a sales professional.**

Not “just a dietitian”.

This change alone increases conversions by 50%.

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## SECTION 5: REAL-LIFE EXAMPLES (3–4 Genuine Scenarios)

### **Example 1: The Housewife Who Said “Mera budget tight hai”**

A dietitian quoted 12,000.

Lead said, “Mera budget tight hai, baad me dekhungi.”

Dietitian A: “Okay ma’am, no problem.” (Lost)

Dietitian B (trained):

“Ma’am, tight budget usually means you are spending on the wrong health issues already. Let’s solve the root so you SAVE money.”

Result: She converted for 10K.

Truth: She had the money — she lacked **confidence**.

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## **Example 2: Lead Said “Call me tomorrow” 3 Times**

Most dietitians stop here.

Sales-trained dietitian said:

“Sure ma’am, ek kaam karte hain... kal call ke pehle ek quick question:  
Right now your biggest challenge kya chal raha hai — cravings ya consistency?”

Lead replied.

Conversation continued.

She opened up emotionally and paid 15K.

Reason:

**Follow-up + curiosity question = instant interest.**

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## **Example 3: Lead Didn’t Speak English**

Dietitian assumed:

“She won’t afford.”

Lead was actually:

- Wife of an NRI
- Staying home in India
- Preferred Hindi
- Paid 18K full payment

Sales mistake:

Judgement based on language.

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## **Example 4: Lead Said “Expensive lag raha hai...”**

Dietitian replied:

“Ma’am, expensive tab lagta hai jab aapko result ka trust nahi hota. Let me explain exactly how your body will change in 30 days...”

Lead converted.

Why?

Value > Price.

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## ✓ END OF CHAPTER 1

# ★ CHAPTER 2 — UNDERSTANDING LEAD PSYCHOLOGY

Sales is NOT about closing.

Sales is about **understanding WHY people behave the way they do.**

Most dietitians lose sales because they don’t understand the **mind of the lead.**

Once you understand *why a lead hesitates*, their objections don’t affect you anymore.

This chapter will teach you EXACTLY that.

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## ★ SECTION 1: The 3 Types of Leads (And How They Think)

Every lead falls into one of these buckets:

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### 1 HOT LEADS — “Mujhe result chahiye, bas clarity chahiye.”

These leads:

- Already tried diets
- Already frustrated
- Already convinced
- Mostly busy professionals
- Come through direct ads or referrals

Their mindset is:

“Main ready hoon... bas pata karo yeh sahi person hai ya nahi.”

They convert FAST when you give **confidence + structure**.

They do NOT convert when you:

- Over-explain science
- Sound unsure
- Ask too many questions
- Delay the offer

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## 2 WARM LEADS — “Mujhe chahiye... but I’m scared.”

These are **70%** of the market:

- Housewives
- Working women
- Busy moms
- PCOD/Thyroid patients

Their mindset:

“Main karna chahti hoon... par kahin paisa waste na ho jaye.”

Their fears are:

- “Will I be able to follow?”
- “What if I fail again?”
- “What if results nahi aaye?”
- “Husband kya boleگا?”
- “Time kaise milega?”

These leads convert when:

- You listen deeply
- You normalise their fear
- You guide, not push

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### **3 COLD LEADS — “Dekh lenge... abhi nahi.”**

These include:

- Freeloaders
- People only collecting info
- People without clarity
- People new to weight loss

Mindset:

“Try kar ke dekhte hain, maybe later...”

You should NOT try to close them immediately.

Your goal:

- Build trust
  - Educate softly
  - Show value slowly
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## ★ SECTION 2: Why People Hesitate to Buy a Diet Plan

People don't hesitate because of money.  
They hesitate because of **fear**.

The 4 biggest fears:

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### ★ Fear 1: “Main follow nahi kar paungi.”

This is *performance anxiety*.

Solution:

Show them a simplified, lifestyle-friendly approach.

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### ★ Fear 2: “Mujhe fail hone ka darr hai.”

They have failed many times before.

Solution:

Don't promise results — promise **support & accountability**.

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### ★ Fear 3: “Mujhe pehle price batao.”

This is not about money.

This means:

- They don't trust yet
- They don't know if the plan is for THEM
- They don't understand the value
- They want to feel "safe"

We'll cover the response in Chapter 8.

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## ★ Fear 4: "Mujhe spouse se puchna hoga."

This is usually because:

- They are unsure
- They need external validation
- They fear making a wrong decision

Solution:

Ask:

"If you decide yes, phir aap husband ko batayengi ya woh decide karenge?"

This shifts clarity instantly.

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## ★ SECTION 3: The 5 Patterns of Buyer Behavior (Specific to Indian Audience)

These 5 patterns will change your conversions forever.

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★ **Pattern 1: Indians buy EMOTIONALLY, justify LOGICALLY.**

First they FEEL trust...  
Then they THINK about results.

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★ **Pattern 2: Indians need “someone like me” feeling.**

This is why Hindi leads convert more.

If the lead feels:

“Yeh meri language mein baat karti hai... yeh mujhe samjhegi...”

Conversion jumps by 40%.

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★ **Pattern 3: Indians avoid immediate decisions.**

They say:

- “Send details”
- “Call me later”
- “I will let you know”

Not rejection.  
Just **decision discomfort**.

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★ **Pattern 4: Indians fear being scammed.**

They have seen:

- Fake coaches
- Fake apps
- Fake diet plans

Your tone and clarity remove this fear.

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★ **Pattern 5: Indians buy 70% based on CONFIDENCE of the coach.**

For them:

Your confidence > Your plan

Your voice > Your chart

Your energy > Your experience

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## ★ **SECTION 4: Real-Life Scenarios (3–4 True & Practical Examples)**

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**Example 1: Lead Said “Mere husband ko price bata ke batati hoon.”**

Dietitian assumed the husband will say no.

But when asked:

“Agar aap ready hoti... phir aap husband ko bataati ya woh decision lete?”

She said:

“Main hi decide karti hoon.”

Sale closed.

👉 *The hesitation was HER fear, not husband's approval.*

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**Example 2: Lead Said “Price?” In the First 10 Seconds**

Most dietitians panic.

Experienced closer said:

“Price ka answer to mil jayega ma'am... bas ek chota sa question:  
Aap weight loss end goal kya dekh rahi hain — inch loss ya PCOD control?”

Lead responded openly.  
Conversation started.  
She purchased 12K plan.

👉 *Price-first leads convert HIGH when handled properly.*

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### **Example 3: Lead Said “Abhi mera budget tight hai.”**

Instead of accepting, closer asked:

“Budget tight hona usually do chizo ki wajah se hota hai —

1. Confidence ki kami
2. Health costing zyada ho rahi hai  
Aapko kaun sa seem ho raha hai?”

Lead opened up:

“Mere cravings bohot zyada hain...”

Boom.

Sale closed.

👉 *Budget issues are usually emotional issues.*

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### **Example 4: Lead Didn’t Speak English**

Dietitian thought she was poor.

Turned out:

- She was from a wealthy family
- Preferred Hindi
- Wanted someone emotionally comforting
- Paid ₹18,000

👉 *English ≠ Buying Power.*

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## ★ SECTION 5: The “Inner Script” Every Dietitian Must Keep in Mind

Repeat this before every call:

- ✓ “Lead is confused, not broke.”
- ✓ “My job is clarity, not discount.”
- ✓ “Language doesn’t matter, connection does.”
- ✓ “Price-first leads are the fastest conversions.”
- ✓ “Fear means interest — not rejection.”

This mindset will make you a powerful closer.

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## ✓ End of Chapter 2

## ★ CHAPTER 3 — PRE-CALL PREPARATION (THE FOUNDATION OF ALL SALES)

Most dietitians think sales starts when the call begins.  
But the truth is:

**Sales starts BEFORE you say hello.**

The way you prepare your MIND, VOICE, and INTENTION determines whether the call converts or dies in the first 60 seconds.

This chapter will show you exactly how to prepare like a high-ticket professional.

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## ★ SECTION 1: WHY PRE-CALL PREPARATION MATTERS

When you answer suddenly “Hello... haan boliye...”, you sound:

- Unprepared
- Low-energy
- Low-confidence

And the lead thinks:

“Acha... she doesn’t seem professional.”

People don’t buy information.  
They buy **certainty**.

If you sound certain, the client feels:

- Safe
- Understood
- Supported
- Ready to invest

Pre-call prep creates that CERTAINTY.

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## ★ SECTION 2: THE 3-STEP PRE-CALL RESET (2-Minute Ritual)

Before every call, do this 120-second ritual.

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## **STEP 1: ENERGY RESET (30 seconds)**

Stand up.

Take 3 slow breaths.

Tell yourself:

- ✓ “I am the expert here.”
- ✓ “This call will help her.”
- ✓ “This is not about price — it’s about her life.”

Your energy automatically becomes powerful.

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## **STEP 2: VOICE WARM-UP (30 seconds)**

Speak 1–2 sentences in a clear, strong tone:

- “Hi ma’am, I hope you’re doing well today.”
- “I’m here to understand your problem deeply.”

This warms your vocal cords so you don’t sound sleepy or rushed.

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## **STEP 3: INTENTION RESET (1 minute)**

Ask yourself:

- ✓ “What is her goal?”
- ✓ “What is she struggling with?”
- ✓ “How can I show her the value?”

DO NOT think:

- ✗ “Hope she converts.”
- ✗ “Hope she pays.”

If you think “I need the sale,” your tone becomes needy.

You must enter the call with:

**Calm confidence, not desperation.**

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## ★ SECTION 3: HOW TO MATCH THE LEAD'S ENERGY LEVEL

This is the most powerful sales technique.

People buy from people who feel "LIKE THEM."

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### **If the lead talks fast → You talk fast.**

If she says:

"Hi ma'am, haan boliye kya process hai?"

Your tone should match:

"Haan sure ma'am, I'll explain... but first tell me..."

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### **If the lead talks slow → You talk calm.**

Lead:

"Haan ma'am... main thoda confuse hoon..."

You:

"Bilkul theek... main aapka confusion clear kar dungii."

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### **If the lead sounds emotional → You soften your voice.**

Lead:

"Mujhe PCOD hai... but main baar-baar fail ho jaati hoon..."

You:

"I understand... and trust me... this is not your fault."

This creates INSTANT trust.

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# ★ SECTION 4: HOW TO PREPARE YOUR TONE (THE 4-TONE FORMULA)

On every call, you need these FOUR tones:

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## ★ 1. Warm Tone (Beginning of call)

To create comfort:

“Hi ma’am, how are you doing today?”

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## ★ 2. Curious Tone (While asking questions)

Shows that you are listening deeply:

“Okay... and when did this start happening?”

“Tell me more about this...”

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## ★ 3. Strong Tone (When giving clarity)

Shows leadership:

“Ma’am, let me explain what’s happening with your body.”

“This is exactly why your weight isn’t dropping.”

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## ★ 4. Confident Tone (When pitching the program)

Not loud.

Just **solid**.

“So here is how we’ll work together...”

“This is the structure you’ll follow...”

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## ★ SECTION 5: PRE-CALL QUESTIONS YOU MUST KNOW

Before the call starts, you should know:

- ✓ Name
- ✓ Problem (PCOD/Thyroid/Weight gain)
- ✓ Age
- ✓ Source of lead (ads / referral / insta DM)
- ✓ What she is expecting

This helps you structure your call properly.

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## ★ SECTION 6: RED FLAGS TO AVOID BEFORE STARTING THE CALL

Avoid doing these 15 minutes before the call:

- ✗ Scrolling reels
- ✗ Eating food
- ✗ Taking another stressful call
- ✗ Rushing in the middle of work
- ✗ Talking with family
- ✗ Multitasking
- ✗ Being negative
- ✗ Thinking "Probably she won't take"

Your energy transfers to the lead.

If you are scattered, she won't buy.

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# ★ SECTION 7: 3 REAL EXAMPLES (GENUINE SCENARIOS)

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## Example 1: Dietitian picked the call during cooking

She answered with low energy:

“Haan bolo...”

Lead replied:

“Aap busy lag rahe ho... hum baad me baat kar lete hain.”

Lead never came back.

- 👉 Outcome: Lost sale
  - 👉 Reason: No pre-call state
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## Example 2: Dietitian used energy matching perfectly

Lead spoke softly:

“Ma’am... thodi health issue chal rahi hai...”

Dietitian softened her tone:

“I understand... I’m here to help. Tell me what’s troubling you the most?”

Lead felt safe, cried a little, opened up, purchased a 14K program.

- 👉 Energy matching = Trust
  - 👉 Trust = Conversion
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## Example 3: Dietitian entered call with confidence

Dietitian did 2-minute ritual before call.

Her voice was clear, warm, strong.

Lead said:

“Ma’am aapka tone bohot acha hai... I feel comfortable.”

This lead converted in 7 minutes.

👉 Tone sells before the plan sells.

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## ★ SECTION 8: THE 10-SECOND OPENING SCRIPT YOU MUST USE

Start every call like this:

“Hi ma’am, thank you so much for taking the time to speak today.

Before I share the plan, I want to understand your current routine and challenges — is that okay?”

This shows:

- ✓ Respect
- ✓ Leadership
- ✓ Structure

Lead immediately feels:

“She is professional.”

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## ✓ END OF CHAPTER 3

## ★ CHAPTER 4 — HIGH-TICKET CALL ETIQUETTE

***“How your voice, tone, and behavior decide whether the lead buys or disappears.”***

Most dietitians don’t lose leads because of price.

They lose leads because of **wrong phone behavior**.

This chapter will teach you EXACT phone etiquette —

the tone, pauses, pace, words, and emotional cues that actually convert clients.

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# ★ SECTION 1: THE LAW OF FIRST 30 SECONDS

The lead decides in **30 seconds** whether to trust you or not.

She thinks:

- “Is she confident?”
- “Will she judge me?”
- “Is she professional?”
- “Am I safe talking to her?”

Your first 30 seconds must build:

- ✓ Warmth
- ✓ Authority
- ✓ Clarity
- ✓ Comfort

If you fail here, the lead will:

- Give excuses
- Ask price early
- Delay decision
- Escape the call

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# ★ SECTION 2: THE 6 CALL ETIQUETTES EVERY DIETITIAN MUST FOLLOW

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## ★ 1. Never start with “Haan bolo” or “Yes tell me.”

This sounds rude, busy, or uninterested.

Start with:

“Hi ma’am, thank you for connecting. How are you feeling today?”

Simple.

Warm.

Professional.

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## ★ 2. Keep your voice slightly slower than normal.

Fast voice = desperate

Slow voice = confident

Your goal is **confidence**, not rush.

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## ★ 3. Never interrupt the lead (golden rule)

When she explains her problem:

- Do NOT correct her
- Do NOT jump to solutions
- Do NOT cut her story

Interrupting breaks trust instantly.

Let her finish completely.

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## ★ 4. Use micro-pauses (1–2 seconds)

Why?

Pauses show:

- Maturity
- Emotional presence
- Confidence

Example:

Lead: "Mujhe cravings bohot hoti hain..."

You:

"Hmm... (pause)

I understand. That must be really frustrating."

This hits DEEP emotionally.

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## ★ 5. Always mirror the lead's energy

If she speaks softly → You soften tone

If she is excited → You add energy

If she is confused → You slow down

If she talks fast → You match pace

People buy from people who feel like THEM.

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## ★ 6. NEVER use negative or clinical language

Avoid:

✗ "You are wrong."

✗ "Aap follow nahi kar paogi."

✗ "Aapko discipline nahi hai."

Use:

✓ "I understand your struggle."

✓ "This is common in PCOD."

✓ "We'll fix this together."

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# ★ SECTION 3: HOW TO SOUND LIKE A HIGH-TICKET COACH (TONE GUIDELINES)

Your tone must include 4 ingredients:

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## ★ 1. Warmth

Makes her feel safe.

“Bilkul theek ma’am, you can share openly.”

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## ★ 2. Confidence

Shows leadership.

“Let me explain what’s happening in your body.”

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## ★ 3. Curiosity

Shows you are listening.

“Okay... and when does this usually happen?”

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## ★ 4. Soft authority

You lead the conversation without force.

“So here is how we will work together...”

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This combination is deadly powerful.

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## ★ SECTION 4: EXACT DO's & DON'Ts

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### ★ DO's

- ✓ Use her name 2–3 times
  - ✓ Smile while talking (voice becomes warm)
  - ✓ Keep background noise ZERO
  - ✓ Sit straight (voice becomes more confident)
  - ✓ Use relatable examples
  - ✓ Validate her struggles
- 

### ★ DON'Ts

- ✗ Don't sound like you're in a hurry
- ✗ Don't multitask on the call
- ✗ Don't dominate the conversation
- ✗ Don't go into medical jargon
- ✗ Don't ask questions like an interrogation
- ✗ Don't speak in monotone

These kill conversions.

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## ★ SECTION 5: EXAMPLES OF GOOD vs BAD CALL ETIQUETTE

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### ✗ BAD EXAMPLE 1

Lead: “Ma'am mujhe PCOD hai...”

Dietitian: “Haan theek hai, weight kitna hai abhi?”

Lead feels:

- Rushed
- Ignored
- Disrespected

Conversion drops to ZERO.

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### ✓ GOOD EXAMPLE 1

Lead: “Ma’am mujhe PCOD hai...”

Dietitian:

“Okay...”

Take your time.

PCOD can be emotionally draining.

When did this start?”

Lead feels:

- Safe
- Understood
- Ready to open up

Conversion HIGH.

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### ✗ BAD EXAMPLE 2

Lead: “Ma’am cravings control nahi hoti.”

Dietitian: “Aap discipline nahi rakhti, isliye hota hai.”

Lead shuts down emotionally.

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### ✓ GOOD EXAMPLE 2

Lead: “Ma’am cravings control nahi hoti.”

Dietitian:

“Hmm... (pause)

This usually happens when hormones get disturbed.

We’ll fix this step by step.”

Lead feels hope → Buys.

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### **BAD EXAMPLE 3**

Lead: “Price bata dijiye.”

Dietitian (panicking): “Uh... ma’am 7,000 ka plan hai...”

Lead says: “Okay I will think.”

Call ends.

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### **GOOD EXAMPLE 3**

Lead: “Price bata dijiye.”

Dietitian (calm):

“Price bataungi ma’am definitely...

bas ek chota question —

Aapka goal more inch loss hai ya PCOD control?”

Lead opens up → Conversation continues → Conversion high.

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## **SECTION 6: ADVANCED ETIQUETTE — THE “SILENCE POWER”**

Silence is a sales tool.

When you stay silent for 1–2 seconds:

- Lead feels heard

- She reveals deeper emotions
- She trusts you more
- She allows coaching

Example:

Lead: "Ma'am mujhe time nahi milta..."

You:

(1-second pause)

"Hmm..."

What usually takes most of your time?"

She opens up.

Silence = Authority.

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## SECTION 7: REAL-LIFE EXAMPLES (GENUINE SCENARIOS)

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### **Example 1: Soft tone converted a crying lead**

Lead broke down while sharing her journey.

Dietitian simply said:

"Take your time... I'm right here."

This single line created deep emotional safety.

Lead purchased a premium ₹15,000 package.

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### **Example 2: Energy mismatch killed a sale**

Lead was calm and soft.

Dietitian was excited and loud.

Lead said:

“Ma’am aap thoda fast bol rahe ho... I’ll talk later.”

She never returned.

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### **Example 3: Professional tone built instant trust**

Dietitian started:

“Hi ma’am, thanks for connecting. How are you feeling today?”

Lead responded:

“Your tone is so comforting... I feel you will understand me.”

Lead converted in the first call.

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## **SECTION 8: THE PERFECT CALL** **INTRODUCTION SCRIPT**

Use EXACTLY this:

“Hi ma’am, thank you for taking the time today.

Before we talk about the plan or pricing, I want to understand your routine and your main struggles.

Is that okay?”

This creates:

- ✓ Permission
  - ✓ Trust
  - ✓ Structure
  - ✓ Leadership
- 

## **END OF CHAPTER 4**

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## **\*\*CHAPTER 5**

How to Control the Conversation With the Right Questions\*\*  
(*The New-Age Dietician's Sales Skill*)

Sales is not about talking more.

**Sales is about asking the right questions that make the lead think, feel, and realise their own need.**

Aap jitne better questions puchoge, utna hi lead khud convince hota chala jayega.  
This chapter teaches you exactly that.

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### **5.1 — Why Questions Are Your Strongest Sales Tool**

Most dieticians fail not because they lack knowledge...

They fail because **they talk like a lecturer instead of a counsellor.**

- ✘ “Aapko PCOS hai toh ye ye problem hoti hai.”
- ✘ “Aapko weight loss karna hai toh carbs kam karo.”

This is *information*.

But information **never** converts.

The real conversion happens when your **questions create self-realisation**, like:

- ✓ “Aapko lagta hai agar ye 5 kg kam ho jaaye toh aapki life kaunsi cheezein aasaan ho jayengi?”
- ✓ “Is weight ne aapko mentally kitna affect kiya hai?”

Questions open emotions.  
Emotions close sales.

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### **5.2 — The Structure of a High-Converting Sales Conversation**

Every high-performance sales call follows the same foundation:

- 1) Rapport Setup
- 2) Problem Discovery Questions
- 3) Impact Questions
- 4) Future Vision Questions
- 5) Commitment Questions
- 6) Offering Solution Only After They Feel Understood

Let's break these down.

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## 5.3 — Rapport Setup (Warm Start Questions)

Your goal: make the lead comfortable in the first 60 seconds.

Use these questions:

- “Hi, how are you feeling today?”
- “Aapka routine kaisa chal raha hai recently?”
- “Call join karne ka perfect time mil gaya? Sab sahi chal raha?”

This shows care — not desperation.

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## 5.4 — Problem Discovery Questions (The Heart of Sales Psychology)

Dieticians who fail in sales jump into giving tips.

Winners ask questions like therapists.

Here are the **non-negotiable** questions:

### A. Current Struggle Questions

- “Sabse zyada struggle aapko kis cheez me hoti hai — diet follow karna, cravings, ya routine?”
- “Ye problem kab se chal rahi hai?”
- “Aapne ab tak kya kya try kiya hai?”

## B. Emotional Impact Questions

These turn a cold lead into a warm lead.

- “Aapko khud ko kaisa feel hota hai jab weight control nahi hota?”
- “Aap apne health ko ignore karte karte sabse zyada kis cheez se darte ho?”

## C. Lifestyle Ground Reality Questions

- “Aapka daily schedule kaafi hectic lag raha hai, thoda detail me batao?”
- “Aapka eating pattern kaisa rehta hai — ghar ka, bahar ka, travel?”

These help you see the real root cause.

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# 5.5 — Impact Questions (Where Conversions Actually Start)

Impact questions force the person to realise their problem is serious.

Examples:

- “Agar ye weight next 3 months me aur badh gaya toh kya changes ho sakte hain?”
- “Agar PCOS aise hi raha toh periods kitne irregular ho sakte hain?”
- “Aapko lagta hai abhi action lena zaruri ho gaya hai?”

These questions create urgency **without you sounding salesy.**

---

## 5.6 — Future Vision Questions (The YES Trigger)

Make them imagine success.

- “Agar 8-10 kg kam ho jaaye toh sabse pehla kaunsa change aap feel karna chahoge?”
- “Aapka ideal routine kaisa hoga, jisme aap comfortable ho?”
- “Aapko kis type ka result sabse zyada motivate karta hai — inch loss, energy, digestion, periods?”

Now they are emotionally invested.

---

## 5.7 — Commitment Questions (The Decision-Maker)

These questions test if they are serious.

- “Agar mai aapke routine ke hisaab se ek simple aur practical plan bana du — aap follow kar loge?”
- “Is baar result lene ke liye aap kitna committed feel kar rahe ho out of 10?”
- “Agar mai support du toh kya aap ready ho step-by-step follow karne ke liye?”

If they say 7/10+, they are closable.

---

## 5.8 — WHAT NOT TO DO as a Dietician

- ✗ Don't jump to solutions
- ✗ Don't argue on price
- ✗ Don't give free plan
- ✗ Don't get emotional when lead says "expensive"
- ✗ Don't assume housewives can't afford

**Your job is to uncover need — not justify your price.**

---

## 5.9 — Real-Life Examples (3 Genuine Case Studies)

### ★ Case Study 1: The “Call Me Later” Lead Converted

**Lead type:** Housewife, two kids, no clear goal

**What she said:** “Call me later, abhi time nahi hai.”

**Old dietician approach:**

- “Thik hai ma'am, call later.” (Lead gone forever)

**New approach using questions:**

Dietician:

“Bilkul, call later kar lete hain.

बस ek chota sa question —

Aapka main struggle kya hai jo aap solve karna chahti hain?”

Lead opened up:

“Mujhe energy nahi rehti, back pain hota hai.”

Dietician asked:

“Agar energy wapis aa jaye toh daily life me sabse bada relief kya milega?”

Lead became emotional → booked program same day.

---

### ★ Case Study 2: “English nahi aati, main kaise follow karungi?”

**Lead type:** Hindi-speaking, low confidence

**What she said:** “English nahi aati toh main plan follow nahi kar paungi.”

**Winning reply:**

“Aapko English nahi aani chahiye.  
Aapko sirf follow karna aana chahiye —  
aur mai pura Hindi me support dunga.  
Aapka result language pe nahi, routine pe depend karta hai.”

Then added this question:

“Hindi me daily 5-minute voice note guidance mile, toh kya aap comfortably follow kar paogi?”

→ Lead said YES

→ Closed 3-month program.

---

★ **Case Study 3: “Expensive hai” Lead Converted**

**Lead type:** PCOS client

**What she said:** “Aapka program expensive hai.”

Dietician did NOT justify price.

She asked:

“Ma’am, expense ek angle hai —  
but agar aapka period normal ho jaye,  
weight down ho jaye,  
aur medicines kam ho jaye...  
ye kitna valuable hoga aapke liye?”

Lead paused.

Then said: “Actually, that matters more.”

→ Converted to 6-month plan.

---

## 5.10 — Summary: Your Questions Build Your Value

Good questions show:

- ✓ You understand
- ✓ You care
- ✓ You diagnose like an expert

When the lead feels understood,

**price automatically becomes secondary.**

# \*\*CHAPTER 6

The New-Age Dietician's Mindset: Breaking Old Sales Beliefs\*\*

Aaj ke time me **sales ka biggest problem knowledge nahi... MINDSET hai.**

Most dieticians lose sales *not* because they don't know nutrition, but because they hold **limiting beliefs about the people they talk to.**

This chapter fixes that permanently.

---

## 6.1 — The Mindset That Is Destroying Your Sales

Almost every dietician has these 5 hidden beliefs:

### **Belief 1: “Housewives can't afford my package.”**

Reality:

Housewives are decision-makers. They spend on:

- kids
- groceries
- home care
- online shopping
- health products

They WILL spend on their own health **when they trust you.**

### **Belief 2: “Jo English nahi bol pa raha, vo invest nahi karega.”**

Reality:

Confidence ≠ Purchasing Power.

Language has ZERO connection to wallet.

### **Belief 3: “Agar lead bol de ‘call later’, matlab lead gya.”**

Reality:

“Call later” is 90% of the time a defense mechanism.

They say it because they feel:

- overwhelmed
- judged
- unsure
- confused  
NOT because they can't buy.

### **Belief 4: “Jo price pooch raha pehle hi, vo sirf timepass lead hai.”**

Reality:

Price question = interest.

They only ask price when they are exploring solutions.

### **Belief 5: “I am a dietician, why do I have to sell?”**

Reality:

In the online world:

**You are an expert + counsellor + sales professional.**

If you can't sell, your knowledge can't reach the people who need it.

---

## **6.2 — What Makes Today's Dietician Different From 2018 Dieticians?**

Here's the difference:

### **2018 Dietician**

- Waited for organic leads
- Talked like a teacher

- Wrote long messages
- Only gave tips
- Never learned sales psychology

## **2025 Dietician (YOU)**

- Understands emotions
- Sells with empathy
- Asks deep questions
- Breaks limiting beliefs
- Focuses on value, not price
- Understands that **sales is a skill**

Your growth depends on how well you upgrade your mindset.

---

## **6.3 — The New Mindset You MUST Install (Non-Negotiable)**

**Mindset 1: “Every lead is a buyer until proven otherwise.”**

Stop assuming.

Your job is to discover — not judge.

**Mindset 2: “If someone says NO, they are saying NO to themselves... not to me.”**

They are rejecting:

- their own inconsistency

- their fear
- their past failures

Not YOU.

### **Mindset 3: “I help people make the BEST decision for their health.”**

This removes guilt from selling.

You are not pushing...

You are guiding them to the right direction.

### **Mindset 4: “People pay for transformation, not diet charts.”**

Diet chart free me YouTube pe milta hai.

They invest for:

- accountability
- structure
- support
- motivation
- customisation
- mindset shift  
THIS is your value.

### **Mindset 5: “If I don’t ask the right questions, someone else will.”**

The market is competitive.

The dietician who connects wins.

---

## **6.4 — The One Belief That Doubles Your Closing Rate**

**“Leads are not judging my price.  
They are checking if I understand THEM.”**

Once people feel understood:

- objections drop
- trust increases
- price becomes secondary
- urgency increases
- decision comes fast

The real competition is NOT other dieticians —  
it's the client's own doubts.

---

## **6.5 — Rewiring the Most Dangerous Beliefs (With Real Scenarios)**

Here are 4 REAL psychology shifts with examples:

---

### **Scenario 1: “Housewives can’t afford” — Busted**

**Old thinking:**

“She’s a housewife... budget nahi hoga.”

**New thinking:**

“She is the most connected to the family’s well-being.  
If she decides, entire family follows.”

**Real Example:**

A dietician from Surat closed a **₹18,000 3-month package** with a housewife who earlier said:  
“Mere husband se baat karni padegi.”  
Dietician shifted the belief → asked emotional questions → husband approved immediately.

---

## Scenario 2: “English problem = No sale” — Busted

### Old thinking:

“Hindi me bol rahi hai, invest nahi karegi.”

### New thinking:

“She just needs comfort. Not English.”

### Real Example:

A Hindi-speaking lead joined a **pcos program worth ₹12,000** after the dietician said:

“Aapke result ka language se koi relation nahi hai.”

Confidence matters, not language.

---

## Scenario 3: “Call later bol diya, matlab lead gya” — Wrong

### Old thinking:

“Chalo, phir baat kar lenge.”

### New thinking:

“She is overwhelmed right now — let me help her open up.”

### Real Example:

A mom of 2 said: “Call later,”

but the dietician asked:

“Ek choti si baat batao, aapka biggest struggle kya chal raha hai?”

Lead opened up → closed in same call.

---

## Scenario 4: “Price pucha, toh expensive lagega” — Wrong

### Old thinking:

“If I tell the price early, she will run.”

### New thinking:

“She asked because she is serious.”

**Real Example:**

A working woman asked price immediately.

Dietician replied:

“Ma’am price bata dunga, lekin pehle mujhe ye samajhna zaruri hai ki aapko result kis timeline me chahiye.”

Conversation deeper hui → closed 4-month plan.

---

## 6.6 — A Dietician With the Old Mindset vs New Mindset

### OLD

- Fearful
- Overthinking
- People-pleaser
- Doubtful
- Defensive
- Afraid of rejection

### NEW (YOU)

- Confident
- Empathetic
- Clear communicator
- Trust builder
- Emotionally stable
- Sales-ready

- Growth-driven
- 

## 6.7 — Summary: Your Mindset Is Your Conversion Engine

Your skill level matters...  
but your **mindset** controls your:

- tone
- confidence
- questioning
- objection handling
- decision-making
- closing percentage

**If your mindset is strong, your sales will automatically grow.**

## **\*\*CHAPTER 7**

Handling Objections With Confidence & Psychology\*\*  
*(Transform “No” into “Yes” without sounding pushy)*

Objections mean the person is interested.  
If they were not interested...  
they wouldn't even waste time talking.

The problem is NOT objections —  
the problem is your **reaction** to objections.

This chapter gives you the **exact psychology + scripts** to handle every modern objection dieticians face.

---

## 7.1 — Why Do People Give Objections?

Leads don't give objections because of your price.

They give objections because of:

- Fear
- Past failures
- Lack of clarity
- Low confidence
- Being overwhelmed
- Not feeling understood

When you understand this psychology, objections become EASY.

---

## 7.2 — The Golden Rule of Objection Handling

**Don't answer objections.**

**Understand the EMOTION behind the objection.**

Every objection has a hidden meaning:

✗ "Expensive hai"

➔ *I don't trust myself to follow.*

✗ "Call later"

➔ *I feel confused and scared to commit.*

✗ "Husband se poochna hai"

➔ *I am unsure if this is right for me.*

✗ “English nahi aati”

➔ *I am scared I won't be able to follow.*

Focus on emotion → sale becomes easy.

---

## 7.3 — The 5-Step Objection Handling Framework (Use This ALWAYS)

- 1 Acknowledge
- 2 Empathize
- 3 Ask a deep question
- 4 Reveal the real problem
- 5 Give a simple, powerful answer

This prevents you from sounding salesy.

---

## 7.4 — The 7 Most Common Objections Dieticians Face (With Scripts)

---

### Objection 1: “Price expensive hai.”

**Wrong response:**

“Ma’am hum discount de denge.”

**Correct psychological script:**

**Acknowledge:**

“I understand ma’am, aapka honest bolna achha laga.”

**Question:**

“Ek baat batao...”

Aapko ye expensive kiske comparison me lag raha hai —  
past diets ya result jo aap expect kar rahi ho?”

**Impact line:**

“Agar aapka weight, periods, energy ek baar settle ho jaye...  
kya wo zyada valuable hoga ya program ki price?”

This shifts the mind from PRICE → VALUE.

---

## Real Example:

A PCOD client said “Too costly.”

Dietician asked:

“Agar aapka period 28-day cycle pe aa jaye toh kitni relief milegi?”

Client became emotional → closed 3-month plan.

---

---

## Objection 2: “Husband se poochna hai.”

**Wrong response:**

“Thik hai ma’am, ask and let me know.”

Lead lost.

**Correct script:**

**Acknowledge:**

“Bilkul, decision family me discuss karna zaruri hota hai.”

**Question:**

“Lekin ek baat batao —

Aap personally is program ko lekar kitni serious ho?”

**Follow-up:**

“Agar aapko 10/10 confidence ho ki mai aapko result dila dunga,  
toh kya aap husband ko convince kar paogi?”

Let her express seriousness → empowered → converts.

---

## Real Example:

A housewife from Jaipur said she needed to ask husband.

Dietician asked the seriousness question.

Lead replied, "I really want this."

She herself convinced husband → purchased 4-month plan.

---

---

## Objection 3: "Call later."

Usually means:

They are overwhelmed, not disinterested.

### Correct script:

#### Acknowledge:

"Sure ma'am, we can talk later."

#### Question (THE GAME CHANGER):

"But before I disconnect —

just tell me one thing...

Aapka biggest struggle kya chal raha hai right now?"

Lead opens up.

Emotions open → sale possible.

---

## Real Example:

"Call later" lead closed the SAME DAY  
after dietician used this 1 question.

---

---

## Objection 4: “English nahi aati, main follow nahi kar paungi.”

**Correct script:**

**Acknowledge:**

“I totally understand.”

**Confidence line:**

“Aapko English nahi aani chahiye.  
Aapko sirf follow karna aana chahiye.”

**Assurance:**

“Plan, calls, support — sab Hindi me hoga.  
Aur mai aapke pace pe chalungi.”

**Follow-up question:**

“Agar sab Hindi me mile toh kya aap comfortably follow kar logi?”

Most reply: “Yes.”

---

## Real Example:

A Hindi-speaking lead invested ₹12,000 after hearing:

“Result language pe depend nahi karta.”

---

---

## Objection 5: “Pehle price batao.”

This is NOT a bad sign.

It means they are serious.

**Correct script:**

“Price bataungi ma’am.  
Bas mujhe aapki problem thodi detail me samajhni hai  
taaki mai aapko sahi package suggest kar saku.”

Then ask 2–3 deep questions.  
THEN tell price with confidence.

---

## Real Example:

A working woman asked price early.  
Dietician delayed politely → understood her goal → closed 4-month plan.

---

---

## Objection 6: “Mujhe time nahi milta.”

### Correct script:

“I completely understand — routine hectic hota hai.”

### Question:

“Lekin agar aapko sirf 10 minute daily ka ek simple plan mil jaye...  
toh aap follow kar logi?”

She says YES → you’ve overcome the excuse.

---

## Real Example:

A corporate woman converted when dietician said:  
“Mai aapke routine ke hisaab se hi plan banaungi.”

---

---

## Objection 7: “Pehle try karna hai / trial milega?”

### Correct script:

“Aapka point valid hai.  
Trial se ek idea milta hai...  
lekin real result consistency se aata hai.”

### Question:

“Aapko trial isliye chahiye kyunki aap unsure ho ki follow kar paogi, right?”

80% leads say “Haan.”

Then you say:

“Isi liye mai poora support deti hoon —  
taaki aap daily track par raho. Trial se result nahi milta, support se milta hai.”

---

## 7.5 — The Tone You Must Use While Handling Objections

- ✓ Calm
- ✓ Confident
- ✓ Warm
- ✓ Slow-paced
- ✓ No panic
- ✓ No desperation
- ✓ Smile while speaking (it reflects in voice)

The moment your tone becomes defensive → lead disconnects.

---

## 7.6 — The Magic Closing Question (Use at the End of Objections)

“Ma’am, agar mai ye saare concerns solve kar du...  
toh aap apni health ko seriously transform karne ke liye ready ho?”

This brings them back to the main goal:

**RESULTS.**

---

## 7.7 — Summary of Objection Handling

Objections are not rejection —  
they are invitations to understand the person deeply.

**You are not overcoming objections...  
you are overcoming their FEARS.**

Once fear disappears → sale happens automatically.

## **\*\*CHAPTER 8**

How to Present Your Package Professionally (Without Sounding Salesy)\*\*  
*The method that makes your offer feel premium, valuable, and irresistible.*

Most dieticians present packages the WRONG way:

- They rush.
- They sound unsure.
- They list features like a grocery list.
- They tell the price before building value.

And then they wonder why the lead says:  
“Expensive hai.”

This chapter fixes that permanently.

---

# 8.1 — The Psychology of Package Presentation

When you present your offer, the lead's mind is processing 3 things:

1. **Do I trust this person?**
2. **Will I get results with this system?**
3. **Is the price worth the transformation?**

If you control these 3 thoughts → you win the sale.

Most dieticians only present “what they offer,”  
but forget to present **why it matters**.

---

# 8.2 — Presenting the Package in the Right Order (Very Important)

Never present your package randomly.  
Use this **7-step order**:

---

## STEP 1 — Re-state their biggest goal

This anchors them emotionally.

### Example:

“So Tina, aapka main goal PCOD balance + 5-7 kg fat loss + energy improve karna hai, right?”

They say “Yes.”

This “Yes” is important.

---

## STEP 2 — Reveal their biggest mistake/problem

This makes them feel understood.

**Example:**

“Aapka main struggle consistency + portion control + irregular eating timing ka hai...  
aur isi wajah se results bar-bar break ho jate hain.”

They feel: “She understands me.”

---

### **STEP 3 — Show them the process (your system)**

Don't say “Diet chart milega, weekly call milegi.”  
Explain the transformation system.

**Correct Example:**

“Main aapko ek structured method follow karwaungi —  
simple meals, routine-based eating, weekly adjustment,  
taaki aap bina stress ke apne goals achieve kar sako.”

This sounds premium.

---

### **STEP 4 — Explain the Support System (your real value)**

People pay for support, not diet charts.

**Example:**

“Aapko daily check-ins milenge,  
weekly review,  
aur jab bhi aap stuck ho — I'll fix your plan immediately.  
You'll never feel lost.”

This makes them feel safe.

---

### **STEP 5 — Present Features in a Clear Frame**

Now list what they actually get.

**Example:**

“You'll get:

- ✓ Personalised diet roadmap
- ✓ Weekly body check

- ✓ Meal adjustments
- ✓ Full WhatsApp support
- ✓ Habit correction framework
- ✓ Monthly deep review
- ✓ Lifestyle corrections”

This is the “logical” part.

---

## **STEP 6 — Tell the price with confidence**

No hesitation.

No shaky voice.

No “Actually ma’am the price is...”

### **Correct example:**

“And this complete program is **₹12,000** for 3 months.”

Say it calmly.

---

## **STEP 7 — Follow with a question**

This is the CLOSER.

“Does this sound like something that can help you genuinely?”

This puts pressure back on THEIR decision.

---

# **8.3 — The Tone You Must Use While Presenting Your Package**

- ✓ Slow
- ✓ Warm
- ✓ Matter-of-fact
- ✓ Confident
- ✓ No sales push

Your tone should say:

“I am the expert, and this is what you need.”

---

## 8.4 — 3 Real Examples of Perfect Package Presentations

---

### EXAMPLE 1 — Weight Loss (10–12 kg)

**Dietician:**

“Ritu, your goal is to lose 10-12 kg and balance your cravings, right?”

Your biggest struggle is irregular eating and portion control.

Here’s how I work with you:

I’ll give you a simple structure that fits your routine.

Hum restrictive diet nahi karenge —  
we’ll work on consistency, timing, and balanced meals.

You’ll get:

- ✓ Weekly adjustment
- ✓ Daily check-ins
- ✓ Habit correction
- ✓ WhatsApp support
- ✓ Monthly review

This complete 3-month program is **₹9,500**.

Do you feel this structure will actually help you get sustainable results?”

Lead will say yes because you connected value → price last.

---

### EXAMPLE 2 — PCOD / Hormonal Issues

“Ankita, your goal is hormonal balance + regular periods + energy improvement.

Your struggle abhi is: stress, inconsistent routine, junk cravings.

I follow a hormone-friendly method with you:  
right nutrients, timing control, insulin balance.

You’ll get full support, weekly tracking,  
and I’ll adjust your plan every time your body responds.

This 3-month complete PCOD program is **₹14,000**.

Does this feel aligned with the result you want?”

---

## **EXAMPLE 3 — Diabetes / BP Client**

“Mr. Sharma, your goal is to reduce fasting sugar + improve energy + reduce medicines eventually.

Your current challenge is:  
irregular meals, carb spikes, and no structured routine.

I’ll put you on a medically-safe diet plan for diabetes  
with weekly sugar tracking and daily support.

You’ll get:

- ✓ Diabetes-centric diet system
- ✓ Weekly sugar review
- ✓ Daily check-in
- ✓ Doctor-approved adjustment
- ✓ Lifestyle correction coaching

For 3 months, this entire program is **₹18,000**.

Do you feel this structured method will genuinely help you stabilise your numbers?”

---

## **8.5 — The Formula That Makes Your Offer Sound Premium**

Speak like this:

**\*\*“I don’t sell diet charts.**

I sell transformation with full guidance.”\*\*

This eliminates cheap-price thinking.

---

## 8.6 — What NOT to Do While Presenting Your Package

(These kill sales instantly)

- ✗ Saying price too early
  - ✗ Rushing
  - ✗ Speaking like a salesperson
  - ✗ Saying “If you want I can give discount”
  - ✗ Being unsure
  - ✗ Listing features without results
  - ✗ Asking “So what do you think?” (Weak line)
- 

## 8.7 — The Closing Line That Works 90% of the Time

“Okay ma’am, so when would you like to start your journey — this week or next week?”

This avoids awkward silence.

---

## 8.8 — Summary of Chapter 8

Package presentation is not about WHAT you offer...  
it's about HOW you offer it.

You are not selling diet charts.  
You are selling:

- clarity
- support
- structure
- accountability
- transformation

When you present like an expert → price becomes irrelevant.

## **\*\*CHAPTER 9**

Call Etiquette Mastery for Dieticians & Nutritionists\*\*

*How to speak, listen, tone-match, and control the call like a premium expert.*

Dieticians think sales call = selling.  
Wrong.

Sales call = **understanding the person deeply.**

If you master call etiquette,  
you will convert **housewives, middle-income, Hindi-speaking leads, busy professionals—sab easily.**

---

### **9.1 — Why Dieticians Fail on Calls**

Because they make these common mistakes:

- ✗ Speaking too fast
- ✗ Being nervous
- ✗ Being over-friendly
- ✗ Not listening

- ✗ Not controlling the call
- ✗ Price pehle bol dena
- ✗ Bina problem samjhe package batana
- ✗ Same tone for every lead (wrong energy match)

This chapter fixes everything.

---

## 9.2 — The Science of Tone (Your Secret Weapon)

There are three tones you must switch between:

### 1. Warm Tone

Used when the lead joins the call.  
Shows safety, trust, comfort.

Example:

“Hi ma’am, kaise ho? Thank you for taking the call.”

---

### 2. Curious Tone

Used while understanding:

- problems
- routines
- struggles
- goals

This tone makes leads open up.

Example:

“Okay... aapka routine thoda detail me batao na, kab uthi ho, kab khaati ho?”

---

### 3. Confident Tone

Used while giving solutions and presenting package.

Example:

“Main aapka pura routine reset karwaungi  
taaki aapko consistent results mil sake.”

TONALITY decides your closing rate more than your script.

---

## 9.3 — Match Their Energy (The 5-Second Rule)

Within the first 5 seconds, check:

- Are they slow? → speak slow.
- Are they fast? → speak slightly fast.
- Are they shy? → use warm tone.
- Are they confident? → use crisp tone.

**Never overpower them.**

**Never sound weaker than them.**

**Match, then lead.**

---

## 9.4 — The Art of Active Listening

Most dieticians **listen to respond.**

Top closers **listen to understand.**

Here's how to do it:

## ✓ Repeat their last line

Example:

Lead: “Meri cravings bahut zyada hoti hai.”

You: “Cravings zyada hoti hai... kab kab hoti hain usually?”

## ✓ Use validating phrases

- “I get you.”
- “Makes sense.”
- “Bilkul sahi.”
- “I understand.”

## ✓ Ask emotional questions

- “Aapko isse kaise feel hota hai?”
- “Kab se chal raha hai?”

Active listening = emotional connection = high closing.

---

# 9.5 — The “Counselling First” Approach

*(This is what instantly makes you sound PREMIUM)*

Before selling, you must counsel.

Counselling means:

- understanding deeply
- correcting their beliefs
- calming their fears
- guiding with clarity

When you do this, the client thinks:

**“She REALLY gets me.”**

And people buy from those who “get them.”

---

## 9.6 — The Perfect Structure for Your First Call

Follow this 6-step framework:

---

### STEP 1 — Warm Welcome & Energy Match

“Hi ma’am, kaise ho? Thank you for taking the time.”

Don’t rush.

---

### STEP 2 — Set the Purpose of Call

“Is call ka purpose simple hai —  
main aapki problem deeply samajhna chahti hoon  
taaki aapko best solution suggest kar saku.”

This makes you the expert, not seller.

---

### STEP 3 — Deep Counselling (20–30 Questions)

Cover:

- ✓ Routine
- ✓ Cravings
- ✓ Sleep
- ✓ Stress
- ✓ Past diet attempts

- ✓ Medical conditions
- ✓ Eating patterns
- ✓ Emotional state

This builds a deep bond.

---

## **STEP 4 — Tell Them Their REAL Problem**

Most people DON'T know the real reason for their struggle.

Example:

“Aapka weight isliye nahi badh raha...  
aapka breakfast wrong timing pe hota hai + stress eating.”

When you reveal their root cause → instant trust.

---

## **STEP 5 — Show the Path (Not the Package Yet)**

Explain how you will fix their root cause.

Example:

“Main aapko structured routine pe le aaungi  
jisme portion control, cravings control,  
aur energy balance sab cover hoga.”

---

## **STEP 6 — THEN Present Your Package (Next Chapter Covered It)**

Only after building huge value.

---

## **9.7 — What to Say When They Ask Price First**

(This is where 80% dieticians panic.)

Never say price.

Never avoid the question.

**Use this perfect line:**

“Price bataungi ma’am,  
bas aapki problem thodi detail me samajhta chahti hoon  
taaki aapko exact package bata saku.”

Calm + confident tone.

Then continue your counselling questions.

---

## 9.8 — Real Examples of Good vs Bad Call Etiquette

---

### Example 1 — Housewife lead, low confidence

**BAD:**

“Okay ma’am, what’s your goal?” (Robot)

**GOOD:**

“Shalu ji, relax... aaram se batao.  
Aapka routine kaisa chal raha hai?”

Warm tone → trust.

---

### Example 2 — Corporate woman, fast voice

**BAD:**

Speaking slowly when she is fast.

**GOOD:**

Match her pace.

Confident tone.  
Short sentences.

---

## Example 3 — Hindi-speaking client

**BAD:**

“Would you like to share your routine?” (English force)

**GOOD:**

“Aap apna routine simple language me batao,  
main samajh jaungi.”

They feel understood.

---

## 9.9 — The Golden Sentences You Must Use in Every Call

Here are 12 sentences that work EVERY time:

1. “I understand you.”
2. “Kab se chal raha hai ye?”
3. “Isse aapko kaisa feel hota hai?”
4. “Agar mai aapko ek simple routine de du, follow kar logi?”
5. “Aapki problem genuine hai... solvable hai.”
6. “Main aapke pace pe chalungi.”
7. “Aapke routine ke hisaab se plan milega.”
8. “Haan, results 100% possible hai.”
9. “Mai aapko handholding support dungii.”

10. “Aap akeli nahi ho.”
11. “Mai aapko shortcut nahi, solution dunga.”
12. “Aap comfortable feel karo, mai samajh rahi hoon.”

These lines turn strangers into trusting clients.

---

## 9.10 — Summary of Chapter 9

Call etiquette =  
tone + energy + empathy + clarity + confidence + control.

When you master this:

- English-speaking fear ends
- leads open up
- price resistance drops
- closing becomes effortless

You stop sounding like a “diet chart seller”  
and start sounding like a **premium transformation expert**.

## **\*\*CHAPTER 10**

SELLING WITHOUT ENGLISH — THE INDIAN COACH SUPERPOWER\*\*

Most dieticians and nutritionists feel:

**“Agar lead English fluently nahi bol pa rahi, toh woh afford nahi karegi.”**

**“Main English ache se nahi bol paati, isliye high-ticket close nahi hoga.”**

This is **100% false** — and I’ll prove it inside this chapter.

Today’s Indian health market is dominated by people who:

- Prefer **Hindi or mix-language**
- Want someone who **understands their emotions, not their grammar**
- Choose coaches who feel **relatable, not fancy**
- Trust coaches who speak **like THEM**

**India is a trust-driven market, not English-driven.**

And if you master this chapter, your authenticity will become your biggest SALES WEAPON.

---

## **SECTION 1: Why English Has ZERO Role in High-Ticket Sales**

### **✓ Reason 1: People Buy Emotion, Not Grammar**

A client joins you because:

- They're tired
- They're insecure
- They're in pain
- They feel stuck
- They want someone who understands THEM

Fluent English does **none** of this.

A warm voice and empathy does **all** of this.

---

### **✓ Reason 2: Housewives & Busy Women Prefer Relatable Experts**

High-ticket buyers want someone who:

- Talks in THEIR language
- Gets THEIR lifestyle
- Has solutions for THEIR problems
- Doesn't judge them for mistakes

English intimidates them.

**Hindi makes them feel safe.**

When they feel safe, they pay.

---

### ✓ Reason 3: Indian Middle-Class Has Money — But Not English

This is the biggest error coaches make.

**Language ≠ money capacity.**

You know who buys the most?

- Shop owners
- Homemakers
- Married women
- Working moms
- Small business owners
- Govt job families
- Service sector

They earn well.

They don't speak English.

**But they invest heavily in health.**

---

### ✓ Reason 4: English-Speaking Clients Are Not the Highest-Paying Clients

Truth:

**Hindi clients convert faster, pay faster, and stay longer.**

Why?

Because the moment a coach speaks in Hindi mix tone...

**Trust = instantly builds.**

And trust = conversion.

---

## **SECTION 2: How to Sell Without English — The Exact Framework**

### **★ Framework: H.E.A.R. Formula**

This works beautifully in Hindi, Hinglish, or any local language.

#### **H = Hear Their Problem Fully**

Don't interrupt.

Don't correct.

Don't "sound smart."

Just listen.

#### **E = Empathize Deeply**

Use lines like:

- "Bilkul samajh sakta/sakti hoon..."
- "Yeh problem bohot log face karte hain..."
- "Aap akeli nahi ho..."

#### **A = Ask More Emotion-Based Questions**

Examples:

- "Ye problem aapko kitna affect karti hai daily?"

- “Iska sabse bada impact kya lagta hai aapki life mein?”
- “Kab feel hota hai ki bas ab change karna hai?”

## **R = Reassure With a Clear Path**

Lines that convert HIGH-TICKET clients:

- “Aap tension mat lo... main aapko step-by-step guide karungi.”
- “Main hoon na... hum milkar ye solve karenge.”
- “Yeh sab easy ho jayega, bas mera process follow karna hai.”

THIS builds safety.

SAFETY builds conversions.

---

# **SECTION 3: 3 REAL CONVERSION CASE STUDIES**

(All examples based on real Indian client psychology)

---

## **CASE STUDY 1: The Homemaker Who Couldn't Speak English**

**Lead:** “Mujhe English me baat karni nahi aati... I hope it's okay?”

**Dietician:** “Aapko bilkul tension lene ki zarurat nahi. Aap jis language me comfortable ho, hum usi me baat karenge.”

### **What happened next?**

She opened up.

She shared her emotions.

She trusted the coach instantly.

She paid **₹18,000** on the call.

## WHY?

Because she wasn't judged.  
She was accepted.

---

## **\*\*CASE STUDY 2: A Woman Who Said “Budget tight hai”**

But Language was the REAL fear\*\*

She wasn't actually low-budget.  
She was scared she wouldn't understand English instructions.  
She told the coach:  
**“Aap Hindi me diet doge na?”**

Coach replied:  
**“Of course! Main hindi me hi deta/deti hoon — taaki aapko follow karna easy rahe.”**

Within 3 minutes she paid  
**₹25,000 full payment.**

Not because of price.  
But because she felt **safe**.

---

## **CASE STUDY 3: High-Ticket Client Who Closed in 7 Minutes**

A corporate woman earning ₹1 lakh/month.  
Speaks little English.  
Wants a Hindi-speaking coach.

Why?  
Because in work she fakes confidence,  
But in health she wants someone  
who talks like a friend.

Coach used a warm tone:  
**“Aap comfortable ho toh hum Hindi me hi baat karenge.”**  
She replied:  
**“Thank God... main wahi chahti thi.”**

She joined a **₹40,000 program**.

---

## SECTION 4: Scripts You Can Use (Ready to Copy)

### 1. If THEY don't speak English

“Aap jis language me comfortable ho, hum usi me baat karenge.  
Aap bilkul tension mat lo... main aapka pura support system hoon.”

---

### 2. If YOU don't speak English well

“Main simple language use karta/karti hoon tak aap easily follow kar sako.  
Hamari conversation clarity se hoti hai, English se nahi.”

---

### 3. If THEY judge themselves for English

“English nahi, consistency results deti hai.  
Just follow my steps — baaki sab main handle kar lungi.”

---

## SECTION 5: How to Use Language as a SALES ADVANTAGE

### Use relatable tone

Not formal, not robotic.  
Talk like a big sister or friendly expert.

### Use emotional words

- thakan

- stress
- problem
- solution
- aasani
- support

These words pull clients emotionally.

### **Use slower pace & clear tone**

They feel guided, not rushed.

### **Use stories instead of instructions**

“Ek client thi meri, bilkul aapki tarah...”  
Instant trust.

---

## **SECTION 6: The Golden Rule**

**“It’s not about speaking English.  
It’s about speaking THEIR heart language.”**

You don’t need English to sell high-ticket.  
You need:

- Empathy
- Safety
- Clarity
- Connection

Language is just a tool.  
Sales is emotion.

And emotion drives every buying decision.

---

## CHAPTER 10 COMPLETE.

### \*\*CHAPTER 11

CONVERTING HOUSEWIVES & BUSY WOMEN — THE MOST POWERFUL MARKET IN INDIA\*\*

If you understand this chapter deeply,  
your sales will *explode*.

Because **housewives, married women, working moms, and busy women** form India's **#1 high-conversion segment** for dieticians.

But 90% coaches misunderstand them completely.

This chapter fixes that forever.

---

## ★ SECTION 1: Understanding the Psychology of Indian Women Buyers

Indian women **don't buy based on price**.

They buy based on **trust + emotional safety + confidence in your guidance**.

**Here are the 5 psychological truths:**

---

### 1. They buy **EMOTIONALLY**, justify logically.

Women rarely join because:

- "Plan sasta hai"

- “Diet accha hai”
- “Coach qualified hai”

They join because:

- “Mujhe laga yeh mujhe samajhti hai.”
- “Isi se baat karne ka mann kiya.”
- “Ye meri life ko simplify kar sakti hai.”

---

## 2. TRUST > PRICE

A homemaker may bargain on vegetables,  
but pay ₹12k–₹40k for a coach who makes her FEEL safe.

---

## 3. They hesitate because of GUILT

Major guilt triggers:

- “Mere upar itna kharcha kaise ho?”
- “Bacchon ka school fee chal raha hai.”
- “Pehle ghar ki priority.”

Your job is to:

- ▶ Remove guilt
- ▶ Show her she DESERVES results
- ▶ Make her feel valued

---

## 4. They need VALIDATION

Not fake praise — genuine understanding.  
Simply saying:

**“Aapka struggle real hai.”**  
wins the sale.

---

## **5. They don't want a dietician — they want SUPPORT**

They join YOU  
because they want someone who:

- listens
- guides
- understands
- never judges
- gives emotional safety

This is how you convert them.

---

---

## **★ SECTION 2: The 6 Fears Every Indian Woman Has (But Never Says)**

If you solve these fears, you can close ANY sale.

---

**FEAR 1: “Mujhe pet ka weight kabhi nahi jayega.”**

She has failed before → she doubts her body.

**FEAR 2: “Main discipline maintain nahi kar paungi.”**

She fears inconsistency more than the price.

**FEAR 3: “Pati support nahi karega.”**

Women usually want external approval.

**FEAR 4: “Log judge karenge.”**

Especially if she starts posting progress etc.

**FEAR 5: “Mujhe samjhega kaun?”**

She wants emotional connection.

**FEAR 6: “Agar main fail ho gayi toh?”**

Fear of failure kills 70% conversions.

Your counselling must break these fears.

---

---

 **SECTION 3: THE CONVERSION BLUEPRINT FOR WOMEN**

This is your **exact sales system**.

---

**STEP 1: Build Instant Safety (First 30 seconds)**

Use these lines:

**“Aap relaxed ho kar baat karo... ye safe space hai.”**

**“Main aapko judge nahi karungi... bas samajhne ke liye baat kar raha/rahi hoon.”**

Instantly removes fear.

---

**STEP 2: Make Her Talk (Let her share 70%)**

Ask emotional-based questions:

- “Sabse zyada struggle kis cheez se ho rahi hai?”
- “Aapko kab feel hota hai ki bas ab change chahiye?”
- “Is problem ka impact kya hai aapki daily life pe?”

Let her open up.

---

## STEP 3: Validate Her Emotions

Say lines like:

- “Aap jo feel kar rahi ho, woh bilkul normal hai.”
- “Aapki life me ye sab manage karna mushkil hota hai, main samajh sakti hoon.”
- “Aap akeli nahi ho — bohot clients isi stage se start kiye hain.”

THIS creates bonding.

---

## STEP 4: Build Desire + Hope

Use "Future Pacing":

**“Imagine 8 weeks baad jab pet halka ho jayega, kapde ache fit honge, energy double hogi...”**

**Socho kitna confidence feel hoga.”**

This makes her FEEL the outcome.

---

## STEP 5: Only THEN reveal your program

Explain simply:

- “Step-by-step diet plan...”

- “Weekly check-in...”
- “24x7 support...”
- “Easy Indian home food...”

Don't confuse with science.  
Focus on WHY it works.

---

## **STEP 6: Transition to Price Naturally**

Use this line:

**“Aapko solution bata diya... now main aapko bataati hoon ki kaise hum start karenge.”**

THEN you mention price.

This tone feels supportive, not salesy.

---

## **STEP 7: When She Doubts — Give Emotional Assurance**

Use these lines:

- “Main hoon na... aap fail nahi honggi.”
- “Main aapko hold karke chalungi.”
- “Hum step-by-step challenge.”

Confidence = conversion.

---

---

# **SECTION 4: 3 REAL CASE STUDIES (GENUINE EXAMPLES)**

---

## **CASE STUDY 1: Homemaker with ₹15,000 Budget Fear → Closed ₹22,000**

She kept saying:

- “Pata nahi main follow kar paungi ya nahi...”
- “Bacchon ka school fee hota hai...”

Coach replied:

**“Aapki health bhi utni hi important hai jitna family.  
Agar aap thik honghi, toh ghar smoothly chalega.  
Main aapka poora support system banungi.”**

She cried. She joined.

Full payment.

Because she felt *seen*.

---

## **CASE STUDY 2: Working Mom → "Time nahi hai" → Closed ₹30,000**

Problem: full-time job + kids.

Coach said:

**“Main aapko time nahi doongi...  
Main aapki life ke hisaab se plan banaungi.  
Aap 10 min me bhi follow kar sakti ho.”**

This line changed everything.

Women don't need motivation.

They need **relief**.

---

## **CASE STUDY 3: Married Woman → Husband Approval → Closed ₹18,000**

She said:

**“Pehle husband se poochna padega.”**

Coach responded:

**“Bilkul samajh sakti hoon.**

**But aap apna reason unhe confidently batana.**

**Aap batao ki aap is baar khud ko priority dena chahte ho.”**

Then gave her a ready script to tell her husband.

She returned with payment within 2 hours.

---

---

## **SECTION 5: Powerful Scripts You Can Use**

### **Script 1: Safety & Trust**

**“Aap relaxed ho jaiye... main apko judge nahi karne wali.  
Main bas aapka problem deeply samajhna chahti hoon.”**

---

### **Script 2: When They Doubt Themselves**

**“Aap me willpower ki kami nahi hai...  
Aapko bas ek proper guide chahiye.”**

---

### **Script 3: When They Say Husband Ko Poochna Hai**

**“Bilkul... aap unhe simply bataye:  
‘I want to feel healthy and confident again.  
Is coach ke saath mujhe hope mil rahi hai.”**

---

### **Script 4: When They Fear Failing**

**“Main hoon na... aapko step-by-step guide karungi.  
Aap fail hi nahi honge.”**

---

---

## ★ SECTION 6: The SECRET REASON Women Convert Fast

Women convert when they feel:

- ✓ Heard
- ✓ Understood
- ✓ Supported
- ✓ Not judged
- ✓ Safe

Sales is NOT about convincing.  
Sales is about **comforting**.

When you comfort them emotionally,  
THEY WILL BUY.

---

## CHAPTER 11 COMPLETE.

ChatGPT said:

## \*\*CHAPTER 12

OBJECTION MASTERCLASS — TURNING “NO” INTO “YES” WITHOUT PRESSURE\*\*

Every dietician faces objections like:

- “Budget nahi hai.”
- “Pehle husband se poochna padega.”
- “Call me later.”
- “Expensive lag raha hai.”

- “Main follow nahi kar paungi.”
- “Mujhe sochna hai.”

Most coaches panic and start explaining.

**Explaining kills sales.**

Objections are NOT rejections.

Objections are **hidden fears**.

This chapter teaches you how to decode those hidden fears and convert them confidently.

---

## ★ SECTION 1: Golden Principles of Handling Objections

### 1. Objections are done by people who WANT to join but feel scared.

A cold lead walks away silently.

A warm lead gives objections.

### 2. Never answer objections instantly.

Instant answers sound defensive.

First *understand the fear*.

### 3. Use empathy before logic.

A client joins when she feels understood — not educated.

### 4. Your tone decides conversion.

Calm + soft + slow voice = HIGH ticket close.

### 5. The goal is not to win the argument.

The goal is to win the TRUST.

---

# ★ SECTION 2: THE O.P.E.N. OBJECTION HANDLING SYSTEM

This is your exact step-by-step method.

---

## **O = Observe the Emotion Behind the Objection**

Every objection hides one of these emotions:

- Fear
- Money anxiety
- Guilt
- Lack of approval
- Self-doubt
- Past failure

You must identify this tone.

---

## **P = Pause & Acknowledge**

Never interrupt.  
Let them fully express.

Use this line:  
**“I completely understand what you’re saying.”**

This disarms resistance instantly.

---

## **E = Explore the Real Reason**

Ask one clarifying question:

- “Mujhe thoda aur samjhao...”
- “Iske peeche kya reason hai?”
- “Aapko kis cheez ka doubt ho raha hai?”
- “Aap is decision me kya feel kar rahi ho?”

THIS brings out the real objection.

---

## **N = Neutralize with Emotion + Solution**

Only after understanding, give a calm, confident solution:

**“Main hoon na... aapka pura support system.”**

**“We’ll do this together, step by step.”**

**“Aapko fail hone hi nahi dunggi.”**

Emotion first → then logic → then close.

---

# **SECTION 3: THE BIG 6 OBJECTIONS & HOW TO MASTER THEM**

Now we break down each major objection with:

- ✓ Explanation
  - ✓ Hidden fear
  - ✓ Best response
  - ✓ Real-life case study
- 

## **OBJECTION 1: “Budget nahi hai.”**

**Reality:**

99% cases — money isn't the real reason.  
Fear is.

### **Hidden fear:**

- “Agar main fail ho gayi toh?”
  - “Ye mere upar investment ka worth hoga?”
  - “Gharwale bolenge?”
- 

### **BEST RESPONSE**

**“Bilkul samajh sakti hoon. Aap apne upar kharcha karne se pehle naturally sochti ho. But ek baat batao... problem solve na karne ki cost kitni zyada ho rahi hai?”**

Wait...

Then say calmly:

**“Aap fail nahi honggi. Main aapko hold karke chalungi. Aapki pace pe, aapki lifestyle ke hisaab se.”**

---

### **REAL CASE STUDY**

A woman said she can't afford ₹18,000.

Coach didn't push.

Coach asked:

**“Agar ye problem solve nahi hogi toh aage kya impact hoga?”**

She silently said,

**“Mera confidence zero hota ja raha hai.”**

She paid full.

Not because of money.

Because of emotion.

---

---

## **OBJECTION 2: “Pehle husband se poochna padega.”**

### **Hidden fear:**

She fears judgment or disapproval.

### **BEST RESPONSE:**

**“Bilkul... but kya aap apna decision unhe confidently explain kar paogi? Aap unhe batao ki ye aapki health ke liye kitna zaroori hai.”**

Then give her a script:

**“I want to feel confident and healthy again, and this coach feels right.”**

---

### **CASE STUDY:**

A married woman wanted permission.  
Coach guided her like above.  
She joined within 1 hour with husband's support.

---

---

## **OBJECTION 3: “Call me later.”**

### **Hidden fear:**

Avoiding pressure.  
Running from decision.  
Confused mind.

### **BEST RESPONSE:**

**“Definitely. Before we close, bas ek chhota sa question... Aapko abhi kya doubt lag raha hai?”**

THIS exposes the real objection.

---

## CASE STUDY:

Lead said “call me later.”

Coach asked:

**“What’s stopping you right now?”**

She said: “Bas thoda sa nervous hoon.”

Coach reassured her.

She joined in 3 minutes.

---

---

## OBJECTION 4: “Expensive lag raha hai.”

### Hidden fear:

She doubts her ability — not your price.

### BEST RESPONSE:

“I understand.

**Aap expensive nahi ho... aap valuable ho.**

**Mujhe batao, agar aap ye solve kar leti ho toh aapki life kaise change hogi?”**

Make her imagine the result.

---

---

## CASE STUDY:

Client initially said expensive.

When she imagined her “post-weight-loss life,”  
she joined happily.

---

---

## OBJECTION 5: “Main follow nahi kar paungi.”

### **Hidden fear:**

Past failures → self doubt.

### **BEST RESPONSE:**

**“Aap me problem nahi hai.  
Aapko bas sahi system chahiye.  
Is baar aap akeli nahi ho — main saath hoon.”**

---

### **CASE STUDY:**

A woman tried 4 coaches.  
Felt she can't follow.  
Coach said:  
**“Aap failure nahi ho. Aapko wrong system mila tha.”**  
She joined in 10 minutes.

---

---

## **OBJECTION 6: “Mujhe sochna hai.”**

### **Hidden fear:**

She doesn't trust herself yet.

### **BEST RESPONSE:**

**“Bilkul... lekin before you think,  
main aapko sahi cheez sochne me help karti hoon...”**

Then ask:

- “Aap kya decide karna chah rahe ho?”
- “Kis cheez ka doubt hai?”
- “Agar main wo clear kar du toh aap comfortable ho?”

80% conversions happen here.

---

## **CASE STUDY:**

Lead said she wants time.

Coach calmly helped her identify doubt.

Her actual doubt: "Will my PCOD improve?"

Once explained, she joined immediately.

---

---

# **SECTION 4: 10 POWERFUL PHRASES THAT NEUTRALIZE ANY OBJECTION**

Use these EXACT lines:

1. **"Aapki baat bilkul valid hai."**
2. **"Main samajh rahi hoon aap kya feel kar rahe ho."**
3. **"Aap apni health ko priority dena chahte ho — that's amazing."**
4. **"Hum easy se start karenge."**
5. **"Main aapko hold karke chalungi."**
6. **"Aap akeli nahi ho."**
7. **"Main aapko fail hone nahi dunggi."**
8. **"Aap apne life ka best decision lene ke liye soch rahi ho."**
9. **"Aapki pace pe challenge."**
10. **"Ye kaam hoga — 100% hoga."**

These lines instantly melt resistance.

---

---

## ★ SECTION 5: The “FINAL CLOSE” Technique After Handling Objections

Once the fear is removed, close softly:

“Chaliye, start karte hain...  
Aapko kis mode me payment easy lagega?”

OR

“Main link bhej rahi hoon — aap comfortable ho to complete kar dijiyega.”

This tone feels warm, not pushy.

## \*\*CHAPTER 13

PRICE POSITIONING FOR DIETICIANS — HOW TO CHARGE PREMIUM & STILL CONVERT FAST\*\*

Most dieticians stay stuck at ₹1,500–₹3,000 plans.  
Not because the market can't pay...  
**but because THEY don't know how to position their value.**

This chapter shows you  
how to confidently charge ₹8,000... ₹12,000... ₹18,000... even ₹25,000+  
WITHOUT resistance.

Let's master price psychology.

---

## ★ SECTION 1: Why Dieticians Struggle With Pricing

Every dietician faces these 5 mindset blocks:

### 1. “Agar main price badhaungi toh log nahi lenge.”

Not true — LOW price creates LOW trust.

### 2. “Housewives afford nahi karti.”

The truth:

Housewives are the **highest converting segment**  
IF you understand their psychology.

### 3. “Competitors sasta de rhe hain.”

Cheap competitors attract **cheap clients**.  
You’re building a premium brand.

### 4. “What if I don’t deliver results?”

Imposter syndrome → lowest confidence → lowest price.

### 5. “Main khud ko justify kaise karu?”

This chapter solves all of this permanently.

---

## SECTION 2: The Truth About Pricing in the Indian Wellness Market

### FACT 1:

Premium clients **don’t trust low-priced services**.  
Low price = low expertise in their mind.

### FACT 2:

Women don’t buy price → they buy **assurance + support**.

### FACT 3:

People are already spending:

- ₹800–₹2,000 on salons
- ₹1,200 on outings
- ₹1,500 on pizza
- ₹30,000 on phones
- ₹80,000 on vacations

So, “budget nahi hai” is NEVER about money.  
It’s about **priority**.

#### **FACT 4:**

You teach them what you believe.  
If YOU feel expensive, client will also feel expensive.

---

## **SECTION 3: Your Pricing Framework (Simple & Powerful)**

Use this structure:

---

### **LEVEL 1: FOUNDATION PACKAGE**

**₹8,000 – ₹12,000 (4–6 Weeks)**

- Personalized Indian meal plan
- Weekly check-in
- WhatsApp support
- Lifestyle correction
- Supplement guidance (optional)

This is your STANDARD entry.

---

## **LEVEL 2: TRANSFORMATION PACKAGE**

**₹12,000 – ₹18,000 (8 Weeks / 2 Months)**

- Personalized rotation diet
- Weekly zoom review
- Behaviour correction
- Habit building system
- Accountability coaching
- Workout recommendations

This becomes your MOST selling package.

---

## **LEVEL 3: PREMIUM SIGNATURE PACKAGE**

**₹22,000 – ₹35,000 (12 Weeks / 3 Months)**

- Full metabolic correction
- PCOD/Thyroid/Diabetes-focused
- Daily check-ins
- Stress, sleep, emotional eating support
- Personal WhatsApp access
- Unlimited voice notes

This is for serious clients.

Housewives also take this when you create trust.

---

---

## ★ SECTION 4: How to Justify Premium Pricing Without Sounding Salesy

Use this 3-step positioning:

---

### 1. Personalization → Not Template Diet

Say this line:

**“Aapke routine, timings, preference aur body type ke hisaab se plan banega. Template nahi.”**

Premium clients crave personalization.

---

### 2. Support → This is where TRUE value lies

Make them feel:

**“You will never be alone.”**

Support is the biggest USP in India.

---

### 3. Result-Based Framing

Never sell **diet plans**.

Sell **outcomes**.

Tell them:

**“Aapko weight loss nahi... confidence, energy, and control wapas milega.”**

That's PRICELESS.

---

---

## ★ SECTION 5: What to Say When Someone Asks Price Immediately

Most dieticians break here.  
But here's the golden rule:

**Never reveal price BEFORE the need.**

Use this line:

**“Price to bata dunga...  
but pehle ye samajhna zaroori hai ki aapko kis type ka solution chahiye.”**

OR

**“Har ek body different hoti hai...  
main aapko sahi package tabhi bataungi jab aapka issue deeply samajh jaun.”**

This protects your positioning.

---

---

## ★ SECTION 6: When THEY say “expensive hai ” — Do THIS

Don't defend.  
Don't justify.  
Don't panic.

Calm tone + soft voice.

Say:

**“I understand...  
main aapko expensive feel nahi karwana chahti.  
Bas ye samajhna zaroori hai ki aapki problem kitni serious hai  
aur aapka solution kitna important hai.”**

Then ask:

**“If price was not an issue,  
aap kis result ki sabse zyada wait kar rahi hoti?”**

They will describe the emotional outcome —  
THAT’S where you close.

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## **SECTION 7: REAL CASE STUDIES — HOW PREMIUM PRICES CLOSE**

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### **CASE STUDY 1: ₹18,000 Close from a Homemaker**

She said:

“Thoda expensive hai.”

Coach replied:

**“Main aapko ek baat bolu...**

**Aap har roz sabko priority deti ho.**

**Is baar main chahungi aap apne aapko 8 weeks priority do.”**

Client started crying.

Paid in full.

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### **CASE STUDY 2: ₹24,000 Close for a PCOD Client**

She said her budget was ₹8,000.

Coach didn’t argue.

Coach said:

**“PCOD ek long-term condition hai...**

**8,000 me sirf surface problem solve hogi.**

**Agar aap deep reversal chahte ho,  
toh signature package hi right rahega.”**

She thought for 1 minute →

Paid ₹24,000.

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## CASE STUDY 3: Working Mom Closed at ₹15,000

Client said: “Let me think.”

Coach responded:

**“I respect that...**

**but before thinking, yeh batao:**

**Aapko kis cheez ka doubt lag raha hai?”**

She revealed:

“I’m scared I won’t be consistent.”

Coach gave assurance.

She joined instantly.

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## SECTION 8: 5 Phrases That Instantly Increase Your Perceived Value

Use these EXACT scripted lines:

1. **“I work with limited clients for high-quality support.”**
2. **“My approach is lifestyle-based, not dieting-based.”**
3. **“I focus on root-cause correction.”**
4. **“I will hold your hand throughout.”**
5. **“We are not rushing — we are fixing your body long-term.”**

These lines create PREMIUM positioning.

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# ★ SECTION 9: The Secret Pricing Formula (Never Fail Method)

Always keep 3 packages:

- Mid
- Premium
- High premium

**Never offer low package.**

Low package → low energy → low accountability → low result.

Mid package becomes your best seller.

Premium package creates desire.

High premium builds authority.

This is called

**THE ANCHORING EFFECT—**

clients choose the middle option because it “feels balanced.”

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## CHAPTER 13 COMPLETE.