

A close-up, top-down view of a person's hands typing on a laptop keyboard. The person is wearing a grey, textured sweater. In the foreground, a white ceramic cup filled with dark coffee is visible, with a spoon resting inside. The background is a wooden desk. The overall lighting is warm and soft.

aligned Sales Call Planner

For Heart-Centered
Female Coaches

KASIA RUTKOWIAK



why aligned?

Have you ever felt “icky” or uncomfortable on a sales call when moving into “the pitch”? I feel you. Thinking about my own sales calls from before I discovered aligned selling still makes me feel off.

Everything is energy, so our energy dictates our results. Much more than all that we say or do. Sales are *no different*.

Your potential clients sense your energy more than anything else.

This planner, when used and applied, will help you sell from a place of service, compassion, ease, and flow and eliminate all stress, pressure, or uncomfortable awkwardness. As a result, not only will you start enjoying your calls, but also, more of them will naturally become a success.

Have we *met?*

In case we haven't met, I wanted to quickly introduce myself.

My name is Kasia Rutkowiak, and I am *The Confidence Magician*.

It's a fancy way of saying that I help female coaches get the confidence (and the right *energy!*) to claim more success, more impact, more money, and more freedom. And all that - without having to work or do more.

Since I started my business in 2020 I have completely shifted who I am on the inside, what I believe about my purpose, my worth, the value of what I bring to the world, about business, money, success, selling, and more.

These shifts have allowed me to grow my coaching business much faster (and easier!) than I imagined possible and help over 250 women worldwide positively change their lives.

My coaching success led me to help other amazing female coaches to do the same and... here we are!

I look forward to showing you how you too can grow your business, with EASE!

If we are not connected on my YouTube Channel, I'd love to have you there as I share video and audio support, inspiration, and tools to make your dream business a reality.



LET'S CONNECT!



One last thing! Before we go further, let's help you make as much money as **the most successful women in your niche** with the

Millionaire Mind Magic™



IN 7 DAYS, YOU WILL...

- ✓ **Transform your relationship with money** on **CONSCIOUS** and **SUBCONSCIOUS** levels
- ✓ Understand how your **brain is keeping money away** and learn how to **CHANGE IT**
- ✓ Start using **ENERGETIC tools** to make more **money**, sign more **clients**, and **grow your business FAST**

GRAB IT NOW FOR JUST \$47

Words have power

Before we dive into all the practicalities, let me share a few powerful shifts that will set the stage for making your calls more aligned and feeling-good from the get-go.

These shifts will come from changing a few details around **your language** and that is how you think or speak about this particular part of your business.

After making these changes myself and experiencing the shifts in energy solely from choosing different verbiage, I started teaching it to my clients. They report back to me, time and time again, that the new words and phrases make them enjoy selling much more and create a whole new vibe around it.

Here's what or how to change:

No more *sales calls*

Yes, I do realize that this PDF is titled "*Aligned Sales Call Planner*," but this is only because I wanted everyone to know what I refer to.

Personally, I'm not a fan of that phrase because it implies that you're meeting with that person to sell, period. And as much as creating a sale is a great outcome for your business, and there's nothing wrong with selling (more on that in a bit!), labeling these meetings as "sales calls" suggests that this is the only goal.

However, if it's an **aligned** call, the above is not true.

It's a call that will allow you to connect with the other person and **see if you can help them**. This shift in approach has revolutionized my results and the results of my clients.

I am therefore inviting you to dive deeper within yourself and ask yourself, What would you like to call it?

Some of the ways that I call it are:

a discovery call, a connection call, an empowerment call, or an opportunity call. After all, it's a real opportunity for the other person to get help with their challenges.

And speaking of the other person...

No more *prospects*

A prospect is such a “cold” word. It's just an entry within your spreadsheet. Again, there's nothing wrong with spreadsheets.

Still, “prospect” is not a word I resonate with personally, and when you are focused more on your energy and how your business feels to you, you might feel the same way I do.

So, how about calling this person a *help-seeking human*, an exciting new connection, or something else that resonates with you?

No more *pitching*

Pitching is another popular phrase that carries strong masculine energy, whereas during your “opportunity call” or “empowerment call” you want to lean more into the feminine.

Into the energy of nurturing, help, guidance, and genuine empathy.



Personally, I refer to that part of the call as **offering help** because this is essentially what you do. You are not pitching; you're simply **extending the invitation to help this person**.

No selling

Wait, what? What's wrong with selling?

In essence, nothing! **Selling is amazing. Selling is good. Selling is necessary.** After all, it's a business, not a hobby.

That being said, I know that for many heart-centered female entrepreneurs, this word feels slightly "aggressive." Again, we lean into the *feeling* of things. How I like to look at it is *exchanging energy*.

Everything is energy - money is energy, your programs and your services carry energy; the shifts that people create within these programs are about shifting energy, so essentially... **"selling" is exchanging energy**, that's all.

And lastly...

No closing

You're not closing anybody, are you?

You are embarking on a journey. You are affirming readiness for change. And you're sealing (not selling! ;)) an opportunity.

Make these small changes to your language around your connection calls, and **feel how your perception of them changes instantly**. This new energy is what will radiate from you when you are ready to press "start".

Your "help-seeking human" will feel it as well.



before the call

Before each call, make sure to spend a few minutes **quieting your mind and grounding yourself**. It can be extremely beneficial to use *EFT/tapping* or special *guided visualizations* to energetically prepare you for the best experience. Once you are grounded and fully present with your thoughts, set the **intention** for the call.

That intention *should never be the sale*, but getting to understand and connect with this other person and give them **choice and opportunity to receive help, if they truly are the right fit** for your coaching or programs.

When the intention is set, **detach from the outcome and release any expectation** other than the one intended.

Lastly, review the answers your client provided in the pre-session form/questionnaire (which I hope you make *mandatory* before any of these calls) and learn what this person has shared with you so far. Make **notes** and bring them to the call.

If needed, refer to the printer-friendly page 18 of this PDF.

Your Aligned Call Plan

On the following pages, you will find a plan for your powerful and empowering, easy-feeling, and non-icky opportunity call with your help-seeking human.

It is not a script as such, but rather a roadmap with several meaningful stops.

It includes questions that will help you better connect with the person on the other side, **understand their pains and desires, and help them realize what they need and why.**

Once they do, you will then be able to help them make the best decision for themselves (and for you, because this is a two-way street!).

Treat this plan like an outline and go with the flow, making sure that you include all the steps in a way that feels most natural and easygoing **for you.**

Ease and detachment are absolute keys!

If you do the **pre-work** and infuse the plan with your caring energy and positive intention, you will be **amazed** by the results.



Setting the stage

Tell the client what to expect

It could sound like:

We are meeting today because of the fact that you wrote that you need help with XYZ.

During this call, we'll get clear on your goals and vision and, based on what you share, further uncover any challenges that could be slowing you down or not allowing you to reach your [desired outcome].

Then, if it feels like a good fit, I'll share how I can help you with all that and how we can potentially work together. You'll leave with more energy and motivation to [reach your goal].

How does that sound?

Next, move to what they want.

Deep dive into their desires and let them lead with their vision.

Questions you might ask:

- **Tell me about yourself** (your business/career/weight loss journey/relationship etc) **and your main goal/vision** in that area.
- **If anything was possible**, where would you like (your business, relationship, health, etc) to be within the next year?
- **Why** is that important for you?
- What would be **the best part about it?** Why?

Follow by examining their challenges - listen to what they think is holding them back and dive deeper into the price they pay for staying where they are.

- *What is your current situation in your [life/business/health/relationship]?*
- *What do you think is slowing you down, standing in the way, or stopping you from having all of the things you have mentioned (list their goals from previous part)?*
- *What else do you think could be slowing you down, standing in the way, or stopping you?
(repeat until they don't have anything else.)*
- *What impact do you think these challenges have on your (business, relationship, health, etc.)?*
- *How long do you think you've had these challenges?*
- *What have you done about it so far?*
- *How have these challenges impacted you and keep on impacting you every single day?*
- *What's the worst part about these challenges? Why?*
- *What is it costing you [time/money/energy/relationship/health-wise] right now?*

Help them establish their readiness to change.

- *What do you think will happen in a year, 2 years, or a decade if you don't address these issues/challenges as soon as possible?*
- *How soon do you want to turn this round?*
- *Why do you feel like now is the time to do something about it and not in another 6 months? (pay attention to the answer to this question as they will tell you why they need your help NOW)*
- *Is having [their desired outcome] a non-negotiable for you? Why?*
- *What is worth to you to overcome this obstacle and feel/create ___?*

Bringing them hope

I know how you feel. Others have felt that way too.

[follow by sharing your own story or applicable client results. Include resolution/positive changes]

- *If you could turn these challenges around and flow freely toward your goals, what would that do for you?*
- *What would be the best part about that? Why?*
- *What would that do/make possible for you?*

Recap and make sure that they feel heard and understood.

I want to make sure you got everything from this call that we discussed. I wanted you to have more energy and motivation to make changes so that you can soon reach [the goal].

Do you feel more motivated to take action and make it happen now?

We uncovered some challenges that could be slowing you down or stopping you. These challenges are very common...

Transition Into Coaching Opportunity

Note: this is NOT a coaching call but you want to use your coaching skills to shift their perspective and help them make the best decision.

These challenges [list them all], are very common. I've worked with lots of people with similar challenges to achieve similar goals/shifts/changes/results.

I have a program for people in the same situation that you're in/ I specialize in coaching people in your situation, would you like to hear more about how we could move you forward together?



How Coaching Works

Note: This section is about establishing the value of your coaching. Make sure that you relate everything to your client's desires/challenges.

Example:

- *I'll keep you clear and focused on your goals and direction*
- *We'll strategize your actions - so that you always know exactly what you need week in and week out to achieve your goals.*
- *We'll upgrade your skills – so that you can carry out your plan with confidence and certainty. Having strong skills speeds up the process. We'll find out what skills will help you the most and work together to improve them.*
- *We'll work on your mindset – to overcome any fears, doubts, limiting beliefs, or insecurities that might be holding you back.*

Explain the Structure of Your Work

1. I work with clients for (period) a time/the program is (x) long
2. We meet weekly / bi-weekly etc. for ___ min.
4. If something comes up that can't wait until our session, you can call me up to talk/Voxer me/send me a WhatsApp.
5. I will be available via email between sessions and I will get back to you within X amount of time.



Make Sure They Can See and Understand the Value

- *Does that sound valuable so far?*
- *What do you see as your benefits of you working with me?*
- ***How can your business/life/relationship/health become different as a result of this?** (let them convince themselves)*

Moving Into the Investment

Note: don't use words such as cost or price. This is an **investment** that they make in themselves and their goal

The investment is: \$X a month for (X) months OR \$X paid in full. This is a regular investment. You can take as long as you want to think about it.

However, since I want to reward the most committed clients/students, I have a special offer for you if you decide to take action and join during this initial session. Would you like to hear about it?

Instead of \$X/month for X months, it's just \$X/month and if you pay in full it is \$X, allowing you to save \$X.

Make room and give space for them to think about it.

Overcome Possible Objections

If you followed the guidelines for the session, objections are less likely. However, be prepared to confidently handle the common objections:

- *“I can’t afford it”*
- *“I’ll have to speak to my partner”*
- *“I’m not sure I have enough time right now”*

At this point, you know their dream vision, the price they told you they pay for *not* creating changes, the effect that the current situation has on different aspects of their life, and why they want to do something about it NOW.

Your task in this part is to reconnect them to their vision and show that support is available. You also want to empower them to become more resourceful





Accepting Payment

EXAMPLES:

- *Okay, great, so shall we get you started?*
- *Great. Shall we put you on a system to get started?*
- *Great. Would you like to schedule your first session and get started?*
- *Great. If you authorize it, I'll now take your details, take payment and we can schedule your first session. Is that ok?*

after the call

First, make sure to add the **call recording** to a dedicated folder on your computer or cloud with the **date and client name in the title**. It will be a great resource for future improvement and marketing info.

Then, *absolutely regardless of the outcome*, spend a moment on gratitude.

Gratitude for the opportunity to help someone.

For a chance to learn and improve your craft.

For the technology that allows you to connect with people from all over the world and grow your business from home.

For making yet another step towards your dream.

And lastly, ***congratulate yourself*** on helping yet another human **and... celebrate!**



aligned sales call

CHECKLIST

Before the call

Get *grounded* and quiet your mind

Set the *intention* to help and guide
(get my guided visualization on next page to achieve both with ease)

Detach from the outcome

Learn as much about this person as you can,
write down what you already know and have it handy

Get ready to make lots of *notes* and *record* the call for future
reference

During the call

Be fully present

Listen much more than you talk
and *go deep* with your questions to fully connect

Stay *in touch* with your intention

After the call

Regardless of the outcome, spend a few moments in
gratitude

If needed, rewatch the call recording to where you can
improve

Celebrate making yet another step toward your vision

IMPROVE YOUR CALLS AND THEIR RESULTS
EVEN MORE WITH MY DEDICATED

Pre-Call Energy-Shifting **Visualization**

This 15-minute audio is the perfect way to get you into the energy of ease before your call, set the intention, energetically connect with your “help-seeking human” as well as fully detach from the outcome.

Plug and play before your call and immediately shift your energy.

Limited-time offer

Yours NOW
FOR JUST \$9

Once you do, you will get access to **this PDF** and **your new audio all in one place**, yours to keep!

