

10 Step Sacred Selling Framework

Step 1: Set Yourself Up for Success

You want to feel good before the conversation. This is where the work you did in Sacred You comes into its own. Do something that nourishes and uplifts you beforehand. For example:

- ☀ Listen to music
- ☀ Go for a walk
- ☀ Have an uplifting picture on your desk
- ☀ Have a mirror, to ensure you SMILE
- ☀ Stand up and move about

It's also good to tune into the energy of your potential client by taking a look at their website and social media profiles. Get to know who they are as best you can before you speak to them. If there are things you have in common, this gives you an anchor to connect with.

Step 2: Build Rapport

Building rapport begins from that first point of contact – your potential client probably already feels they know you before the conversation from everything you've shared on your website – so rapport at the beginning of a call is no different from any other business meeting. I'm assuming you're great at connection but if you feel you need some pointers, you can let them know what you like about their company and why. Of course, whatever you say must be genuine, don't make something up to build rapport – this is something that's been taught and it's inauthentic – your potential client will feel it – it's icky. Allow rapport to build – if you don't gel, chances are you won't be a good fit for each other, and that's okay. This is an exploration.

Step 3: Set the Scene

It's important that you lead the call from the outset, so that your potential client knows the format for the conversation. For example:

“As we've not spoken before, I thought it would be good to share a little about the work we do and why we're so passionate about it, so you get a flavour of how we work. Then I'll ask some questions about you and your business, so I can understand what you need and want. Finally, if it feels like working with us would support you, I will let you know what the options are. How does that sound?”

You may also wish to say how long the call will take and check they have the space for it.

This step only takes a few minutes but it's VERY important as it lets your prospective client know what to expect, which allows them to settle into the call – and it lets them know you'll be inviting them to buy later on in the call. By getting their agreement, they are giving you permission to make them an offer.

Step 4: Position Yourself

Tell them a little bit about you and your business: your why, your values, how you support clients. You want them to be clear on why you are qualified to do what you do.

It should only take three or four minutes. Before you continue, ask: “Before we move on, do you have any questions about me or my business?”

If you've known them for a while, maybe they've been following you for some time you may not need to ask this. If that's the case, let them know and ask if they're happy to dive right in. For example:

“I know you've been following me for a while, so I'm guessing you know about what we do. Do you want me to share why we're so passionate and why we do what we do – or are pretty familiar with our work?”

Whilst this step doesn't take long, it's important. If you miss it out, you will find that at the end they will be asking questions about your business, what qualifications you have, who else you've worked with. It's far better to establish this at the beginning – otherwise it can feel like you're trying to convince them.

Step 5: Connect, Engage & Discover If They're a Soul Client

Now we get to the heart of the conversation. This step forms the bulk of the conversation. You want to find out what they want, what's important to them, why it's important, what issues they face, whether it's important to resolve these issues now, whether they're willing to invest in a solution – and have the money to do so.

The questions you ask will depend on your business and what you need to know to determine if they are the right client for you. I recommend you have a list of questions

with you which you can follow. You may wish to make notes, which shows professionalism. It's good to ask permission if you do – for example, “do you mind if I take notes?” Reassure them that everything they say is completely confidential.

The questions will vary depending on your business but there's one very important question to ask first:

“What made you decide to invest the time today to have this meeting?”

Or if the consultation is included as a bonus with something they've purchased, ask:

“What made you decide to invest in <Name of Product>?”

This is crucial to demonstrate they are already investing in themselves.

Then you want to ask a series of open questions:

- ☀ “What inspired you to...?”
- ☀ “What are the three biggest challenges you currently face?”
- ☀ “Why do you want to...?”
- ☀ “If we could like wave a magic wand, what would...?”
- ☀ “What do you feel is stopping you...?”
- ☀ “What is your current turnover/annual income?”
- ☀ “What would you like it to be in 12 months' time/next year?”
- ☀ “What would it mean to you if you...?” (This elicits their emotional drivers.)
- ☀ “What would that allow you to do that isn't possible now?” (This gets them tuning in to the energy of their desires.)

Include qualifying questions:

Need:

“How serious are you about...?”

“Just to clarify this for me, if we had a scale of one to ten, one being not at all and ten being absolutely right now, must fix this...where would you be?” (Anything less than a ten, ask “why aren't you a ten?”)

Immediacy:

“Are you looking to make changes now or some point in the future?”

“How much time are you able to set aside for this?”

Priority:

“How much of a priority is...?”

Money:

"Do you have a budget for this?"

"Is...something you are looking to invest in?"

(Note: Wherever I've included "...", this is the overall solution you provide – not a specific product or programme.)

For example, "Is...something you are looking to invest in?" would be:

"Is losing weight something you're looking to invest in?" not "Is a 7-week weight loss programme something you're willing to invest in?")

Step 6: Reflect Back

Reflect back to them what they said. Summarise the key points of what they shared with you. This demonstrates that you understand their needs, and gives them confidence that you'll be able to support them.

Step 7: Paint a Picture of Possibility

As you've been listening to them, you're likely to be so excited about the different ways you can help them. So, share that with them – paint a picture of what you see is possible for them. Pick out some of their challenges and share what's possible through the work you do. Again, you are not mentioning any specific programme at this point – you are sharing what you see is possible.

They may choose to work with you to help them integrate this, or they may not. At this point, you're painting a picture of potential: they may choose to seek these results on their own, or they may want to work with you.

Pretty much anything anyone wants to know can be found for free online. 15 years ago, information was king – packaging your expertise up into e-books and courses sold well. We are now moving into the age of connection. People want support – they don't want to go it alone, trawling through Google. They know that simply knowing stuff doesn't shift anything – they need to implement to make changes and being supported is key. At this point, you want them to see beyond where they're at.

Step 8: Listen for their Response

It's important to hear how they respond to this. They may be very enthusiastic and say, "sounds great, how do we get started?" They may be cautious: "Sound great, but I'm not

sure our team are ready for that."

They may say nothing. If so, ask them: "How does that sound?"

If they're not receptive and enthusiastic about this possibility stop here. You can say, "It doesn't sound like this is something you're looking for right now? Is that true?"

If they agree, ask them why not. Using the words "I'm curious" helps put them at ease and be more receptive. For example: "I'm curious – why is that?"

Only move on to Step 9 if they want the end result, otherwise end the meeting here.

Step 9: Present Your Solution

Present your offer. Focus on the transformation, not how it's delivered. You're sharing how over the course of X weeks/months, you'll deliver that picture you painted.

Before you share how much it is, ask "how does that sound?"

They may have some questions, but if they don't, you can say: "Do you have any questions before I tell you about the investment?"

Once you've answered their questions, then tell them how much it is. If you have different levels of investment, share what these are.

If they ask questions – know that this is good – they are seriously looking at buying and want to know all the facts first. Keep answering their questions until they have no more. Confirm there are no more questions by asking "Do you have any more questions?"

Step 10: Ask For Their Decision (whilst holding a powerful space)

The final step is to ask whether they want to go ahead, and this is a very simple question which can be framed in various ways:

"Would you like to go ahead?"

"Shall we get the ball rolling?"

"Which option would you prefer?"

"What level of investment suits you best?"

If money is an issue, you can offer a payment plan. If they need space to think about it or need to run it by a partner, schedule a follow-up call in a few days (maximum one week).

If you're selling to an organisation with different departments, it's unlikely they will make a decision on the spot. They will probably want a formal proposal they can look

through, which might need to be signed off by the board of directors. If the value of the proposal warrants it, you may ask to present the proposal to everyone who will be involved in the decision-making process. If this is not possible, or the value of the work doesn't justify this additional time, ensure you have a follow-up call scheduled to hear the outcome. Do not simply get them to email you. You are energetically connected to every open proposal and it's important to close that connection as quickly as possible. Larger organisations can take many months before a decision is made – and sometimes they will leave you hanging. If this is the case, then get a firm time when they will look at this again and schedule a follow-up for then. You need a decision: a no serves you better than a maybe because it frees you up to look elsewhere.

Having a scheduled follow-up is vital because it grounds the decision. It doesn't have to take long – a ten-minute call could suffice. Leaving them to email you not only leaves you in the "will they/won't they" energy; it doesn't support your client. They are looking to you to guide and lead them, and setting up a time to speak again serves them. I usually say something like: "Let's schedule a call in a few days. You may have some questions that come up as you're mulling things over and I'll be able to answer them then."

