

# THE HIGH TICKET SELLING REVOLUTION

9 SECRETS TO INCREASE YOUR FEES, CONVERT MORE SALES, AND MAGNETICALLY ATTRACT TOP DOLLAR CLIENTS WHO WANT TO HIRE YOU BEFORE EVER MEETING YOU

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Congratulations! Give yourself a big pat on the back for signing up to receive this ebook AND taking the time to read it!

And welcome to our community of entrepreneurs, coaches, healers, and change-agents who are ready to sell more, increase their fees, make a huge difference, AND have sales feel natural and authentic.

Before we begin, I suggest you print this ebook out, close your email, get a cup of coffee, tea or water and instruct your team, staff or family not to interrupt you for the next 20 minutes. (Yes, it's THAT important!)

In fact, reading this ebook will very likely be the most important time you spend on your business all year!

### By the end of this ebook you'll know:

- Why **the old model of selling is DEAD and why that model keeps people who truly want to serve from succeeding**
- **A simple mathematical formula for structuring your sales conversations** so you can make a lot of money while maintaining your integrity and serving your prospects
- How to **turn all your "No's" into raving** fans who send you LOTS of referrals
- My **simple method to quadruple your income within 4 months** without selling out or feeling salesy

As a heart-centered entrepreneur and former 12-year corporate sales-awards winner, I understand what's needed to create the kind of income, lifestyle, and clientele base you're looking for.

That's being able to SELL!

And I don't mean the four-letter version of that word that we're all trying to avoid (used-car salesman ickiness). What I'm talking about is the ability to sincerely and authentically have conversations with prospective clients in such a way that you really communicate your value, prospects can see that value, AND they say "Yes!"

The problem is that the way most of us have learned to think of selling leads us to the following pitfalls, which crush our chances of getting our services out into the world. Do any of these sound familiar?

- You cave-in when you hear, "I need to think about it."
- You instinctively start lowering your price if you even suspect that the client might say, "I don't have the money."
- You give free coaching sessions or sample sessions but can't figure out how to turn them into a sale, figuring, "I'll catch 'em next time."
- You have a hard time articulating your value so that your prospects actually get it and buy it.
- You get burnt out from doing so many strategy sessions without closing sales, so you are reluctant to book more or end up coming across desperate.
- You keep converting the wrong people into clients who drain the life right out of you.

Well, when I look at this list of the most common issues our entrepreneurs, coaches, healers, change-agents have --- people whose real mission is to serve --- there is one big myth that pops out at me.

### **The Myth of the Old Model: Selling is HARD!**

I mean, none of those things would be an issue if we didn't think of sales as hard, or if we didn't think of selling as something we had to do in order to get a new client.

In fact, let's break this down a little more. The common, current thoughts on selling look like this:

*Current thinking about selling:*

**Ideal Prospect + Your Offer + X = Sale**

You need an ideal prospect who has the problem you solve plus your great offer plus some unknown factor that causes them to buy. Then you make a sale.

And it's this unknown factor that's such a mystery for so many people. The unknown factor, a.k.a. the X factor, is the one variable that people have been trying to figure out for centuries. How come one qualified prospect will buy and the next one doesn't?

### **Is the X factor:**

- My money and wealth mindset?**
- How attractive or magnetic I am?**
- My ability to articulate what I do?**
- How good my marketing is?**
- That I need to be more assertive?**
- That I was too pushy?**
- They just don't "get it"?**
- Timing?**
- Or is it just a numbers game?**

But all of this just points to the idea that people think that selling is hard. Well, I'm here to tell you the truth.

### **The Truth: Sales is EASY!**

In fact, 9 out of 10 prospects with whom I've done initial sales consultations a.k.a. strategy sessions have said, "How can I work with you?" Imagine someone actually ASKING FOR how they can work with you, give you money, and get started. Now that's easy!

It's just that people are often looking at sales from an old model, which has a self-defeating perspective, and that makes it all too hard.

## Here's my promise to you!

**If you haven't started doing strategy sessions** – and that's having *dedicated conversations where both you and your prospects KNOW that they're considering doing business with you* – then you will see why high-converting strategy sessions are a MUST for growing your business and how to *have them come naturally and easily*.

**If you're already doing strategy sessions**, then congratulations, you are on the right track! But if you're not closing at least 1 in 3 and totally thrilled with the prices you're selling your services and programs for, then you're going to see how to *double, triple or maybe even quadruple your income* as a result of reading this ebook.

**If you're a whiz at strategy sessions and loving your business**, then your calendar is full and you are totally booked! In that case, the simple strategies discussed in this ebook will show you how to *have someone else do your strategy sessions* as well as you so you can leverage your time.

I speak from personal success and experience, and I'll also show you examples of people who were able to do these very same things so you can replicate and duplicate their success. Let's have sales be easy and fun for YOU!



## Why Should You Listen to Me?

How did I get here? Why would someone who's shy and introverted go into the profession of sales?

Yes, that was me. At the age of twenty-five, I decided to move to a city where I'd never been (Chicago) to do a job I was terrified of (sales) selling to people who intimidated me because they were so smart (scientists).

Sounds crazy? It would've been except that I was fascinated by people, had degrees in Biopsychology and Math, and knew that if I wanted to get anywhere in life, I'd have to learn how to sell – even if it was to get myself hired into a different job!

So I embarked on my 12-year corporate sales career starting from ground zero, with no real experience or training. At that time, I hadn't even heard of "handling an objection." I soaked up every sales training program my company sent me to, but mostly I learned by trial and error. In fact, I used to get so excited when I closed a deal that I would take the next three days off to celebrate, eat lunch with friends, and go shopping (don't tell my Sales Manager, Aaron!)

But as much as I loved the victory of winning a sale, the victory felt hollow and I soon left to pursue a career in acupuncture and herbal medicine. I did my Master's degree and treated patients as an intern, all the while "selling" them on the idea of why they should eat right, drink their herbal medicines, and come back for more visits.

In the end, I realized that my motivation wasn't about winning, curing people, or the big money to be made.

It was about being able to make a REAL difference for people. In the world of sales, that shows up as: A person has a problem they really want to solve. When they approach you or your company, they are looking for an ANSWER. **A great sales person can help people solve their problems. Helping people to take decisive action and move toward a real solution became my life's mission.**

Fortunately after graduate school, I had the benefit of working for world-leading scientific equipment manufacturers. There I learned that as a salesperson, my role was not only to sell something but also to serve people at the highest level. Sales stopped being scary and started being FUN!

I made those companies many millions of dollars and earned repeat, trusting customers who would call me at the end of their budget year and say, "**Jennifer, we've got money we've got to spend before the end of the year. What have you got that we need to buy?**" (Did I mention sales is EASY?) I became a regional sales trainer for our local team and the go-to person for sales coaching any time other salespeople's deals started to fall apart.

Eventually I left my corporate sales position and started my own business with my husband, Peter, coaching couples and parents in their relationships. Our mission in that business is to show people that they can create a sense of family and fulfillment in their relationships regardless of past problems or their situation. And you know what happened there? Selling seemed HARD!

The first time I sold a relationship coaching package – 6 sessions for \$450, I did cartwheels in my living room! Even though I had easily sold \$180,000 microscopes before, for some reason, selling suddenly had become very personal, very meaningful, and very hard! It was as if my whole life depended on people believing in our mission and buying our services.

Luckily, I was able to pull myself out of that hard place. I set out to apply my years of selling expertise and immediately implemented a simple step-by-step sales process for our new business.

Within six months, I had more than tripled our prices and developed programs in the multi-thousand dollar range. Instead of offering \$450 packages on my strategy sessions, I was offering \$4500 packages. **Within a year, we grew our business revenue by 7 times.**

So when my fellow coach- and healer- friends asked me to teach them how to sell too, I had to say “Yes!” How could I let their gifts go to waste by not showing them how to gain committed clients that needed their services?

That is why I’m compelled to show you that the old model of sales is DEAD and that

*What’s possible is*

*(Lots) More Money!*

*Clients you love to work with*

*Knowing that you’re making a real difference and impacting lives*

*Selling (and business) is EASY*

...If you do high-quality, high-converting strategy sessions in the way I’ll teach you here. Below, I’ll share with you the 9 secrets successful sellers never tell you about, and then I’ll get into the new model of selling that actually reflects the truth about sales and works great for my clients. (And if you’d like to jump on

opportunity, you can book a one-on-one strategy session with me [HERE](#) and we'll look at if and how I can help you craft your own high-converting strategy sessions.).

## 9 Secrets to Successful, Authentic Top Dollar Sales

### Secret #1 You are in the business of SALES.

I know, I know, because we don't like to think about it (mostly because sales seems hard and has a bad rep – which I'll address later in this report) most people don't acknowledge what a pivotal part sales plays in their business. But **successful business owners know that their principal business is the business of selling.**

Take Starbucks for example. Are they in the business of coffee? How about Toyota? Are they in the business of cars? No and no. Starbucks' product is coffee and Toyota's product is cars, but they are in the business of sales.

Now, let's look at a heart-centered coaching business, the program or book you've written that's designed to change lives, or a high-value niche service. While the product or service may provide an incredible result or transformation, the business that each of these types of companies is in is sales. In other words, without sales, there is no business.

In the many years that I've worked for multi-million and multi-billion dollar corporations, I've noticed that the thing they have in common is that they know that they are in the business of selling, **which means that input from customers about what they want is the driving force for all of their product development, marketing, and sales processes.**

The issue for most small businesses and entrepreneur service businesses is that they are so focused on creating great services – making sure their programs are sound and making sure they're serving the right people (which is one element absolutely required to have a profitable, growing business) - that they don't put enough focus on what customers actually want and what actually creates revenue for the business: The sales funnel and conversion process. **Daily energy and attention must go into lead generation and sales conversion otherwise you'll end up wondering, "Where's my next sale going to come from?"**

## Secret #2 Strategy sessions are instrumental to your growth even if the majority of your business is marketed online.

I remember when I first decided to put my business “online” and use leveraged delivery methods such as group programs and multi-person live events. I started my business and got a great logo and brand image, built a great website, and then spent lots of time perfecting a life-changing transformational program. And then do you know what happened? Very little.

I had very few leads and even fewer sales. Occasionally I’d get a referral from someone or go to some networking meetings, but mostly I hid behind my computer thinking that finally, I could skip the “sales part” and not have to put myself “out there.”

So what turned the business around and gave us our first \$10,000 month in sales? Strategy sessions! **When I finally realized that nothing takes the place of a personal one-on-one interaction, people started buying!**

One-on-one conversations, specifically strategy sessions, are instrumental to your business growth for three reasons:

1) Until you have 20 or 25 conversations with people who are considering buying from you, **you don’t really know what to say on your website or webinar, nor understand what makes your potential buyer tick.** You might think you do, but you’ll never know for sure until you hear them say it to you.

2) A strategy session puts you in a position to make an offer AND for someone to pay for it. It’s one thing for people to say they’re interested, but it’s entirely another thing for them to pay real money for something. **Money exchanging hands means that you’ve articulated the value of your service in a way that truly matters to your prospects.** You’ll never know if you’ve got it right until someone pays you. More often than not, I see people create fabulous websites and sales pages that don’t bring in clients. Let’s face it – they just don’t know how to speak their clients’ language yet. (I’ve been there too!)

3) One-on-one conversations are one of only two ways that I know of to make a sale of \$3000 or more (the other is by having a live event) for an intangible service from a previously unknown company or seller. **It's amazing that enough connection, understanding, and trust can be created in just a 60 minute phone call that a prospect is willing to pay \$3000 on the spot to someone they've never met before and often invest much more. Strategy sessions are truly the fastest path to cash.**

**Secret #3** A strategy session or initial consultation is NOT a free coaching or get-to-know-you session. The direct approach works better.

Tired of spending time with people who are there for the free coaching without converting them into a paying customer? Think you'll catch 'em next time around? Think again.

**A strategy session is a dedicated, committed conversation where both you and your prospect KNOW that she's considering doing business with you** and is taking a close look at investing in your product or service. The key elements here are 1) you both know you're talking about doing business (read: investing money in trade for services or products) and 2) it's a dedicated conversation – not something added on at the end of a conversation that started with a different purpose (such as coaching.)

The reason why free coaching sessions are tricky to convert into sales is that people get a false sense of closure. In other words, you do such a good job of resolving their problem or giving them things to think about or work on, that they don't have space in their minds to think about anything else. And that includes the possibility of investing now with you.

Secondly, **it's hard to segue from a free coaching session where you're giving to a "sales pitch" where you're asking for something.** The shift in energy is difficult for many people and can often be interpreted a bait-and-switch by the prospect, which of course we want to avoid at all costs.

The idea behind setting up **a successful strategy session is that the intention, purpose, or agenda for the conversation is set up BEFORE the appointment**

**is booked** and then re-stated at the start of the meeting. If both you and your prospect are not on the same page about what you're trying to accomplish in the conversation, you're going to be working at cross-purposes and both of you will end up frustrated.

*Some tips for how to invite someone to a strategy session:*

You meet someone at a party or networking meeting and they seem very interested in what you do. You ask him/her, "You seem interested in this subject. Is there something about this that you think might help you?"

If yes, then suggest, "Well, why don't we set some dedicated time aside **to see if and how I can help you** in this area so we don't end up talking shop for the whole party (meeting), ok?" Then book a time into your calendar for a strategy session (yes, right there on the spot).

*Ready to get the help you need? Book your own strategy session with me now and we'll see if and how my work is a fit for what you want to accomplish.*

[www.onecallblueprint.com](http://www.onecallblueprint.com)

## **Secret #4** Even good used-car salesmen don't act like used-car salesmen anymore.

Those of us who are committed to serving people without selling out are deeply concerned about not coming across sleazy, slimy, or manipulative. We go to great lengths to make sure that our products and services really do what we say they do, and make sure that we're not being manipulative, tricky, or misleading during our selling process.

The truth is, however, that while tricky, slick salespeople have given the profession of sales a bad rep, even used-car salesmen don't succeed if they act like that. **Today's consumer is simply too savvy to be misled by tricks and manipulation. Rest assured that your prospect will NOT buy from you if they don't believe you and trust you**, so the integrity of what you promise must be high.

**The issue is that in most people's well-intentioned efforts to NOT be "salesy" or pushy, they end up swinging far to the other side of the spectrum** and pretend like they're NOT trying to sell. That too is inauthentic and often comes across wishy-washy and ineffective. They end up articulating what they do in a way that feels good but doesn't give the clear, exact language prospects need. **Ideal prospects are left thinking, "I still don't really get what you do," and therefore don't buy.**

Prospects who are serious about solving their problem appreciate someone who can clearly and concisely articulate why investing their money can help them so that they can make an informed choice. When the prospect is clear, he or she will invest or at least leave the conversation well-informed.

**Secret #5** If your "No's" are not sending you referrals, then you're not creating the kind of rapport that could change your business.

Let's face it. Sometimes "success" in sales can feel like a failure. If we're going for a 1 in 3 closing ratio (1 out of 3 qualified prospects buys from us), then 67% of the time we're getting a "No."

Ouch? Not necessarily. A good strategy session or initial consultation has inherent, built-in value for the prospect (not just for you.) If someone leaves your office or phone call having greater clarity about what their next step is (even if it's NOT to work with you), you've done them a great service. Because of that elevated clarity and built-in value, not only about what they need but also about what you provide for people, prospects can be a great referral source.

The key to having your "No's" turn into referral sources is that you must create a relationship with your prospects in the 60 minutes you're with them. And that's NOT by talking about kids, hobbies, or their home town. Talking about what you have in common builds rapport, but doesn't actually build a *real* relationship. **Rapport is a sense of liking someone and connecting a little; relationship is that real sense of knowing, trusting, and feeling seen and heard by someone.** It's not unusual for me to get referrals from people I spoke to for 60 minutes 6 months ago, because they remembered me and the real connection

we created. Some of the sales greats say that “relationship takes time.” I say that “relationship takes being real.”

So how can you create a “real relationship” with someone in just 60 minutes? By being the real you, seeing your prospect as a real person that wants to be helped, not “sold,” and by creating a partnership.

In partnership, the prospect gets the sense that the seller is truly there for them. Which means that as the seller, **you have to let go of any attachment you have to THIS particular sale and focus only on serving.** You become a trusted advisor who would certainly turn the prospect away if you didn’t truly see a fit between what they need and what you can provide. Practice doing that and your trust level and refer-ability with prospects will skyrocket.

**Secret #6** You think you need to be more assertive in asking for the sale, but really the breakdown happened minutes, hours, or days earlier.

Do you cave in when you hear people say, “I’ll think about it?”

Ever hang up the phone and think, “Man, I should’ve tried harder! Why didn’t I go for it? She was a perfect client for me!”

Not wanting to pressure people can be a natural response in a sales situation; likewise, feeling like we need to be more assertive happens just as often. The issue of trying to not be too pushy, and yet needing to be pushy, is an age-old dilemma. However, both of these are symptoms of the old model of sales, one in which people think “sales is hard.” Pushiness/not pushiness implies that we have to do something **to** our prospect to get them to understand the value of our offer and buy from us. If we have to **get them to do something**, then by default, this implies that we are opposing forces or opponents to our prospect, not acting as trusted advisors or partners (see Secret #5).

The real issue at play if your conversation falls flat after the prospect says, “I need to think about it” is that you have a breakdown in your sales system and strategy session conversation that has happened minutes, hours, or days earlier.

The breakdown is that if you have not been creating partnership during your conversation, or find yourself trying to get past the objection (being an opposing force), then the responses you make will either feel pushy or not assertive enough.

**However, a well-constructed and well-delivered strategy session can position you as being seen in partnership so that you can respond to objections from a “let’s see if we can solve this together” attitude.** If you haven’t created the kind of partnership earlier in the conversation that gives you the freedom to say, “Really? What is there to think about?” AND sound like a friend and not pushy, it’s too late and the sale is most likely lost.

*Tips on how to position yourself in partnership:*

1. Before your strategy session, consider how well this prospect is likely to know you. Are they someone who found you on the internet, saw you speak at a conference, or were they referred by a friend? Put systems in place to interact with the client at least 2-3 times before the meeting including asking them to listen to a 30-minute talk or watch a webinar you’ve given. These must be chock full of valuable information plus create your credibility.
2. Respond quickly to their inquiry and do what you said you would. Make sure they know when and where to meet you. Be on time!
3. Use a short but thorough pre-appointment questionnaire or survey. The survey should not only gather information about the prospect so you can prepare for the meeting, but also ask questions that show the prospect what else they might want to consider that they likely hadn’t realized. (For an example of one I use, see [www.onecallblueprint.com/strategycall](http://www.onecallblueprint.com/strategycall)).

**Secret #7** You handle statements such as, “I need to think about it,” and “I don’t have the money” as if they’re really objections, rather than the buying signals they could be.

I’ll never forget the time I was negotiating with a scientist at the university over a \$140,000 laser microscope system he was interested in buying. We were close

to shaking hands on our proposal when **I got a call from the scientist, saying, “Jennifer, we’ve decided to go with your competitor.”** I made an appointment to see him immediately.

When I got to his office, he told me that the competitor’s system had more functionality and was only \$100,000. After silently lamenting that I always end up working for the high-dollar high-value companies where everything costs more than the competition and was therefore not allowed to lower the price, I set those thoughts aside and had a great conversation with the scientist. It started with, “I understand. Please, would you tell me more about that?”

**The next day the scientist ordered our \$140,000 system and he became one of our best referrers.**

How did that happen? It’s all in the way you listen. **You can believe that they’re coming from a position of trying to justify why to buy from you, or justify why NOT to buy from you.** Most sellers automatically assume that when they hear things like, “Wow that’s expensive,” or “I need to bring this idea to my board,” or “I don’t see how it works,” that the prospect is in some sense defending why they should not or will not buy. As such, the seller reacts automatically from a defensive position, thinking, albeit subconsciously, “Oh no, how do I get past this?” This short-circuits the opportunity for real partnership and puts the seller in the position of needing to apply some type of pressure or simply retreat.

I prefer to listen to prospective clients as though they have a real problem they’re trying to solve, and are really looking for someone they can trust to guide them. In fact, the way you interpret the objection (as either something to overcome or a buying signal) is a critical element in the outcome of the conversation. **When prospective clients say, “I need to think about it,” I think, “Wow, isn’t it great that they’re really thinking about what I’ve said! Now let’s see how I can partner with them to resolve this now so they’re not left with yet another thing to think about.”**

I also think of myself as the expert, diagnostician, or advisor. Listening in that way causes me to hear all objections as questions the prospect is trying to answer so that they CAN buy from me, rather than reasons why they shouldn’t.

*Tips for handling "I don't have the money."*

1. Listen to this as either, "I don't see the value yet, please show me what I'm missing," or "I really want this but I'm strapped for cash."
2. Notice how often the very thing that's in the way of a prospect moving forward is the same thing that they hope to gain from working with you. Point this out in the spirit of partnership. For example, "If you need more sales to make more money, then how will you make more money if you don't do something about generating new leads now? Would anything really be different if you waited?"
3. Create a real sense of trust and partnership well before you make the offer so you can speak candidly and discuss the issue openly if warranted.

## **Secret #8** The fastest way to elevate your money mindset is a reliable, strategic, and actionable sales system.

Do you ever find yourself thinking, "I know I'm holding myself back. How do I stop doing that?"

If so, you're on the right track to success since self-awareness and a commitment to learning are essential for growing a thriving business. The next place most people look to resolve a money mindset issue is a book, life coach, or a practice that makes them feel abundant such as meditation or yoga. Then they hope "it" works.

Now don't get me wrong, I'm the first one to tell you that having the correct mindset is an absolutely essential part of growing and receiving. What I teach removes blocks to successful thinking and is truly transformational. I even do yoga and meditate. However, when people try to resolve mindset issues around receiving money or their attitude about selling, they're often stuck without a concrete plan or real solution that will actually bring them more money. **What you need to increase your belief in yourself and your program are systems that empower you to take sales-related action and thus produce results.**

Imagine you want to run a marathon but you had never run further than a few miles. You decide to start training, but you only run a few miles every other week. When the race begins, you collapse after 5 miles thinking that “I just didn’t believe in myself enough. I should’ve worked on my athlete mindset.” Ridiculous, I know, but this is the same thing I see happen when people try to sell and fail.

**Being able to run a marathon is a mindset issue, but first and foremost, it is what I call a *systems issue*.** A system for your training, your body, and your habits needs to be followed in order to run 26 miles. There are well-known programs that include daily and weekly activities (running, stretching, eating, etc.) that if you follow them, will put you in the condition to run a marathon. **As your body adapts through the result of your actions, your mindset or belief in your ability comes along with it.**

The same principal applies in becoming great at selling. If you want to close more deals at a higher price, and magnetize the right clients into your business, then you must do the right daily and weekly activities. In addition, **you must have a system that addresses certain critical elements of the sales process, such as the precise way you articulate what you offer, what questions to ask, and how you prep prospects to meet with you.** This system will be discussed when we get to the section below on the Truth About Sales. Once that system is in place, it can be fine-tuned; as your system is fine-tuned as a result of your actions, your mindset, confidence and belief in yourself come along with it.

### *Example:*

When I met Mandi Ellefson, her marketing coach had told her to raise her program price from \$2000 to \$12,000. Mandi said to me, “I just don’t see how I can do that!” She knew she wasn’t aligned with the price increase because the dollar figure just sounded too big; she didn’t know what to do.

So did I go to work on her money mindset? No and yes. No, I did not look for emotional blocks in her relationship with money nor did I ask her to meditate. Yes, instead, we took a look at the first structural element that’s required to sell high ticket items. I asked her to describe her program and its benefits.

Within 10 minutes, it was clear that Mandi couldn't really articulate what she did in a way that a prospective client could easily understand. She couldn't see the value of her own program! She was simply too close to it. She was such a genius at what she did that she thought of her program like, "What, doesn't everyone know this stuff?" The value of it wasn't obvious to anyone because she didn't have the words to describe it

Within two sessions with me, Mandi could precisely articulate what she had to offer and understood exactly how she would bring her prospects through her sales system -- thus her mindset shifted. She said, "I totally see why this is worth \$12,000! I can't wait to start offering this." Mandi Ellefson, [mandiellefson.com](http://mandiellefson.com)

## **Secret #9** How much you can charge is directly related to your ability to articulate what you do in terms your specific client cares about.

Do you have a hard time saying what you do in a way that people "get it?"

If you are working on this element of your marketing, then that is time well spent because how much you sell is directly related to your ability to articulate what you do. The words you use and how you say them is what translates your mission or program outcome into something that people can easily relate to. This is one of the most important elements when it comes to making an attractive offer.

In other words, if you have a program that's \$500, you can probably sell it fairly easily because it's a relatively lower-priced investment. You'll need a certain level of connection and trust with the prospect. However, if you want to offer a program at \$5000, you'll need an entirely different level of finesse in articulating your program's benefits. **Your ability to articulate your program's benefits in terms your *specific client cares about and is willing to pay for* is the cornerstone of being able to increase your prices 50%, 100% or more.**

In addition to how you say what you do, an offer has three other important elements that are often overlooked.

- 1) **Does your program provide what your prospect needs?** Many service based businesses, coaches, and healers think about what they would like to offer by asking themselves, “What do I know how to do well?” or “What should be included in my program?” However, they don’t test their idea with prospective clients, so never find out if what they have is what their prospect is willing to pay for. A more productive question is, “What is my prospect willing to pay for that I can provide?”
- 2) The offer must address the exact concerns of the *individual* prospective client. A common mistake is that once sellers design a program and figure out how to describe it, when they make the offer, they use wording that makes sense to them, but not the prospect. **In addition, the description is too general and thus misses grabbing the prospect’s attention even though the program may be exactly what the prospect needs.** The words you use must not only describe the offer well, but they must address the prospect’s specific concerns, and those concerns only. In short, if your program or service helps in five areas but your prospect has only mentioned two, then those are the two you must focus on.
- 3) The offer must use the words that the prospect specifically used to describe what they’re looking for. **If the prospect is looking to be able to “go on vacation” then don’t offer “scalability” or “leveraged business models.” Offer them something that will allow them to “go on vacation.”** If they’re looking for their husband to “open up to them and stop giving one word answers” then don’t offer them “communication skills.”

### *Example:*

I met James at a conference with 400 entrepreneurs in attendance. Every person there was in his target market. He had sponsored a booth outside the conference hall and had even paid for an announcement about his business by the host of the event. She introduced his business from the podium and every person was given a flyer that said, “Take control of your business finances.”

The next day I stopped by his booth to see how it was going. He had 3 strategy sessions booked and had collected 15 business cards. I was aghast at what I considered an extreme lack of results. In guessing what “take control of your business finances” might mean, I asked him how he

did debt-restructuring for businesses and he said, "I don't do debt-restructuring." I said, "Well then do you provide business financing such as loans?" He said, "No."

"Well, what *do* you do?" I asked, simply because it pained me to see him getting such a low return on his investment. After 5 minutes of his explaining what he did and me asking questions, I could see why he only had 3 appointments booked in a sea of 400 prospects.

James sold a very hip budgeting software and cell phone app that allows business owners to make choices about what they could afford to buy and see how much they needed to make with the touch of a button. His bookkeeping/accounting/coaching service also provided entrepreneurs an easy way to save money well in advance for what they needed so they never got into a panicked state about money. They could see that they had enough to cover the next 3-6 months expenses at any time. Cool, huh?

I said to James, "I want you to try something because I want to see you succeed. If anyone comes within 5 feet of your booth, I want you to ask them, 'Would you be interested in having **more positive cash flow every month without needing to sell anything more?**'"

James' face lit up and he said, "That's awesome! I'll try it." **He was finally able to say what he did in a way that his prospects could immediately connect to and that had value for them.**

For all three of these offer elements, you must ask the right questions at the right time, and really listen in order to know how to present your offer. **In fact, one-on-one strategy sessions are consistently the single-most effective sales conversion method because it is the conversation that allows you to address all three of these offer elements, when you have a system that incorporates them.** How to do that will be addressed in the next section on the Truth About Sales.

## The Truth About Sales

Recall in the beginning of this ebook when I talked about the

*Current thinking about selling:*

**Ideal Prospect + Your Offer + X = Sale**

Well, now it's time to talk about the Truth About Sales and reveal the X factor. In reality, selling looks more like this:

*The truth about selling...*

*Ideal Prospect + YPC + P +*

*How can I  
work with  
you?*

*+ Your Offer + No Objections*

*= Sale*

The first thing to notice about this formula is that there's no X factor. Whether or not you are successful in selling is not a matter of luck or attraction or effective marketing. Timing and numbers do have something to do with it, which I'll get into when I talk about the Ideal Prospect. For now, just know that once you have an interested potential buyer on the phone or in your office, the marketing has worked. Now it's up to you to have a real conversation that gives them the opportunity to move forward and purchase your service, or not.

Let's take a look at each of the parts of the formula for greater understanding.

## Your Offer

I'll address the fifth item first, Your Offer, since we've already had some discussion above (Secret #9) and it's the area where I get the most questions. Your Offer will have two parts: one in which you describe what you can provide this specific prospect, and then how they can get started, including stating the investment price and what's required of them. When reviewing an offer, these are the elements to look for:

1. **Your Program content and value.** Are you offering something that people are willing to pay for? What are its benefits over what else they could do to solve their problem?
2. **Hooky Language - How you say what you do:** Is the program described in language that hooks the buyer emotionally and intellectually? Does what you're proposing to sell make sense in terms of satisfying the client's needs? Have you described it in a way that it's an obvious no-brainer for the right prospect?
3. **Prospect's words:** Are you making the offer using the *individual's* concerns and wording about their problem? Are you talking about it in a way that they get it?
4. **Benefit-driven:** Do you talk about *only* the benefits that address what *they* are looking for? Are you clear about the benefits of your whole program as well as its subparts? Are you emphasizing the benefits or features of your program or service?
5. **Price point:** Once items 1-4 above are answered positively, then we look at what can you charge for this service or program. Aim for a 50-100% increase in the price of your offer and if you can see the value at that price, you've probably done items 1-4 effectively.

## Ideal Prospect

We all want ideal prospects – someone who is familiar with what we do, has been following us for some time, has a burning desire to solve the problem we address, and has the money and motivation to invest. Now.

**So how do you get more ideal prospects on the phone and fewer tire-kickers?**

Generally what I see is that most small-businesses have their sales processes designed to keep too many people out so that leads and sales are few and far between or alternately, that the seller ends up wasting time with a lot of people who want free coaching or who are just checking them out.

The issue here is that most entrepreneurs have over-simplified what a “lead” is. For most people, a lead is anyone who expresses interest. With this non-specific definition of a lead, you miss the ability to speak to each person’s needs appropriately. In other words, there are different things you say to different people at different phases of the buying cycle. **People who are mildly interested or “just looking” need to be given different information than people who are ready to buy; people who just made a purchase need to be treated differently from people who are at the end of a program and may want to renew.**

You can call someone who expresses interest a “lead” or whatever you like, but if you don’t want to waste time doing strategy sessions with people not ready to buy or not suitable for your program or service, then you’ve got to have more ways to categorize levels of interest in your sales process. Here are some initial things to consider:

1. Qualify the Leads. Everyone who expresses interest is important but are they someone you want to spend 60 minutes with? Or is 10 minutes more appropriate? An important part of the sales process is getting a sense of where the interested person is in the buying cycle. Are they mildly interested? Intensely interested and ready to buy? Not the main decision maker? Don’t have the money? **A simple questionnaire that prospects are asked to fill out can generally address these questions so that both of you use your time wisely. Make sure the questionnaire provides value for the prospect, not just for you.**

Tip for a qualifying email: “Hi Susie, Could you please take 5 minutes right away to fill out this brief questionnaire so that I can make the most of our time together when we speak on Tuesday? Thanks so much, Jennifer”

If Susie doesn’t fill out the questionnaire, have an assistant follow-up daily until she does, stressing the importance of it. If she doesn’t fill it out, there’s a good chance that she’s not ready to buy.

2. "Ripen" the Leads. Sorry for the fruit analogy, but I can't think of any better. Once someone has expressed interest in speaking with you and has filled out their questionnaire (and meets your criteria), you have a qualified lead. At this point, it's worthwhile to give the prospect some additional information that will keep them engaged and thinking about their appointment with you so they don't miss it.

*Tips for keeping prospects engaged:*

- a) Leave a phone message confirming their appointment time, saying, "I've carved out a private time for our call from X time to Y time and I'm really looking forward to speaking with you then. Please let me know if there's anything I can assist with in the meantime and if for any reason you can't make it, please let me know immediately."
- b) Send them an email inviting them to listen to a 20-30 minute (or longer) audio or webinar that describes what you do, the benefits, and why you're the only solution. Include a note, "Please make a point to listen to this before we speak on Tuesday. It covers how I've helped other clients like yourself and it will give you a sense of what I do. That way we can spend all of our appointment time together focused on you instead talking about what I do."
- c) Send them web links to case studies and testimonials, or send them a free report or ebook like this one. Include a note, "I've included some links here that I thought you would find helpful so you can get a jump start on resolving your question about X before we meet."

Once you start qualifying and ripening your leads, the timing and numbers issues begin to work themselves out. If the prospect isn't really motivated to buy (not the right timing), it will start to be revealed through the questionnaire and whether or not they listen to your audio. As far as numbers, I've seen as high as 90% close rate for qualified prospects, which means no wasted time for you. If you are trying to sell at a new, higher price, aim for at least 1 in 5 strategy sessions to turn into sales with steady improvement.

## The “How can I work with you” space

How can I  
work with  
you?

Imagine being on the phone with someone who is so hungry to hear what you have to offer that they say, “So, tell me, how can I work with you?” Now that’s selling made easy!

This is one of my favorite parts of the strategy session conversation because a big part of the new model of sales is creating partnership, similar to a trusted advisor relationship, with your prospect. **When someone asks how they can work with you, you’ve created enough interest, trust, and value that they are ready to listen with open ears. It really doesn’t get any better than that.**

**In 9 out of 10 strategy sessions that follow my One Call Blueprint, which is the system I teach on how to do successful, authentic strategy sessions, the prospect says, “How can I work with you?”** (In the remaining 10%, the prospect doesn’t speak those words; instead there is a beautiful space in which they’re simply ready to listen and looking for an opportunity to buy from you.)

This space of the prospect being ready to listen and receptive to your offer is one of the most important parts of the conversation and nearly always missed. Without this space, you’ll be pushing, selling, or overly casual.

*So how do you structure a conversation so that the prospect is hungry for your offer?*

## YPC (Your Prospect’s Individual Concerns)

Let’s take a look at the “YPC” and “P” part of the formula, fully expanded below, and slightly modified. “YPC” stands for your prospect’s individual concerns and “P” stands for possibility.

Let’s pause for a minute to take a closer look at the formula. Really, the formula has two parts. Below is Part 1.

## Part 1 of the Strategy Session

### *The truth about selling, part 1*

**Ideal Prospect + Your Prospect's Individual Concerns + Possibility +**  
**= You Make Your HOT OFFER**

*How can I  
work with  
you?*

Notice how the first four parts of the equation (Ideal Prospect, YPC, P, plus “How can I work with you”) actually equals “You make your hot offer?” This is because it’s helpful to think of the sales conversation in two different parts. The first part of the conversation creates the space for you to get to make an offer; the second part of the conversation creates the space for a client to choose freely whether to buy or not. If you miss the first space, the client will most certainly miss the sensation of choosing freely, and they’ll end up feeling like it was just another sales pitch.

So one of the first questions to answer is: How do I create the space to make an offer so that the prospect is excited and hungry to listen?

The answer: Ask enough of the right questions at the right time.

The first set of questions that must be asked reveal your prospect’s individual concerns. This is something most people who have learned even basic sales skills do. These include questions like, “What issues are you having in your business?” and “How can I help you?” Most sales trainers teach this part of the process as uncovering the pain or probing for the problem.

Where the process begins to break down for nearly everyone I train is that they don’t ask enough questions, or enough of the right questions. As soon as the seller gets the sense that the prospect could be well-served with the seller’s solution, the seller pounces – talking about what they can do to help – which is a partnership- and sales-killer. A surefire sign that you’ve pounced is that you find yourself talking more than listening before the “how can I work with you space” and perhaps you’ve asked only 3-4 questions.

What are the right questions to ask?

### The right questions

- **Uncover the prospect's individual concerns**
- **Are reverse-engineered from your offer**
- **Are designed to figure out if this person is someone who will be a great client to work with or not**
- **Are designed to pre-empt the objections you typically get**

### The types of questions you'll want to ask include:

**Situation** – What are they currently doing now/ what have they done to solve the issue?

**Problem** – What is the issue exactly and why is it a problem they want to solve?

**Quantitative** – What are the quantitative impacts of the problem in terms of time, money, and energy? This could include lost sleep, lost productivity hours, cost of worst case scenario, money already spent without return on investment, etc.

**Qualitative** – What are the qualitative impacts of the problem in terms of emotional state, feelings, relationships, physical wellness, mental concentration, peace of mind, sense of confidence, etc? Includes related areas of life such as relationships, spirituality, health, business, and finance.

In a typical strategy session, I usually ask questions for 15-25 minutes before I start thinking about what a possible solution for this person could be. I really want to understand the issue for this particular person because I'm going to use the exact words they used to describe their problem when I make my offer later in the conversation. In that way, I'm connecting the dots directly for them between their issue or problem and my solution.

Tired of having one or two clients that drain the life out of you? A special additional note on questions – obviously you can't ask someone, "Hey, are you going to be a good client to work with?" but you can ask them questions about certain traits or views they may have that would indicate whether or not they'd be someone you'd like to work with. If you hear something suspicious and it raises a red flag for you, best to investigate it now and not make an offer, rather than find out halfway into your program when they're asking for a refund.

*Example questions to ask using a business issue:*

**Situation:** What are you currently doing? What have you done in the past to try to resolve this? How long has this been happening?

**Problem:** Why is it an issue? What do you think would happen if it wasn't resolved?

**Quantitative:** Exactly how much do you need to make next year? Exactly how many ads have you run and how much did it cost you? What was your exact return on investment?

**Qualitative:** How do you think missing your return on investment goals affects your business? How is the pressure of wondering if you'll make your goals affecting your life? Are you noticing any impacts in your sleep/health energy level/ability to lead?

*Example questions to ask using a personal issue:*

**Situation:** What's currently happening in your relationship? What have you done in the past to try to resolve this?

**Problem:** Why is it an issue? What do you think would happen if it wasn't resolved? Why is it important to you?

**Quantitative:** Exactly how long has this been going on? Is this the first time? How many hours of work productivity do you think this costs you each day/week? How many times have you lost the weight and gained it back?

**Qualitative:** How does the lack of intimacy in your relationship impact your life? What's it like not knowing what to do? How do you feel about the future of your relationship?

Obviously, you'll be asking just the questions that are relevant to your prospect. The point here is that you need to ask questions of all four types AND make sure that the questions you ask, when positively answered, set the stage for your solution so that by the time you make the offer, it's the obvious answer to their issues. In other words, **the questions are reverse-engineered from your offer so that people who would be ideal clients are thrilled by your offer; non-ideal clients are identified early in the strategy session process so you don't waste time making an offer or waste energy trying to follow-up with them.** (If you'd like my help reverse-engineering the perfect questions for your offer, book a time to speak with me at [www.onecallblueprint.com](http://www.onecallblueprint.com))

**So now that you have asked all the right questions, and it's obvious that the prospect has the exact problem you solve, do you offer your solution?**

**Answer: NO!**

## **P (Possibilities)**

Congratulations, you've made it this far. You've asked great questions, formed the beginning of a partnership with your prospect, and you're clear that the client has the problem that you solve. So why is not time to make an offer?

Nearly everyone I speak to makes an offer at this point. Even seasoned professionals frequently make an offer now because it can simply be too painful to keep hanging out talking about the problems our prospects have and we just want to move on.

But don't. Not yet. And I'll tell you why. Your prospect just spent the last 15-25 minutes telling you about their problems and how bad it is for them. Do you think they're in the mood to go shopping? They probably want to curl up by the fire with a piece of chocolate cake.

You see a great big possibility for them --- IF ONLY they took your course or program or service, their problem would be solved (or least improved). But do they see a possibility? No. **In order for the prospect to take action to solve their problem, they must see something is possible for themselves.**

And how do you facilitate people seeing that something is possible?

Answer: Ask more of the right questions!

Only this time, your questions will be centered on exploring the hope they have and what could be possible for them.

*Examples of questions to create possibility:*

Earlier you mentioned that X and Y were really bothering you. If they weren't there, what would your life be like?

If you achieved your goal AND you were able to take a vacation, where would you go? What would you do there? What would it feel like?

How would it impact your relationship if you brought back the romance and intimacy you're missing now?

**If you do this part effectively, both you and your prospect will experience a lightness of energy, a sense of uplifting, and feel the excitement of real possibility.**

Pause for a moment in the conversation to feel that possibility, and then comes the moment we've been gearing up for! After the pause, your prospect will say, "So how do I work with you?"

Big congratulations because at this point, you and your ideal prospect will feel a sense of connection and partnership. You've completed part one of the strategy session with flying colors.

## Part 2 of the Strategy Session

Now let's take a look at the second part of the strategy session in

*The truth about selling, part 2*

**You Make Your HOT OFFER + No objections**

**= Sale**

At this point, you get to make your offer to someone who is excited and ready to hear it. They are actually pulling for you, hoping that what you have really does meet their needs. Now it's up to you to put the information you've gathered about what they need together with the offer you've created and verbalize it in a way that the prospect sees clearly that your solution is THE solution.

### Objections

The typical definition of an objection is a statement or question made by a potential buyer that indicates some resistance or unwillingness to buy. Once you make your offer, you'll either get a yes, no, a question, or an objection.

The biggest pitfall I see is that most sellers respond to questions as if they are objections, and respond to objections as if they are immovable obstacles to overcome. When they hear, "I don't have the money," they say things like, "Oh, ok, when do you think you'll get the money?" Noooooooo!

When this happens, the spirit of partnership you've worked so hard to create flies out the window. Remember to continue to stand in your partnership and be clear about where you're coming from: That the person you're speaking to has a real problem that they really want to solve, and you're there to serve them at the highest level even if it means not buying is the best solution. You just made your best recommendation in your expert opinion about what would serve them. Are you going to back down now?

If they appear to have an objection and you've made it this far into the strategy session, it's likely a buying signal. There's just something the prospect needs to overcome so they feel comfortable moving forward. (NB for coaches: At this point it is appropriate to coach – not in your area of expertise, but with the intention of helping the prospect move forward).

**If you've been successful in creating partnership and have listened thoroughly, you can say things like, "What do you mean, you don't have the money? You just told me you can't afford NOT to do this," and you won't sound pushy, you'll sound like a true friend.**

For more on objections, refer back to Secret #7. Remember that how you interpret the objection is highly influential in determining the outcome of the conversation.

Once there are no objections, then you make a sale and gain a GREAT new client!

## What's Possible Now with Your Service or Program?

Just to recap, here is the simple formula for structuring your sales conversations so you can make a lot of money while maintaining your integrity and serving your prospects at the highest level (not to mention create raving fans who send you referrals!)

*The truth about selling:*

**Ideal Prospect + Your Prospect's Individual Concerns + Possibility**

+

*How can I  
work with  
you?*

=

**You Make Your HOT OFFER + No objections**

=

**SALE!**

I have used this exact formula hundreds of times to sell millions of dollars of products, services, and ideas. The benefit of this formula is that you have the opportunity to create fantastic, deep relationships with people quickly who will sing your praises whether they buy from you or not, AND it gives you the best shot at a top-dollar fabulous new client.

So, what might this look like in your own business?

**Here's a simple process to quadruple your income in 4 months:**

Say you're currently doing 8 strategy sessions per month (or 2 per week), having a closing ratio of 1 in 8 (one out of eight people buys from you) and you're charging \$1297 for your program or service. Then your

***Current Monthly income is:***

*\$1297, closing 1 in 8 = \$1297 x 1 sale = \$1297*

**Month 1** – You implement one or two of the tips or ideas above, such as sending prospects an audio or webinar to listen to before you meet. Your closing ratio increases as a result:

*\$1297, close 1 in 6 = \$1297 x 1.3 sales = \$1729*

**Month 2** – You tweak your offer's structure and wording so that its value is clear and compelling, meriting an increase in price to \$2000, and book 50% more strategy sessions due to your increased confidence and ability to articulate your program's value. You end up doing 12 strategy sessions per month.

*\$2000 close 1 in 6 = \$2000 x 2 sales = \$4000*

**Month 3** – You start creating the "How can I work with you space" effectively, resulting in prospects staying focused on how they can work with you instead of looking for reasons not to buy, and your closing rate increases again.

*\$2000 close 1 in 5 = \$2000 x 2.4 sales = \$4800*

**Month 4** – You master the Strategy Session One Call Blueprint process, raising your offer price to \$2500 and increasing your closing ratio to 1 in 3.

*\$2500 close 1 in 3 = \$2500 x 4 = \$10,000*

In four months, you've more than quadrupled your income from one-on-one sales, you're doing consistent 5-figure months, you've got dozens of raving fans and feel great about how authentic and natural sales feels, and you've made a total of \$20,529 in your first four months vs the \$5188 you would've made if you hadn't tried this strategy session approach.

## **That's a six-figure business with dozens of people served by YOU!**

You CAN do this. And if you're serious about serving people at the highest level and knowing the key to filling a private practice and group programs, you should learn how to sell in the new model!

What's next? Once you decide that you want to put the myth that sales is hard behind you and raise your fees and your closing rate so that you have a great consistent income, you'll want to know the following.

In all my years of sales, after making millions of dollars for big companies, growing my own entrepreneurial venture, and training many many people, there's just one thing that makes a real difference.

### **Action!!!**

And not just any action, but the right action.

Remember the marathon training from Secret #8? That as your body adapts through the result of your actions, your mindset or belief comes along with it?

Well, the fastest way to closing more deals at a higher price and magnetizing the right clients into your business is to do the right daily and weekly activities. In addition, **you must have a system that addresses certain critical elements of the sales process, such as the precise way you articulate what you offer, what questions to ask, and how you prep prospects to meet with you.**

So, to get started, you can just jump back one page and start following the simple process I outlined to quadruple your income in four months.

Or, you can [get a hold of myself or someone in my office](#) and we'll help you figure out what is the best next right action for YOU.

It's true! I'm offering to do a one-on-one strategy session with you because if you've gotten to the end of this ebook, it's apparent that you are serious about learning how to be great at strategy sessions and have selling be EASY.

In our one-on-one strategy session, we will:

- Help you clarify 1 to 2 elements of your sales process that have the biggest untapped potential
- Show you how to double your conversion rate and quadruple your income
- Help you get clear on what's your next best step for elevating your sales
- Discuss if and how working with us at [onecallblueprint.com](http://onecallblueprint.com) now may serve you

So, that's it! Thank you for reading. I hope you got some great value out of reading this ebook.

Now it's time to take the next action - you choose which one!

If you'd like to book a strategy session with me or someone in our office, I'd be delighted. It would be my honor.

**Book your one-on-one strategy session here**

**<http://www.onecallblueprint.com>**

*Here's to your success!*

Your partner,

Jennifer Diepstraten

## What people are saying...

"I have to say, I've worked with a number of sales coaches before and I am just blown away... blown away! I can't believe how much we got done in just two calls and I feel totally confident now in approaching some big JV partners with lists over 50,000 people. I'm really excited!"

**Mandi Ellefson**

[mandiellefson.com](http://mandiellefson.com)

"I hired Jennifer because one of my clients did a strategy session with her and raved about how helpful it was - even though she didn't end up becoming a client. I wanted my clients to have that kind of experience as well, EVEN when they didn't end up becoming a paying client. A few weeks after working with Jennifer

on my sales conversations I received 2 letters of thanks and gratitude from women who had strategy calls with me. Nowadays I feel confident that every time I have a conversation with a potential client they will leave a raving fan. AND I was able to raise my 1:1 coaching rate while consistently enrolling awesome clients. Jennifer is a genius at teaching this stuff!"

**Amy Pearson**

[www.livebrazen.com](http://www.livebrazen.com)

"Queen of High Ticket Selling!! You sure have the wisdom that we need Jennifer. Today I spent several hours listening to the recording of you and me doing a mock strategy session. It was an eye opener! I have over 8 pages of notes and wrote down many of the exact words you use. Setting the intention very clearly, listening and feeling for the transitions, accessing their pain, creating possibilities, taking the money honey, and having the courage to ask for the higher ticket service. You're awesome Jennifer, thanks for guiding us on the path!"

**Glenn Carlson**

[www.MindBodySpiritMastery.com](http://www.MindBodySpiritMastery.com)

"Hi Jennifer... Rick D. I simply wanted to send you a quick note to say I thought you did a fantastic job in our session yesterday. I live in the B2B world which I know is a little different, and love knowing you're familiar with the corporate sale."

**Rick Dalrymple**

[www.RichardDalrymple.com](http://www.RichardDalrymple.com)

Still reading? Time to take action!! If you'd like my focus on your strategy session process, book a time to speak now.

**Book your one-on-one strategy session here**

**<http://www.onecallblueprint.com>**