

Developing Your Soulful *Shine & Sell Strategy* WORKBOOK



VISUALIZING THE SOULFUL *Shine & Sell Process*

Remember, your role on the call is to get the prospective client to make a decision on whether or not they want to move from point A to point B avoiding the challenges/ “sharks” by using the bridge YOU will help them build & support them through NOW.

Taking Them From Point A to B



STEPS IN *The Soulful Shine & Sell Process*

- **Start the Call with Expectations & (Take Ownership)**
- **Probe for the Pain (Bring the Problems to Light)**
- **Let THEM Feel Their Desires**

****For free calls, Coach, then showcase what else they need
- **Replay Their Problem Back to Them**
- **Let Them Sell Themselves!**
- **Decision Time**
- **Share The Opportunity**

**You will see the questions from the trainings organized on the pages to follow.
Please use them to create a “script” that is customized for your business.**

THE SOULFUL *Shine & Sell Process*

Sales Step 1 : Start the Call with Expectations & (Take Ownership)

- **Small Talk:**

Hi _____ thanks so much for setting up our call today. I'm excited to learn more about you & see I can help you move forward.

- **Call Overview:**

You can expect our call today is going to be about _____ long & (insert any other expectations you need to).

- Let them know you'll be asking questions: I'm going to be asking you a few questions on our call today to better understand. This is so I can better serve you & help today. This is a judgement free zone so it's super important that you are open & honest with me. Our conversation is confidential & any feedback I provide is with love & meant to help you with moving forward with your challenge today.
- By the end of call, you'll be able to make a decision on whether you want to move forward. I know we can only cover so much in our call today so my promise to you is to share opportunities on how you can get additional support. Does that sound good to you? (Get permission! Ask if this is ok? – your 1st yes!)
- **Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.**

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Sales Step 2 : Probe for the Pain (Bring the Problems to Light)

- Ask questions that will lead to confessions. Let them tell you everything you need to know about how to communicate back to them how you can help them.
- **Question Examples:**
 - Tell me a little about (insert what you do)?
 - Why did you decide to set up a call with me?
 - What is your biggest challenge?
 - What have you already tried to help you?
 - How long have you been trying to figure this out?
 - What is this costing you?
- **Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.**

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Sales Step 3 : Let THEM Feel Their Desires

- Ask questions that will help them feel where they want to be, what it's like there, & why it's important.
- **Question Examples:**
 - Where do you want to be? If you were to have a chat with me in a 3 months or 1 year, what would make you really happy?
 - Why are achieving these things important to you?
 - What does that look, feel, taste, smell like?
 - What would this mean for your family? Self? Business? Health, etc.? How would this change your current situation?
 - What would you be giving up if you do NOT achieve these things?
- **Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.**

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Sales Step 4 : Replay Their Problem Back to Them

- Now it's time to summarize back to them their problems so they can actually hear it. This step is about getting them to hear how much they have done & that it hasn't gotten them where they want to be & that they need to work with you to move forward if they want to finally make a change
(Thank them!) Thank you for that information.

So it sounds like your biggest challenges are x, x, x & you've tried to x, x, x for x long on your own & weren't as successful as you know you could be? (Pause, let them accept their this)

And I've heard you say if you don't x, x, x, it's going to cost you x & you'll never get to x? Did I get that right? (Pause, let them accept their this)

(Now support them!) This is actually common with my clients & I have a feeling of exactly where you are & where I can help you.

- **Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.**

THE SOULFUL *Shine & Sell Process*

Sales Step 5 : Let Them Sell Themselves!

- Ask questions that will allow them to tell you & most of all themselves why you & your program could help them solve their immediate program/ fulfill their immediate desire!

- **Question Examples:**

- What do you believe is a solution to your xxx problem?
-
- What do you believe would help you with xxx?
-
- How do you believe it will help you xxx?

***Bring out objections- Is there anything you believe would hold you back from implementing these solutions?

- Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.

THE SOULFUL *Shine & Sell Process*

Sales Step 6 : Decision Time

- Time to gain commitment & lead them to a decision of what they want to do today, not later!
- **Question Examples:**
 - So, you've set up this call today & based on our conversation, it sounds like you are ready to move forward & make a decision to create the shift you need. So, are you committed to xxx (repeat their goals)? (Pause)
 -
 - Ok, great, where would you say your commitment is on a scale of 1-10? (If not a 10, ask what's keeping their commitment level to their goals less than a 10? It's important to get this commitment before you move on.)
 -
 - ***Bring out objections- Is there anything you believe would hold you back from this commitment you've made to yourself?
 -
 - Great, I love to see your commitment & passion to x. Based on where you are, I have something that is going to help you have ____.
 -
 - Do you want to hear about it?
 -
 - Would you like me to share it with you?
- **Use the space below to make additional notes about this step of the sales process & create more questions you could ask during this stage of the call.**

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Sales Step 7 : Share The Opportunity

- This is where you share the opportunity to work with you on focus on the key benefits of your program, not the logistics, bonuses, or investment.
- **Example:**

"You mentioned you wanted to do x & need help with x. These are all things my x program does. When I support you on x, x, x, & you will be able to finally do x, x, x. I know how important that is to you. Tell me how you are going to feel, what you'll be able to do when you do this?"
- **So, use the space below to recap the main problems you solve & what the transformation/ benefits/ value/ breakthrough working with you. When you are on a call, simply insert the problems the prospect mentions & be sure to explain how what you offer solves it.**

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BONUS : IF THIS IS A FREE CALL

- Follow the Sales Steps 1-3, but where you move on to Sales Steps 4-7, insert this.
- First, give what you promised! I recommend giving 1-3 strategies, tips, or pieces of advice & remember to take lots of notes.
- **Then, end the free portion of the call.**
 - Do these pieces of advice make since?
 - Was this helpful & why?
 - What questions do you have about implementing? (PAUSE NOW!)
 - Let them think. Let them speak!
 - Here is also where YOU need to make the decision within yourself if this is someone YOU want to work with & know you can help.
 - If so, they will either ask you about working with you, you will transition into a non-sleazy soulful sales conversation, or they will say they have what they need.
 - If no, thank them & end the call.
- Third, showcase what else they need. Hey, I'm glad that was helpful. I've been taking notes during our call & I actually made a note of a few more tips for you. Would you be interested in hearing about them? (Pause to get their permission).
- Once you get their yes, tell them the 2-3 additional opportunities, but ONLY give them the WHAT NOT THE HOW!
- Then, ask if they had more support on them, do they believe it would allow them to finally reach their goals of x? How would it help? How do they feel about implementing it on their own?
- Now you can go back to Sales Step 4!

QUESTIONS

from This Module

Use the space below to keep track & organize the questions you have about your work in this module. Details about the bi-weekly Expert Incubator Q & A Live Call are in a document in or near the welcome video message.

ACTION STEPS *from This Module*

Don't Forget To Do The Following...

- ☐ Book Calls!
- ☐ Go Sell!
- ☐ Check in on the calls & let me know how calls are going!
- ☐ Make the process your own AFTER you try it!

See you in the next module love!

PS, Do you feel like you have advanced in your expert business & would like to discuss higher levels of support & strategy, I would be happy to chat. Simply go to bit.ly/freecallwithkierra, complete the application (be sure to state that you are in The Expert Incubator since you get priority (my team or I will be in touch)).

Love, Shine & Success

Kierra Jones
The Shine Strategist™

