

The 5 Step Guide to Consultations that Convert →

Step 1: Get into rapport

People are naturally built to seek out safety through what is familiar. If you want a prospect to consider doing business with you, start by making them feel comfortable.

One easy way to get into rapport is through mirroring and matching your prospect. Simply adjust your body language or vocal energy to be more like theirs. This puts you on the same level as the prospect, and they will begin to feel comfortable with you.

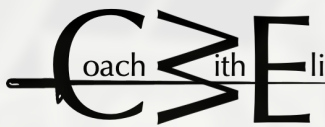
If you encounter resistance at any point during a sales consultation, stop what you're doing and mirror and match your prospect for about 30 seconds before moving ahead. This will help them feel comfortable again, and then you can continue the conversation.

Step 2: Ask powerful questions

Powerful questions are the kind that make your prospect stop and think. Most of the time, we answer questions based on what we've talked about in the past, and it's almost like we are giving or receiving a canned response.

To ask a powerful question, you need to dig a little deeper. This usually means asking 2-5 more questions about a topic than you ordinarily do. At first, this may feel uncomfortable, but the information you'll discover will be incredibly valuable.

Hint: Powerful questions are usually open-ended questions, meaning they can't be answered with a simple "yes" or "no". Try starting your question with who, what, where, when, or how as these types of questions will invite your prospect into a deeper conversation with you.



Step 3: Discover a need

By asking powerful questions, you are working to discover something your prospect needs that your product or service can solve for them. This is the only way to create true value for a prospect.

Many salespeople try to explain how their product or service can help before they know if a need even exists. It comes off as pushy, sleazy, and self-centered.

Tip: Hold off on telling your prospect how you can help until you know what kind of help they actually need.

Step 4: Link your value

Once you discover a specific need that you can actually solve, now it is time to link the value of your product or service directly to that need.

By offering a tailor made solution to a problem, you are actually helping the prospect in a meaningful way. Any offer you make prior to discovering a need will minimize your value because it will be perceived as a sales pitch instead of a personal solution.

Just like a baseball player waits for the right pitch, you need to wait for the right need before you start swinging for the fences. Be patient and find the need before you offer how you can help.

Step 5: Close for the sale

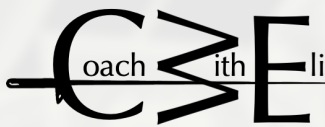
After you have established the clear and personal value that your service or product can provide to the prospect, it's time to close for the sale. This frightens a lot of salespeople because they are afraid of rejection, but you can close easily and with confidence once you've established appropriate value.

Different personality types respond in different ways, so you want to have a variety of closing strategies available to you. These four will cover multiple personality types:

Close 1: The Hard Close

In the hard close, you are telling the prospect what to do.

Examples: Sign here. Buy now. Pay here. Fill this out. Schedule your appointment.



Close 2: The Soft Close

The soft close is asking if someone would *like* to do business with you.

Examples: Would you like to sign now? Are you ready to move forward? Are you interested in hiring me? Do you want to schedule an appointment?

Close 3: The Indirect Close

In the indirect close you are getting permission to make the sale.

Examples: Would it be okay if we move on to the paperwork now? May I sign you up? Are you okay with me scheduling an appointment for you? Do I have your permission to run your credit card?

Close 4: The Alternate Choice Close

To use the alternate choice close, you need to provide two options for the prospect to choose from, both of which result in the sale.

Examples: Would you rather sign now or after we've read through the paperwork together? Will that be credit or debit? Shall we begin on Tuesday or Thursday?

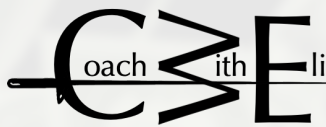
Close 5: The Conditional Close

A conditional close is based on action. It's cause and effect. If x, then y. This means that as long as certain criteria have been met, then the decision will automatically be made.

Examples: If you want someone who will always put your needs first and will fight for you, then you want to hire me. After I've answered your questions, then we will sign the contract. If you want to solve that problem, then you need to buy this product.

These 5 steps are the foundation of all successful consultations that lead to sales. But don't let their simplicity fool you. There is a lot of skill required to master each step.

Just like learning how to drive, it takes instruction and practice to combine the skills of how to shift gears, change lanes, merge, exit, and safely interact with other drivers on the road. Once you master those skills, the world opens up



with possibilities about where you can go and how fast you can get there. And even then, compared to a professional NASCAR driver, you are still hanging out in the slow lane.

To truly improve your business, you need to learn and master each of these steps along with the simple and powerful skills that actually make each step work.

If you're ready to be a world-class salesperson who wins business easily and with less effort, then here's how you do it:

1. Sign up for the live and immersive training of *Consultations that Convert*
2. Block out the class times in your calendar
3. Show up on class days and participate



SIGN UP HERE: www.CoachWithEli.com/Consultations



After you register for the training, keep an eye on your email for a special bonus that will help you quickly identify which prospects in your pipeline are most likely to convert into sales.

This bonus tool is valued at \$47, but you'll get it for free when you sign up for *Consultations that Convert* so you can start improving your business today!



I help business owners reconnect with their passion so they can spend more time enjoying their life instead of just doing their job.

Nobody wants to reach the end of their life and say "I should have done things differently." You're supposed to enjoy your life while you live it.

If you want to learn more about how to define and achieve your personal vision of success, visit www.CoachWithEli.com and request a call.