



## **CA: “kick butt” testimonials**

Here’s my testimonial request I send via email for getting really good testimonials:

Hey there name!!

I will be highlighting a client experience in our upcoming newsletter...

I would love to highlight you and your website!!

If you are willing to play??

Why you? Because you are a GREAT client and I cherish your opinion. It means a lot to me.

### **Here’s what I’m looking for, if you’re willing to participate:**

- 1) Passionate/enthusiastic expression of the benefits and results you have enjoyed from working together.
- 2) Before working with me (brief statement of conditions before). Then, (statements that convey the value you received).
- 3) The 3 most significant results that working with me helped you to achieve...

Something like a before and after!!

IF they are a business owner and you can highlight them: Also please be sure to ATTACH YOUR WEBSITE/A MINI BIO AND HEADSHOT!!

Just hit “reply all” and my assistant will take it from there!! Thank you!

Big hugs,  
Kelly



## **How to Prepare for a successful Inquiry Call: (recommended reading Zig Ziglar Selling 101)**

1. Do NOT answer your phone on the fly and get caught off guard for a sales conversation
2. Give your prospect 2 or 3 available time slots to “connect over the phone”
3. Request an email so you can send some follow up information to have them prepared for your call
4. Send a confirmation email as to when you speak on the phone
5. In your confirmation email, send them an information sheet about your services (See About TC document)
6. In your confirmation email, send them a copy of your “Client Scenarios”
7. In your conformation send them to either a) your testimonial page (give them the direct link) OR a document that has testimonials on it.

### **During Your Inquiry call:**

1. Set an intention before the call that you will speak confidently about your services and your pricing. Visualize that IF it's the RIGHT client for you they will happily enter into a membership with you. I say *"If this client is meant to work with me, help guide them through their decision making process, for the good of all involved, and so it is."* I release the outcome to you Universe for you know better than I.
2. Remind yourself you are NOT selling but you ARE offering a solution to THEIR PROBLEM! (If you were a doctor and had a medication to cure their pain, would you not offer it?)
3. Pick up phone and call them at the agreed upon time.
4. Use the "New Inquiry Script"

### **After the Inquiry call:**

1. If they agree to a monthly membership send all appropriate information within the specified time frame. Send out the intake form/pricing info and confidentiality paperwork. Wait to review your policies IN PERSON!
2. If they are undecided or not ready to buy now it's because they don't KNOW enough yet to say yes. Add them to your Love 'em up List/make note on your calendar to follow up again in (few days/week/2 weeks etc.)



## CA: New Inquiry Script

*(Print this out and use each and every time you have a call with a prospect. This will TRAIN you to stay focused and confident).*

Hey there (name), I'm so glad we were able to connect today!!

Before we get started if I may ask, how did you learn about me and our services? (take notes so you can track where clients are coming from):

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Great! Thank you for that information!! It's always helpful to learn how people are finding us 😊

So, tell me a little more about you and your situation: (take notes). Here is where you want to hear about their PAIN. Why are they calling you and reaching out NOW? What has pushed them to call? When they call it means their LIFE is already in an imbalance and they are searching for a solution. The question will be if YOUR services are the right solution or not?

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**Reassure them:** You are not alone. We work with several clients JUST like this. Many of our clients fear that they are the only one who experiences (insert their current circumstance).

*Reassure THEM THEY ARE NOT alone!*

(Most people Do NOT want to feel like they are the only ones who feel like things are falling apart. At home. At work. In their relationships etc.).

*Reassure them that YOU are the RIGHT solution* (Only if you are! Do NOT sell to someone that which you aren't a good fit for).

*Reassure them again that you understand what they're going through...*

**Then ASK:** “Ideally, how were you thinking of using our services?” (Most people have some idea of WHAT they are ready to let go of... or they will say they don't know but that they need help).

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At this point you do NOT offer your packages until they ASK YOU FOR THEM!!

**It usually goes like this:**

*So how do you work? Do you sell by the hour? Sell packages? How does this all work?*

Yeah, no problem! Let me tell you how we work with clients. We can absolutely help you (insert what they wanted to achieve). (People don't sell products or services - we actually sell the BY PRODUCT of what those products and services provide).

We have "x" number of memberships to fit everyone's needs. Our monthly packages start as small as X and go up to X depending on How much you're ready to delegate and how many tasks you ultimately want us to handle on a monthly basis.



**Then they will ask about fees... ONLY then do you discuss fees.**

- “Now that you’ve heard about the 3/4 different memberships we offer, HYPOTHETICALLY, which of those packages do you believe would best support you?”
- “Great. That’s the one I was thinking for you too. And again, if you were ready to get started, IDEALLY when would you want to get started?”
- “That sounds perfect!”
- “So, is this something that you WOULD like to move forward with today?”
- “Terrific!”
- “Let’s look our calendars RIGHT now and set a date for us to get together in person so we can review your Welcome Packet and sign some paperwork. During your first appointment, we can review all the current projects you may need help with and put a plan in place to start tackling some of them! I can even begin working THAT day if you like. All I need now is to make sure I have your correct contact information and get your credit card number from you to hold your space.”
- Great! I’ll send you over some paperwork this afternoon (or by morning etc.) so you can review and I’ll see you at (address) ON (date and time).