



ENROLLMENT TRAINING

1. Review the conversation in detail, starting from the point where there is a strong buy-in to listen to your offers, and ending with presenting the investment. Assume they are on board with no objections (we'll cover objections and considerations next week).
 - a. Begin with your VIP Day. Start with the benefits. Always lead with the results! I can't stress that enough. Tell them all the benefits they'll receive from doing the day.

Lead with this:

"The VIP Day is very powerful because there's just no substitute for that kind of personal, laser-focused attention. It will allow us to go much deeper than we would in a series of short sessions, and it will build momentum in such a way that the results will be more comprehensive and dramatic than they would otherwise."

Then use all the results from those steps in your signature system, and all the benefits you know they'll have after that day.

- b. Once you've give them as many juicy results they'll get as possible, ask them:

"How does that sound so far?"

"Can you see why I thought this would be a great fit for you?"

They'll usually say something like "It sounds really great."

They haven't said yes yet, but they are intrigued and engaged in the process.



- a. NOW it's time to give the logistics and details of the day. Say "Here's how the day will go." Use the words "We're going to do X" and "We'll create Y," and "Then we'll Z." This type of wording presumes they are going to do the day. You're deliberately putting them in the mindset of already having decided to do it with you.

Run through the sections of the day, and tell them the exercises etc. that you'll be doing. Don't explain HOW you'll be doing those exercises, or the process. Explain what it will DO FOR THEM. In other, explain the benefits of doing that process. For example, when I tell you we'll be doing your Signature System in the Discovery Session, I say

"This will be your big screen TV. It will give you something to show clients so they don't have to take that leap of faith. They'll be willing to pay you because they'll see how they'll get the value."

So you see, you're still focusing on benefits. Remember the 80/20 rule.

- b. The same applies when you're offering your High End or Platinum Program, which will usually be after the VIP Day.

Tons of benefits first, ask how that sounds. When you get to the logistics, you'll be running through all of the things we're deciding on today that will be in that high end program.

As you do that, add in why certain things are so great, for example:

"And the reason these done-for-you scripts are so great is because it saves you all that time agonizing over what to say! With these scripts, you can choose the one that fits you, practice it and then you'll have the confidence to ask for that raise!"



1. **Transition to The Investment.** Notice that I always use the word "Investment." This is an *investment* in themselves and in their happiness and fulfillment. It will have a tremendous return for them. Train yourself to always say investment. NEVER use the words "price," "cost," or "expense."

- a. "Assuming that the investment works for you, which we'll talk about in a minute, does this sound like something you'd want to move forward with?"

You MUST take the money off the table temporarily, so you can find out if there are any other concerns that are in the way of the person saying yes.

Next week we'll go over how to handle concerns. For today, we're going to assume there are no concerns. They are excited and on board. They'll usually say something like:

"It all sounds really great! I just need to know what it costs."

2. **The Investment**

- a. Everything is relative. Offer a number for comparison that is higher than the investment you're asking for.

Example: I know there are other coaches out there who charge _____ for a similar program/VIP day, and I could easily charge that.

But I'm on a mission to help as many people (fill in the blank) as possible, so the investment for my program is only _____.

Example: Based on the results that I know my other clients have gotten, and are very likely when you commit to getting the result and do the work, I could easily charge _____ for this program/Day.

But I'm on a mission to help as many people (fill in the blank) as possible, so the investment for my program is only _____.



b.

Once you've give the investment, STOP TALKING. Give them some silence to process. Bite your fingernails, chew on a piece of leather, whatever. But DON'T TALK.

3. The Scholarship Investment

- a. You want clients who are decisive and take action. They make the best clients. It's their action that gets the results, not your coaching.
- b. You always want an incentive for them to say yes now, in the call. Why? Because it's when they are in touch with their true selves, and most inspired to do what they really want. After that, the gremlins jump in.
- c. Talk about doing VIP days first, what to offer at each stage as an incentive. I truly believe it's more important to have them enroll in SOMETHING before they get off the phone, than it is to have them enroll in a higher program. You'll have a chance to enroll them in that higher program again, and from a better position.

But if they get off that phone without having made a commitment to something, they are much more likely to not commit to anything later. Particularly after talking to their spouse, their friends, and their gremlins.

If you give them choices, they'll want to get off the phone and think about it. If they don't go for the VIP day, downsell to Your Intensive. Drop a few subtle hints about your High End program, and if they express real interest (not just casual curiosity), ask them if they might be interested in that. If your feeling is it's a go, upsell them. If they're just curious, stay on the VIP day.



4. **When they say Yes!** Don't ask for the money right away. It might make them feel like that was the most important thing to you, not them.

Instead, get their information and put them into your database. Then schedule their Day or Program, and let them know of any pre-work.

Congratulate them on having the courage to take action and invest in themselves, and thank them for choosing to do it through you!

5. **Ask for the money last.** Get a credit card number or bank card right over the phone. A check in the mail is no different than not getting the commitment!
 - a. For an Intensive, they need to pay in full.
 - b. For a VIP day, require at least a 1/3 deposit. E.g. for an \$897 VIP day, 1/3 of that is \$299. So say \$297. Then, arrange for them to pay the balance at least 3-5 days before you schedule the VIP day.
 - c. For a high end program, offer a payment plan but encourage them to finance it another way. Add 10% to the total investment, and require a 25% deposit immediately. Divide the balance by 5, and starting the following month auto debit them once a month.
 - d. Use Practice Pay Solutions, I'll send you a link. Better than PayPal and very reasonably priced. They cater to coaches.