



Heart Centered Sales

Connect from your heart (Home Zone).

Get them and LEAD them.

Be in your POWER.

Help them have a Bigger Vision.

Solve a problem for them.

Slow down with the offer.

Help them see that the investment is in themselves and that they are worth it!

- **Stay inspired about what they want!!**
- **Stick to Heart Centered Sales.**
- **Give them a plan and tell them why and how.**

1 CONNECT: Connect from your heart before you get on the call or meet with them.

On the call or meeting: Take just a couple minutes to causally connect with them and find some common ground. (2-3 min conversation)

2 VISION: ASK them what they want and LISTEN. (*They talk and you listen*).

I want to make sure that you get the most out of our call today, so I'm going to lead you through some questions, OK?

- If I could solve one thing for you on this call, what would you want that to be?
- What is the number one thing you want to get out of our time together today?
- If I could wave my magic wand for one thing for you today... what would that be?

3 VISION: Go really deep with this part!

Keep asking questions to go deeper until you get to the EMOTIONAL Why. This is about going deep, so reconnect with them heart-to-heart and slow down and lower your voice.

Ask:

- Why is this important to you?
- What's your driving force for wanting that?
- What are your selfish reasons for wanting that? (if they are not intimate people)

**** Help them build out their vision!**

See: Client Connection Visioning Meditation and Playsheet

4 BLOCK: Ask them what is blocking them and LISTEN.

Then repeat it back to them to make sure you got it and write it down.

- What is stopping you from having or doing that?
- What is blocking you?
- What is holding you back?
- What is the challenge you are having?

Write down their answer: _____ (This is what you want to give them a plan to solve today)

Ask: What is that costing you? Time, money, love, relationships, emotional energy... (write it down)

** Use Meter Exercise (See playsheet)

How committed are you to making this change?

Ask: 3 Yes Questions (see playsheet)

5 SOLUTION: Lead from the heart with your High-Value Gifts and solve just the one thing that is stopping them.

Step into your leadership and put on your boardroom hat.

I've got a plan for you:

- Give your mini-reading and lay out their plan for them.
- Stay committed to the client!
- Paint the picture for them with feeling.
- My job is to make them do it by giving them a plan.

Give point of view:

- This is what you have going on.
- The challenge is _____.
- Give a piece of advice or a plan.

The Plan: *Be specific and bulleted*

- Do this.
- Take the day off.
- When you get up listen to this.
- *Here's why:* if you don't... you could end up... practice it now so you can...

Advice: This is why this is important for you.

- For instance, when you do that process and...
- When you go into the second step notice...

Use their words in a solution.

** You are never going to have to _____ again.

STAY in logic: be honest: (be non-emotional) If you do this _____ and that _____ you will get (their vision and why).

I know you are afraid, but if you do this you will move past your fear and finally have _____.

6 LIKE: What did you like about what I just said? (*Listen and write it down*)

MAKE OFFER:

Transition: *Hold their vision for them and make the offer. See them in their ultimate life!*

- Would you like to hear how we can work further together to get you _____?
(their Vision)
- What I gave you today will help you, but would you like to hear how I can fully support you in getting _____. (their Vision and Why)
- I have a program or service that is specifically designed to help you _____.
(their Vision and Why) Would you like to hear about it?
- Before we jump off the phone I have a really good next step of you. Based on the fact that you want to _____ (Vision and Why) so you have _____ (WHY) and you have a _____ problem... I suggest you join my _____ program or service.

Tell them about your program or service.

Tell them why it will work for them.