

Converting Consultations Into Paying Clients

WORKBOOK

NIKKI RAUSCH

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Nikki Rausch Sales Maven



Founder and CEO of “Sales Maven”, an organization dedicated to authentic selling, Nikki Rausch has the unique ability to transform the misunderstood process of “selling”.

With 25+ years of experience selling to such prestigious organizations as The Bill & Melinda Gates Foundation, Hewlett-Packard, and NASA, Nikki shattered sales records in many industries, receiving multiple “top producer” awards along the way.

Today, entrepreneurs and small business owners from a wide range of disciplines hire Nikki to show them how to sell successfully and authentically, without being pushy or “salesy.”

An engaging and sought-after speaker, she shares the secrets of her sales success through illuminating keynote addresses and business-changing workshops. Her robust Sales Maven Society ignites game-changing outcomes for clients.

Nikki’s popular books are available at Amazon. “The Selling Staircase,” “Buying Signals,” and “Six-Word Lessons on Influencing with Grace” are excellent resources for those unable to attend her live speaking engagements, coaching groups, or workshops.

A former road warrior who has hung up her corporate sales hat, Nikki is delighted to call the Pacific Northwest home.

Ways To Work With Nikki:

- **Private 1:1 Coaching:** (**most popular**) tailored specifically to you and your business
- **Sales Maven Society:** sales training & direct access to Nikki in a membership platform
- **Master Class:** in-person workshops
- **GASP:** small group coaching sessions
- **Virtual Workshop:** Converting Consultations Into Paying Clients
- **Corporate Trainings:** team trainings

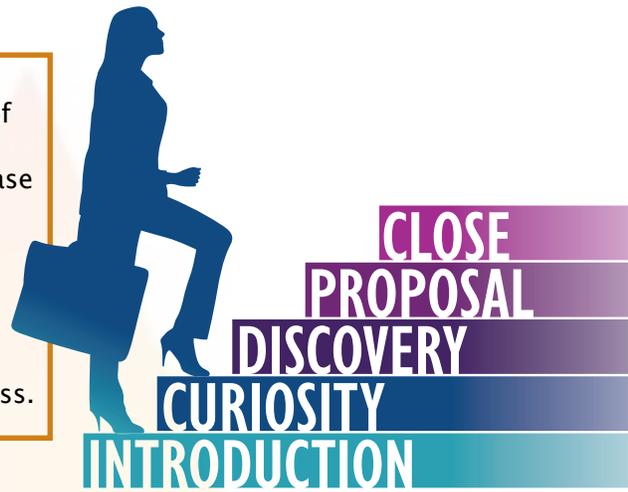
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The Selling Framework

Understanding the of the selling framework will significantly increase your chances of closing more deals.

It's your job to earn the business by seamlessly moving clients through the process.



Discovery

The purpose of a discovery session is to understand the prospect's/ and to establish if you're the right person for the

In the Discovery Process, first create and establish the tone/pace of the meeting.

Pre-Frame =

Sample Pre-Frame:

"The purpose of our call today is to find out a little more about you and the program(s) you're applying for and see how I might best be a resource to you. We're scheduled to chat for about 30 minutes. Does that still work for you?"

In order to make this meeting meaningful and productive for you, may I start with a few quick questions?"

Craft Your Pre-Frame Message

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Questions

Ask questions that to you.

Avoid asking questions that you only need the answers to once the person you.

Sample Questions:

1. "What prompted you to set up this meeting/order this product?"
2. "What's important to you in a (Insert your product/service)?"
3. "What will having that do for you?"
4. "What criteria will you be using to determine which product/company you choose?"
5. "Whom besides yourself, will be participating in the decision making process?"
6. "What's your time frame for purchasing?"
7. "What's your budget?"
8. "What do you already know about my (Insert your product/service)?"
9. "What questions come to mind for you?"
10. "What haven't I covered yet that you would like more information on?"

Examples of Questions Nikki Asks Prospects:

1. "What's important to you this year in regard to your sales goals?"
2. "Where are you in relation to hitting your sales goal(s)?"
3. "What is your ASP?"
4. "What is your biggest challenge when it comes to sales?"
5. "Do you know how to make a positive first impression?"
6. "Are you able to create curiosity when talking about your business?"
7. "Do you know how to recognize a buying signal?"
8. "Are you comfortable asking for payment?"
9. "Do you know when to stop talking in the selling process?"
10. "What questions do you have for me?"

Craft Your Discovery Questions

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Questions To Check In & Gain Insight

Purpose: It's important that your discovery process feels like a conversation. When your prospect is not saying much and you're not sure where you stand, ask a question.

Sample Questions To Check In & Gain Insight: *(non-context specific questions)*

1. "How are we doing so far?"
2. "What haven't I covered yet that would be useful for you to know?"
3. "What haven't we discussed yet that you'd like more information on?"
4. "What haven't you told me yet that you'd like for me to know?"

How To Move From Discovery To Proposal

Caution: Avoid during the discovery process. When you do this, you often miss getting the information you need in order to the prospect's business.

In order to move a prospect from Discovery to Proposal, ask

Sample Language to Move From Discovery To Proposal:

"Based on the information you've shared, there are a few possible ways we might work together. Would you be interested to chat more about that?"

Or

"Based on what you've shared, my recommendation would be for us to work together in a VIP program. Are you interested in talking more about that?"

Craft Your Discovery To Proposal Language

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Proposal

You're the

Recommend what you know the client not what you think they can
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When asked about pricing – give a range. Explain the most
..... option first and then work your way down. *(Top Down Selling)*

Give up to options. Only offer additional options if the prospect asks for more.

When you have option that makes sense for the client, recommend only that
option.

Sample Language For 1 Offer:

“Based on what you’ve shared so far, my recommendation would be for us to work together in a 1:1 monthly coaching program.

The monthly program gives you one 50-minute private Strategy Session, unlimited Voxer and Email access to me plus you receive membership into the Sales Maven Society.

It’s a minimum of a three month commitment to be a monthly coaching client.

I only have up to seven of these clients at a time to ensure you receive my focused attention on growing your sales.”

“Does this sound like a good fit for you right now?” *(Close Language)*

Craft Your 1 Offer Language:

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Close

Remember: Once you've laid out the proposal, issue the invitation & then you

Sample Closing Language:

“Based on these three options, which is the best fit for you right now?”

Or

“Does this sound like a good fit for you right now?”

Or

“After reviewing the options in the proposal, which is the best fit for your group?”

Or

“Based on our discussion, are you ready to move forward and secure this date?”

Or

“What would it take to earn your business?”

Responses To Close Language

One of a few things will happen next. The client will:

1. Prospect says

Possible Language Suggestion:

“Great. The next step is to secure (make) (the first) payment. How would you like to take care of that?”

I can take a credit card now or send you an invoice, which do you prefer?”

2. Ask questions

Possible Language Suggestion:

Answer the question(s). Then say, “Are you ready to move forward?”

3. Voice an

Possible Language Suggestion:

“If I could demonstrate to your satisfaction that we could take care of (insert their objection), would you be ready to move forward with working together?”

4. working together

Possible Language Suggestion:

Ask “Is it ok to ask, what is the reason for declining to work together?”

Then say, “If at any point you change your mind in the future, please know you’re welcome to reach out and I’ll be happy to hear from you.”

5. Say they need to about it

Possible Language Suggestion:

“Great. About how much time will you need?”

Let’s go ahead and set up a circle back call, that way I can answer any additional questions that come to mind and we’ll talk about best next steps for us working together.

How about next Thursday at 10 am?” (suggest a date and time)

How To End A Conversation Gracefully

Possible Language Suggestion:

“So as we bring our session to a close, what I haven’t I covered yet that you’d like more information on?”

“Then I want to thank you for your time today and I look forward to our next call on (insert date).”

Circle Back Calls

Always start your circle back calls with a-.....

Possible Circle Back Call Language Suggestion:

“Thank you for taking the time to chat with me today. The purpose of this call is to go over the proposal, answer any questions that have come to mind and talk about our next steps together.

Have you already had a chance to review the information I sent over to you?”

Notes

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3 Take-Aways From The Training You'll Use Right Away

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