

# Advanced Sales Course

## ALIGNED

### *Module 2 Sales Conversion*

Conversion happens when you do intervention.

Like in working with people who are suffering with addictions, once somebody had to say, if you don't stop, you will die... in sales we have to bring a prospect to realize, that if things will not change it will NOT GET ANY BETTER.

Intervention is when you either sell or not.

You can not move forward until your prospect agreed, that things have to change for him/her.

Whether with you or not, your prospect will have to take action and turn things around, to have what they want.

The rest of the conversation is about why you are the best to do the work with them and what needs to be done to get results.

Intervention happens when you acknowledge the pain your prospect lives right now, how much they struggled to fix the problem, how they failed at it.

Then you pause and let them say, things have to change for me now.

Or you ask them, if you continue doing what you do, will things get better?

If a prospect doesn't want to see reality, you have to say it as it is:  
"it only going to get worse".

Why would you not do it?

Because you are afraid to take responsibility for the realization you prospect needs to have.

Because you are afraid to be honest and direct. It wasn't safe for you in the past.

Because you are nice and prefer not to rock the boat.

THEN YOU WILL NOT SELL.

If there's no need for your service, why would anybody buy it?

You are in a profession of changing people's lives, why would you not want to be responsible for the change right this moment?

Would you prefer a coach who would never tell you the truth about you?

Is it possible to turn things around and remain the status quo?

Write down 5 things in your life right now that need to be faced and changed.

1

2

3

4

5

How did it feel to face your truth?

How urgent it had become for you to take action and turn things around?

Practice intervention with yourself first and then with prospects and clients.

## ***Takeaways***

# **Vision**

*Exploring people's dreams and goals is important.  
But what is even more important is to put things into perspective.*

*Most people start looking for a coach, or go to church, or read inspirational books, or create vision boards, when they have urgency that is prompted by life happening.*

*Crisis in a relationships, health, career or finances, all your prospect wants right now, is not to be in the crisis.*

*Another type of prospect had been inspired to reach for the bigger dreams. They have a great idea, a download, a far vision of what life they should be living in a best case scenario.*

*The real goals you can work with are somewhere in between.*

*Your job on a sales call is to show your prospect that getting out of crisis is just a part of living their life, and that manifesting the ideal would take specific effort to achieve.*

*You have to bring yourself, your work, your program into perspective.  
What part will you play on their journey?  
How exactly will be helping them to have what they want?*

*Let's practice.*

**What do you want?**

*1 Stop struggling with .....*

*2 Have my dream life: .....*

*1) Write down 3 steps a coach can offer you to get you out of struggle*

*1*

*2*

*3*

*2) Write down 3 steps coach can offer you to achieve your big vision*

*1*

*2*

*3*

*How did it feel to have a perspective of working with a coach helping you stop struggling, and achieve what you deeply desire?*

*Show your prospect what part will you be playing in the process of them achieving what they want.*

## ***Takeaways***