

# Advanced Sales Course

## ALIGNED

### *Module 2 Sales*

Sales is a spiritual agreement between two spiritual beings to co-create new reality.

Therefore, you will understand that your only job as a coach is to walk your prospect from the fear of his/her own Ego to the purpose and passion of their Spiritual Self.

Or you can also see sales from psychological point of view.

Imagine two practical adults coming to agreement to collaborate in getting desired results

vs

two kids on the playground trying to prove themselves right: one bullies another into giving the money, another one is protecting their money, feeling very scared.

Then your job as a coach is to establish goals, the fastest and more enjoyable ways to get these results, prove that you are qualified to do the job, and that your prospect is capable to get these results with you.

### Introduction To The Flow:

*1 Bond*

*2 Pain*

*3 Intervention*

*4 Vision*

*5 Offer*

*6 Closing the deal*

*7 Ninja Sales Process*

*8 Tackling Objections*

*9 Anticipating and Preparing for a Close via Marketing*

*10 Automated Sales (Pre-sales-call, post-sales-call) and Systems*

### Energetics of the stage 1 The Bond

Your job at this stage is to break through the barriers of social politeness and say what it is: they need help and you are in position to provide that help. You are 'the boss', they need you! Not other way around.

Conditions for that are:

- 1 you are not afraid to loose a client (relationship, their 'nice' opinion of you.)
- 2 keep it real and un-emotional or practical.

### *Stage 1 The Bond*

1 Promise- is done through bonding with your prospect on the premise of reality.

You have to begin with acknowledging what is real.

The biggest real fear of your prospect is that you will buy into his/her persona or a mask. He is afraid you will dismiss what is real and stay on the surface.

Real bonding looks like you are talking heart to heart without fear of upsetting each other, being polite, never getting to the point of the issue.

This is what everyone else in the life of your prospect does.

So from the start you want to show your prospect that this conversation will be different, it will be real.

You can bond many ways:

- 1) *acknowledging your prospect's fear/anxiety/nervousness or excitement about getting on the call with you.*
- 2) *telling them how you feel in this moment.*
- 3) *telling directly that you understand how difficult it must be to ask for help (while everybody else sees this 'picture perfect' version of them). Acknowledge how brave/desperate/committed they must be to get what they want.*
- 4) *tell them how you've been there and remember how it felt like to ask for help or be vulnerable or so decisive about getting what you want.*

Some of the questions you may ask:

*Why are you here?*

*I see you've been doing so well on FB and everybody else including myself would think things are going very well for you, but tell me what brings you here?*

*I know you are trying your very best to manage your anxiety/disappointment/anger about this situation, so it must be important for you to solve it now, to book this session with me.*

*Tell me about your booking this session with me. What was going through your head, how did you feel?*

*When I decide to ask for help I feel a bit nervous, can this coach really help me? What if this call with be a waist of my time and I shouldn't have my hopes up? I felt a mixture of excitement and fear. Like at last I can move forward and also fear about doing the work.*

*I know it's really brave of you to schedule this session with me, knowing I am a very expensive coach and I am very choosy who I would take on as a client. So I want to assure you I have many different entry programs you can choose from and if I feel I can not get results for you I promise to be open about it and not offer you a program you don't need. Does this make feel more confident?*

### Energetics of the stage 1

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## Takeaways