

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

ANATOMY OF THE SALES CONVERSATION

Every sentence in this magical script is placed where it is because of years of study of human psychology, premium psychographics, and wealth energetics. That is what makes it a MAGIC script - it is not rigid!

My goal here is to *teach you what does where and why*, so instead of memorizing it, you can create your own custom articulation following this framework - and have your clients say "yes, I need this, when can we start?"

The script is divided into 6 parts: Pre-Framing, Highlight the Gap, Generosity, Commitment, Investment, Follow Through. I encourage you to **keep these parts exactly where they are**, but feel free to customize the words in each part to your own brand Archetypes and Soul Design. You want to keep the flow of the magic script as I lay it out for you, even if you change some internal wording. make sure you study the parts that it's composed of, so you can understand the framework and be able to easily replicate it in your own brand language.

THE MAGICAL SALES SCRIPT

PART 1: PRE-FRAMING

Hi! So nice to meet you. During our time together, we'll dive into _____ [topic of your offer] and develop a simple plan to _____ [overcome problems] so that you can _____ [arrive at result that is promised in your offer].

Let's begin by discussing how we'll utilize our time today.

By the end of our call, I want us to achieve three important objectives:

1. First and foremost, I aim to **address all of your questions and help you gain clarity** on the obstacles standing between you and what you desire. For instance, we'll explore _ _ _ _
2. My second goal is to **provide you with comprehensive information about my program**, ensuring it aligns with your needs and that you're the right fit for it. I want to be transparent and let you know that I don't extend program invitations to everyone I speak with. Sometimes, it's simply not the perfect match.
3. Lastly, by the conclusion of this call, I'd like us to **determine if you qualify** for my " _ _ _ _ _ " Program and **arrive at a clear "yes or no" decision** on whether we should proceed further

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together. If it's a resounding "yes," I would be absolutely thrilled to hear that. On the other hand, if it's a "no," that's perfectly alright too. While there's no pressure for you to work with me, we do need a definite answer. What I want to avoid is any uncertainty or hesitation, which often indicates that there might be unanswered questions, confusion, or fear coming into play.

I want our conversation to provide you with the clarity and confidence to make the best decision for yourself. To make sure you get lots of value from this, I'd love to **begin by asking a few questions**. Is that alright with you? (Pause!)

Fantastic! I've found that it's better when I lead with these particular questions. Does that work for you? (Pause)

Now, if you have any questions, that's absolutely great! I **encourage you to hold onto them** for just a moment as we dive into these tried-and-true questions that tend to address common concerns. You may find that your questions get answered along the way.

PART 2: HIGHLIGHT THE GAP

(WHERE THEY ARE & WHERE THEY WANT TO BE)

>> **THE PROBLEM PORTION:** *Explore the negatives they bring up, especially highlight how these issues impact their life. Go deep, personal, detailed. Find the "cost of the problem" for them – relate to something they are mentioning that matters to them (kids, lifestyle, money, etc.). But don't park your conversation here – this is just an investigation, so maybe 10 min. total, usually 3-5).*

What is the main reason that led you to reach out to me today? [Take note of the wording to ensure we address it effectively later by weaving these words in.]

[Weave in sales as they speak]: I totally get that! It's common for many women to struggle with ----- my program specifically addresses this very issue. I have a whole section that will help you overcome this very issue.

>> **THE VISION PORTION:** *Explore the positive side, the FUTURE that they want beyond the problem.*

If magically in an instant you could have everything work out the way you wanted, tell me what that would look like or feel like? (dig in, get specific).

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If you saw results right away, what would you experience? What would be the best part? (Get them moving towards something they want.)

INSTEAD of the above question, you can do a little experiential with them using YOUR superpower (if applicable). Like if you work with Angels, it can be: Let's do a little visualization. Imagine that your Angel is standing right behind you - how does that feel? Imagine that that Angel is holding for you everything that you want in relationship to _____ [their problem]. What do you see has changed in your life if this is your reality? (land in the practical in addition to exploring emotions). The goal of an experiential is the same - experience the future where they already achieved the result.

>> THE EMOTION PORTION: *Here you want to find out if they are driven enough to do the work to get to the solution. It also serves as a qualifier for working with you - will they do the work or only dream of it? You are looking for a specific, personal, even "selfish" answer here.*

Why is this important for you? (why do they want to achieve the result they say they want)

On a scale from 1 through 10, **how committed are you to changing this?** (You want at least 8 here!)

If NOT 8, 9, 10: What would it take to get to a 10? What would have to be true for it to be a 9 or 10?

Only move on if you get to 8-10, otherwise you need to stay here to find the true issue.

I understand how important it is for you to _____[move past this problem - use THEIR words here!]

I know that if we decide to work together, I can help you get there! Imagine that you and I did this together, everything we've talked about so far - What would that mean for you?

(PAUSE! Let them talk)

If they sound hesitant/uneasy/unsure/unclear: You sound hesitant, tell me more about that. (resolve it right then before going any further!)

***If they say "it depends on how much it is", say:** We will get to the investment in a moment, aside from that, what would it feel like if you choose to put yourself first and give yourself this opportunity? (refocus them – *don't be led by them, don't answer the money question here.*)

PART 3: GENEROCITY

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This is your opportunity to be the trusted authority in their eyes and lead by sharing from your expertise. Here you offer your insights and this is a GREAT VALUE for them - if they sign up with you or not, they will remember this part! TIP: this is NOT a place to do the work for free (aka, a free session) - this is where you select very specific points to address that DIRECTLY link to what you resolve for your clients in your program. By now you should have heard 3-5 things in their explanations of "problems" they encountered that your method is a "solution" for - thus here you DIAGNOSE the problem (this is what we promised in the 2nd part of the pre-framing, that we will give them a clear and simple path to solution).

If you've promoted this sales call with a specific title and result (like "Self-Love Breakthrough call to get clear on why you can't let go of self-judgment" or "Career Activation call to get your career to skyrocket"), this is the place to connect the dots for them and link to your offer.

Would you like me to share with you what I hear/see based on what you just said? (wait for them to say yes!)

First of all, I want to say that I admire how brave you are. I know this hasn't been easy to acknowledge and the fact that you are here right now having this conversation with me – this is HUGE! (Focus on core quality/behavior relevant to your offer – reflect to them something amazing about them.)

Here give them some "answers": appetizer only! – **info about WHAT the problem is and what needs to be done about it, but not HOW to do it).**

*It is essential to keep the prospect **in discomfort** here, so they realize the full extent of their problem, get some answers from you that they agree with, and see you as the one who can help them GET these solutions. **Connect the dots for them** (no coaching, teaching, energy healing, mentoring – we don't do free! **If you offer a solution and relieve the pressure/pain, it will sabotage this sale and they won't purchase.**) Here's how this portion can sound:*

It looks to me that you've been trying this _____ [incorrect solution], but from what you've been mentioning it's clear to me that your underlying issue is actually _____ [real issue your offer solves], and thus this _____ [wrong action] won't help.

And that without dealing with this _____ [underlying issue you see] you won't be able to get _____ [result they want]. So one of the first things you'd want to do is _____ [tell them ABOUT the step in your offer that matches this, **without customizing to them**]. Then you want to address _____ [other issues they brought up], which I can definitely help you with if we decide to work together, so you can arrive at _____ [desired by them larger result].

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PART 4: COMMITMENT

Aside from the investment that we will get to in a moment, do you have any questions I haven't answered? ***(There should not be!)***

If the questions are about your program – proceed, saying you'll explain right now;

If they are about **more solutions than what you've just given** in the Generosity Portion, tell them that by *working with* your clients, you resolve these issues, so perhaps they want to know more about your offer? - making a point that this is not a free session.

>> QUALIFYING PORTION:

Let me ask you, why do you think you will be a great client to work with? What personal qualities are you willing to bring to the table? (ask this if you are confident they are a fit, this gets them to sell themselves to you and realize they have to do the work in your program if they sign up).

How do you show up when things get hard? (this helps them realize that the results are up to them!)

You can also ask if this makes sense for your offer: Why are you interested in coaching with me specifically instead of any other program?

- ***If you liked the previous answers - proceed.***
- ***If not, dig in to clarify to make sure they are a right fit.***
- ***If they don't qualify*** – tell them! Be in integrity. You don't want someone who is hard to work with, who is resisting you on every turn, who is not mature enough to go deep and can't answer any questions, or who is not teachable/coachable! Say: I'd love to help you and I feel that the best way I can do that is _____ (and refer to your pre-recorded lower-end product that fits). **END THE CALL HERE with this person.**

>> OFFER PORTION:

Do you want me to tell you more about what I can do for you to help you _____ ? [close the gap from where they are to where they want to be].

(PAUSE and wait for them to excitedly say yes!)

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At this point I can tell you that you qualify for my "_____" Program. So, let me tell you how it works. Do you have a pen or something to write with? (pause)

It is entirely possible for you to _____ [achieve the result THEY told you they want, use their words] even if you _____ [preempt top objection if you noticed there is one *(like they never put themselves first, or they give up when there's not enough support, or they have to understand every detail to be in control, etc.)*] because my program is different. I _____ [put their mind at ease, explain how you counteract their objection].

Does this sound like what you are looking for?

- Pause - it should be a YES!
- **If not - GO BACK.** Don't proceed forward, look at what dots still need to be connected).

Great. Here is a quick overview of how it works. We start by _____ [step 1] to help you _____ [result of step 1], then we will look into _____ [step 2] so you can _____ [result of step 2], then _____ *(cover all your steps)* _____, and by the end of the _____ [duration of your offer] we'll be exploring _____ [last step] so that you can _____ [achieve the desired result of your entire program].

Weave THEIR OBJECTIONS into the explanation of your methodology, so you are answering their unnamed fears as you explain the steps of your offer. For example, if they mentioned they tend to get distracted, say that your offer *"provides accountability by ____"* If they said they got overwhelmed before in other programs, mention that you *"have a clear structure that is very simple to follow"*, etc.)

Does this sound like what you've been looking for? (PAUSE!)

Assuming the investment works for you, is this something you would like to say yes to? (PAUSE!)

Here they might ask: "HOW does it work?" - they mean *logistics*. Say:

Do you want to hear about the logistics? (wait for them to say yes, these micro-commitments count!) Great, let me tell you about the layout of the program.

If they don't ask, but it's a 'yes' to the previous question, say:

Great, let me tell you quickly about the basic layout of the program.

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You want to give them logistics in the “*what is in it for them*” style, like this:

This is a _____ contract [program duration in weeks or months] so that you have enough time to integrate all the changes. We'll have calls _____[“every week”, “every other week” etc.] where I will coach you directly (or “Do healing work with you”, or “My team and I will work with you on ___” etc.) and you'll have _____[type of homework: “assignments”, “journal prompts”, “workbooks”, “videos training to go through” etc.] in between the calls so that you can deepen your transformation and implement the new habits ____ [or some other reason that fits your offer]. You'll also get these cool bonuses: _____[list each bonus and its benefit for them].

Decide ahead of time which bonuses you want to tell them about. There are 2 types:

- *Standing Bonus*: something that you are giving no matter what or how they sign up.
- *Going-away Bonus*: an incentive to pay-in-full only, or during a specific time window only.

Don't mention any small things here (such as any extra support) at all – this will go into the first live call after they start your program – all the detailed logistics should be the first 5 min. of that call.

PART 5: INVESTMENT

Great, let's talk about the investment.

You have 2 options:

One is an investment in full, which is \$_____.

Or you can choose the payment plan option. (don't explain the payments here)

>> STOP TALKING if you don't offer savings <<

If you offer “quick decision savings”, continue:

If you decide to pay in full right now, I will be happy to offer you a savings of \$_____ which will bring your total investment in this program to \$_____ **(STOP TALKING)**

If you want, depending on your audience, you can add: If you chose to move forward but not today, you can pay in full or use the payment option, but you will lose the savings. It's only available today while we are on the call.

If they ask: What is the payment plan option? How does this work?

Great. Would you like to hear about the payment plan? (you want these micro-commitments!)

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Ok. This is how it works. There is a one-time non-refundable deposit of \$_____ [your first month payment, can be the same as the other months or much larger, depending on how you decided to structure this] to reserve your spot in my program. Then there are ____ [number of] monthly payments of \$_____ (obviously use your payment plan details here!)

*Remember that there is no "savings" on the payment plan, so if you chose to mention savings earlier, you want to make it clear here: "And of course, savings do not apply to any of the payment plans, only if you choose to pay in full today".

If they are thinking out loud, or look like they are attempting to calculate something, tell them:

Yes, the payment plan is \$_____ [the % you chose to add to the payment plan] more than the pay in full.

>> **STOP TALKING** <<

Give them space. Wait for them to say something, indicate in any other way where they are with this.

You can ask: **What would you like to do?**

Or: **Do you want to go with the payment plan** so we can start right away working on _____ [their most pressing problem they mentioned] so that you can _____ [their drive, aka, "have more time with your kids", "stop hearing XXX from your boss", "get your husband to listen", etc.] ?

At this point you're clear they are a match for your offer and you know you can help them. (If not, you shouldn't be at this place, they should have been let off the call in Part 4, Qualifying Portion).

- If they are "in shock" or moving into objections - refer to the Objection Anatomy workbook. Objection is simply a fear or doubt and you can work with it to help them make a decision.
- If they look like they want to go forward, say:

I will wait while you get your credit card, and I will take your deposit right now while we're on the call. (You always want to reiterate the amount as you are entering it).

Be ready by having your **credit card payment processor window open on your screen** so you can simply add their relevant data, click and see it show up on your account, confirm right there.

Sometimes debit cards are declined because they didn't have enough funds on them, or they were

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over the limit on the credit card, so they have to get another card, or arrange to put more funds into that account.

If you choose to **use Bank Transfer** instead of a credit card (*in USA usually done for transactions over \$10k, or for international transfers*) - make sure you have the "domestic" and "international" Bank Transfer info opened on your screen, and can simply read it out to them (if they can do it online) or email to them and confirm they got that email, so they can go to the bank and do the transfer within 24 hours.

PART 6: FOLLOW THROUGH

>> IF THEY PURCHASED ON THE CALL:

I am so excited for you! This is a very important decision and I am very proud of you! (*your version of these words that fit you, be genuine*).

Welcome to the _____[name of your program].

Let me walk you through what happens next:

First, I will send you the *Legal Agreement*. You need to sign it right away - you can do so online, no need to print anything.

You email them right after the call your Legal Agreement in PDF format with information prefilled, so all they have to do is sign. You fill out their name, program name, dates and details, payment amount. I use SmallPDF, <https://smallpdf.com/sign-pdf>, it's free for the first 20 documents. Very simple and professional.

Alternatively, if you are giving them a custom payment link pre-set for a specific amount, you can add the Legal Agreement at checkout, so they have to check it off in order to pay - that is legally binding too.

Once I get your signed agreement, you will be officially in, and I can send you the pre-work/starter kit/assessment.

(Alternatively, you can say "I will give you access to the website where you can start on the pre-work module").

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Or if you used the payment link, it becomes "Once I see the payment went through, you'll gain access to the pre-work.")

Second, let's set up the start date – can you take a look at your calendar please? I can have us start on _____ [always have a date in mind prior so you are not fumbling 😊]

Great!

Congratulations again! Can't wait for us to start helping you _____[problem into solution they want]

>> IF THEY PLAN ON PAYING:

Ok, let's create a clear plan. When did you say you will be able to pay? (Get a clear answer - this should be "tomorrow when the bank opens" or "on Monday as soon as I transfer the funds" etc.)

reiterate what they need to do:

So, you will _____ [do what they have to in order to pay] the amount of \$_____ on _____[when they just told you they'll do it] - did I get it right?

Let's agree that as soon as you do this, you will send me an email so I know to check it, ok?

Get a 'yes' here, and make sure they have the correct email for you!

Great, then once I see that email and check that the funds have arrived, I will email you the *Legal Agreement*. You need to sign it right away - you can do so online, no need to print anything. Once I get your signed agreement, you will be officially in, and I can send you the pre-work!

Also, let's set up the start date when we can start – can you take a look at your calendar please? (only do this if they are planning on paying right away, it solidifies their commitment). I can have us start on _____ [date/time].

>> IF THEY NEED TO GATHER FUNDS:

Ok, let's create a clear plan.

I understand that you need to figure some things out before you can jump in.

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When do you think you will be able to pay and start working with me? (Get a clear answer).

Here you will also brainstorm what they can do to get the funds - give them some ideas if they are open. And handle further issues like doubts. Having a clear plan will help them follow through.

Ok, so why don't we reconnect on _____[select a date in a few weeks, or a month, or whatever makes sense] to check where you are with this, so we can help you _____ [the problem your offer solves].

Put that date on your calendar to check in with them, and make sure they do too. You can set up another zoom call then, or just have an email connection point. This action creates a much higher conversion rate.