12 Step Client Enrollment Sales Script

Do enrollment conversations feel like they are never ending?
Do they exhaust you?
Do you have the nagging doubt that this is going nowhere?
Does just thinking about enrollment get you overwhelmed?

Well, you are not alone. In my conversations with coaches, this is a recurring theme. Even when coaches have a great offer, they find it difficult to bring it to a close.

An enrollment call should be about helping someone find their next exciting goal in life and presenting your services as the obvious solution to fulfilling that excitement.

You are taking someone from, “I don't know if I can have what I want” to “I am absolutely excited about this, and now I have the right coach to get me this goal.” It is about shifting the mindset. It is about letting people see the possibilities and the potential they can unlock if they work with you. It is about making them want the future so much that they are ready to invest in it.

Is this shift difficult? Not really.

There’s actually a formula to a great coaching enrollment, and it follows just 4-steps.

By asking 4 simple questions, you can nail a conversion.

Where are you right now?	**Where do you want to be?**	**What do you need to get there?**	**Would you like some help with that?**

Yes, it’s really that simple.

And when you apply this process repeatedly, you get really good at it. Enrollment conversations go from, “it’s difficult” to “it’s easy”.

You start enjoying the process.
You start loving the way people have the moment of realization.
You can almost hear the penny drop when they are about to shift to a YES.

It’s such an amazing feeling to realize that you’ve helped shift a perspective, that you have changed a life, that you have triggered action. And all you needed to do was ask a few questions and make an offer!

So the next time the prospect of an enrollment conversation overwhelms you, take a deep breath and dive in with this structure:

1. Start the conversation by understanding where the person is at:

Ask them what they are currently doing personally, professionally, and financially.

Find out how satisfied/dissatisfied they are with the current state of things. Try and understand the things they like and what is going well for them. Figure out what isn't working and what are the things they really want to change. Get a sense of whether they are ready to take action to change the status quo.

2. Get them to paint the picture of where they would like to be in three months, six months or a year:

Ask them questions to understand where they see themselves after a specific time frame.
What does that place look like?
How do they see themselves and their situation changing?
What do they feel about the change? Are they happier? More fulfilled? Are they making more money? Getting into a relationship? Let them visualize their future so that they are prepared to take action and realize it.

3. Show them the steps and the support they may need to bridge this gap:

Help them discover the gap between their vision and their current reality. Tell them how they can go from where they are to where they want to be.

Don't get into too many details - that's just confusing. Just outline a way forward and how you can support in this journey.

4. Make them an offer:

Tell them the coaching package that you're going to offer and the price point. At this time in the conversation, you've got them pumped about the future.

You've shown them that you can help them get to where they want to be. So now the decision is mostly on the price and you can gauge their response and get into negotiations if you want.

The 12 Questions for Confident Conversions

When you get a qualified lead on a call for a one-on-one conversation it's time to define and get clarity on their vision. And it's important that they know this is what you'll be talking about on the call.

Make sure you set that expectation and then follow that through with these 12 questions:

1. **What is your vision personally, professionally, and financially? If we are having this conversation in a year what will it look like?**

   Asking this question helps establish an overall vision for their life. This helps you understand the things that are exciting for them. The things that matter to them. And the things that are important to them.

2. **What's your most important goal?**

   Once they have outlined their vision in all these areas, try and get them to narrow it down to their most important goal. This is going to help them make a decision about your offer too - to buy or not to buy. Depending on whether your offer aligns to their goal. This also brings your attention to what matters most to them.

3. **What is stopping you from getting to this goal?**

   This is where they do some self-reflection. The idea is to understand why they think they're not hitting the goal that's so important to them. This is when you start to explore a little bit deeper and the conversation could get a little bit uncomfortable. But asking this question also creates a deeper bonding and trust between you and your client. You now know the inside story of what's holding them back. And maybe even they didn't know it up until this point.

   When your potential client reflects on this and shares with you what is stopping them, it also presents to you what you might be coaching them on when they enroll with you.

4. **What is it costing you to not get to this goal?**

   This is a very important question. It makes the person not only think about the importance of the goal, but actually the cost of not getting to it. What will they lose out on? What is the opportunity cost of not pursuing it? This actually gets them to explore why it's so important to get to this goal beyond just the desire - it makes them think in terms of loss or pain. And pain or loss avoidance is a strong motivator to take action.

   This reveals the cost of inaction, the urgency to take action which works in your favor when you are presenting your offer.

5. **On a scale of 1-10 how committed are you to accomplishing this goal?**

   When you ask this question it brings into focus the willingness to move the dot. If they are committed to change, they will do something about it. Maybe not immediately, but definitely soon.

   If they are at a "10" commitment, this also means they are very ready to enroll in whatever gets them the outcome. Listen for this number because it will reveal the importance they hold towards this goal.

6. **What would it mean for you to accomplish this goal?**

   This question where you allow them to paint a picture and really live their future self. You've now attached a meaning to this goal. They can explore and evaluate what their life would be like once they achieve the goal.

   It is important you ask your client to paint a picture of their future. This is called "future pacing" in the coaching world. It helps our client see the future become their reality. It helps them associate meaning to their next actions.

7. **How will you feel when you accomplish this goal?**

   Just attaching meaning is not enough. You want to attach a feeling to this goal, too. Get them to describe the feeling to you. Is it happiness? Accomplishment? Satisfaction? At this point you are future pacing them. You are telling them, showing them, what the future may look like, and feel like. And you are letting them do it in their own words.
   We buy things to feel something. When we know the feeling a person is to experience when they achieve a goal, we can match our coaching to that.

8. **What are some of the reservations you have in going after your goal?**

   This question uncovers the objections that might come up towards action. It will also help you structure your offer in a way that would help them get past these reservations. Also, this is good input on figuring out if they are ready to make a purchase or not.

   Be curious when asking this question. Dig a little deeper so your client can see the reservations and you have an opportunity to discuss them. Show for what they potentially are. Most reservations are mental models we have created from our experience of the past, they don't reflect what's possible in the future. When you explore these reservations, you might find what holds your clients back and what can help them see a new future.

9. **Have you invested in yourself before? How do you feel about investing in yourself to achieve your goal?**

   Knowing whether they have invested in themselves in the past shows you that they are qualified and have made financial decisions for self-growth. You also get a sense of whether they are willing to make financial decisions in the future.

   If you encounter someone who has never invested in themselves before, encourage them to share why. You will find one of the reasons could be because they are more focused on their loved ones. You want to remind them of why now is the time for them to invest in themselves.

10. **Where do you stand financially?**

   To qualify the lead you need to know their financial circumstances. Do they have the money to afford your services or not? Do they have a steady income or financial stability? Do they have an investment put aside for themselves? If they don't, think about what you could offer that could be in their financial realm of possibility. Some potential clients may be uncomfortable sharing this with you as a direct question. You can reframe your question by asking,

   "Are you looking at increasing your income in the coming months? Or do you have some income to invest in your growth? Or do you have a learning and growth budget?"

   What we are hoping to draw out of this question is if they have the ability and interest in purchasing services that can help them be better.

11. How does this sound to you?

This is where you make the offer. Get into a dialogue about the coaching package and show them how it relates to them. At this point you want to build a connection with their reservations. You want to build a connection with their desires. You want to position yourself as the person who understands what they want and knows how to help them get there. When you present your offer, keep it brief. You don't want to confuse or overwhelm them. You don't want them to become uncertain about the commitment they are almost ready to make. So keep things simple. Explain your coaching package in a way that overcomes their reservations and fuels their desires.

12. Present your price.

This isn't really a question, but more of a closing conversation. Usually at this point your potential client will ask you what is the price. Now, you share with them the best price you can offer knowing their financial situation and how they invested in the past. This is also a great time to offer a compelling payment plan or a one time offer. Once you have made the offer and revealed the price, the most common mistake made is when the coach keeps talking to justify the price. Or keeps adding bonuses to justify their price. Don't do that. Simply state the price and the offer and if there is silence for a bit, let it be. It will be uncomfortable, but it will help your client digest what you just said.

After a minute, if there is still silence, ask them if they have questions.

They might have some logistical questions. Answer them. Request for email to send the invoice, and then, send the invoice.

While these 12 questions are a great way to structure 1-1 calls, they need to be personalized to your market - to what you do and how you do it. And before you use this line of questioning with a prospect, test it out.

As you actually ask these questions over and over in multiple conversations, you would be able to do it much more naturally. You'll be able to have powerful conversations, contextualize the discussion, and know just what to say to get that yes.

So go out there and get it!

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P.S. Here's Where You Can Continue Learning on Evercoach