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ACTION PLAN

Follow Up Formula:

**Close the Sale and Get More High-End Clients**

Masterclass 2: Breaking Your Sales-Closing Mindset Barriers

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| --- |
| Your Company Name/Title  |
| Tagline:  |
| Date:  |



*Complete this action plan and the accompanying exercises to identify the most potent way you can help, and identify and eliminate your own self limiting beliefs.*

**ACTION PLAN: IDENTIFY YOUR SPECTACULAR TRANSFORMATION TALENT**

*Fill out the following worksheet to determine how you can help in a life-changing way:*

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| **Transformation Table** |
| 1. What is stopping my ideal client dead in her tracks? What obstacle is keeping her stuck in a plateau, unable to move forward?
* Lack of confidence
* Doesn’t know the next step
* Technology blocks
* Budget
* Self-limiting belief or assumption
* Other people’s inputs
* Gaps in the process
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| 1. Does she need the exact type of coaching I can provide—or does her problem indicate she needs a different type of coach?

“**She needs**…” * My coaching. I can help her \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| 1. What are 1-3 major, unique benefits my coaching will give her?
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| 1. Can I help her solve her problem and achieve her next step/goal?
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| 1. What type of challenges will I have on behalf of this client? What barriers do I need to help her break past?
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| 1. How will I establish trust and rapport between us?
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| 1. How will I get her to confide her real fears, wishes and goals?
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| 1. Ask your most successful client for a testimonial, requesting she include:
* What her problem was
* How you helped her overcome it/her biggest breakthrough
* Her result; and how it has changed her life for the better
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Imagine you are sitting down with your ideal potential client. Explain your coaching process to her as simply and clearly as you can. When you have finished, go over it and remove everything that is (a) unclear (b) irrelevant to your client’s interests. Strip your statement down until it has minimal word count and maximum clarity.

**EXERCISES:**

Use this worksheet to help get rid of self-limiting beliefs, sabotaging assumptions and hidden insecurities.

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| Belief Reframing |
| 1. Identify the belief you think might be stopping you from feeling worthy of attracting high end clients

Ask yourself: * “Where did this belief come from?”
* “Do I still believe this to be true?”
* “What belief am I replacing it with?”
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| 1. Make a list of client achievements:
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| 1. Make a list of your proven skills, talents, achievements
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| 1. List the benefits your clients reaped from these achievements
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