

Free to Say Yes™

7-Steps to Selling to Women



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Sales & Money Mindset



Selling is getting someone intellectually and emotionally engaged in a future result that's good for them and getting them committed to take action to achieve that result.

— from Danielle LaPorte + Marie Forleo



Go into your initial consultation with 3 objectives:

1. To leave them determined to make a change (whether or not they work with you).
2. Because this session (whether or not they work with you) is an opportunity for you to express your purpose on the planet.
3. To discover whether or not you're a good match right now.

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1. INQUIRY

- "Where can I help you?" "What do you need?" "What brought you here today?"
- Get VERY clear on how it is for them NOW + the holistic impact

2. VISION

- "Where do you want to go with this?"
- Have them future pace (imagine themselves a year from now and share what they see)
- Be sure to ask about the other areas of their life that they mentioned in the Inquiry phase

3. PARTNER

-After they've future-paced, feel your devotion to their vision and share what's in your heart. You may say something like "I am so on board with that. I want you to have that." or "I can absolutely envision that for you, too! If we work together, I feel confident that we can get you there."

4. CELEBRATE

- Celebrate how far they've come and accomplished (gratitude)

There are 2 angles to take:

- "In spite of circumstances" celebration: Acknowledge how well they're doing, in spite of their circumstances. Remind them how normal it is for them to be where they are.
- "You've come a long way!" celebration: Gently acknowledge how far they HAVE come even though they still have more to go.

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5. SUPPORT

- Talk about your beliefs/philosophy/approach
- Help them solve a little problem they have or look at things differently
- Ask for resonance: "Makes sense?" "Is that helpful?"

6. SHARE

- "Great, glad that helped. Want to hear more about what it would look like for us to work together?"
- Share program structure + length.
- Explain reasons for program length. (as women..., we didn't get here overnight, make sure it sticks, implement changes gradually). "Because I want to make sure that the work that we do is the work that changes everything"
- Share what an individual session would look like.
- "Do you have any questions about the program itself, or how it works, aside from the investment?"

7. INVESTMENT

- "Let's talk about the investment for the program"
- Share the investment (total + monthly options)
- Do not abandon or "leave" her if she gets awkward about the money!
- Keep her connected to her desire "So...thoughts, feelings, questions?"

In honor of sisterhood

Let's stay connected!

If the guidance in this free training has helped you in any way, please take moment to leave a [comment here](#).

If you want to explore an expansion of your freedom, I also invite you to download my free Take Flight Action Guide [here](#).

Sisterhood is the best space to support a woman's freedom, and I look forward to being in sisterhood with you. Thank you.

If you enjoyed this, please share it!

If you know women who'd enjoy this, please spread the love. You can use the social buttons below, or send your sisters to download Free To Say Yes [here](#). Please do not forward along this copy, as it is just for you, my dear Sister. Thank you.

IN FREEDOM & SISTERHOOD,

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