

## D.I.V.I.N.E. Sales Conversation Roadmap

This is a roadmap you can follow to create powerful and deep spaces to have truly heart to heart conversations and to share your life changing programs with prospective clients. I usually block off two hours in my calendar for enrollment conversations. I tell my prospects to plan on a “good hour or so.” Let your enrollees know that you are creating sacred space together and that this will be plenty of time for them to lay all their parts on the table, be heard and get some valuable support.

<b><i>D</i>ream</b>	<b>Start with some visioning.</b> What is this person's dream for their life? What would their life look like in a year if they had the thing? What would it be worth to them to have it? How would each of the dimensions of their life improve? Have them paint a picture.
<b><i>I</i>nvestigate</b>	<b>Investigate what’s in the way.</b> Why don’t they have the thing? How is not having this thing affecting their life? Relationships? Health? What is it costing them? How committed are they to getting the thing at this time? (This is an important question!)
<b><i>V</i>oice</b>	<b>Share honestly what you see</b> could be possible for this person. Share honestly what you think it might take for them to get there. Share any stories of relatability here. Share client stories here.
<b><i>I</i>nvite</b>	<b>Invite them to hear about options.</b> Share your program or any other ideas you think might help. “Would you like to hear about how I think you might achieve this dream?” or I’d love to work with you! Would you like to hear about what that would look like?” Be honest about where you see them fitting into your ascension ladder. Share your offers and prices
<b><i>N</i>urture</b>	<b>Hold them in their fears and any resistance</b> that may come up. This is where you nurture them through their objections and remind them of their dream and vision and that there is no better investment than an investment in Self. Keep connecting them back to their dream and the possibility of having exactly what they dream about.
<b><i>E</i>volve</b>	<b>What is needed next?</b> A credit card and program details? Another call? A loving sendoff with ideas they could try?