- ENROLLMENT -
CONVERSATION

6-FIGURE BIZ ACADEMY
FOR NUTRITION PROFESSIONALS

Template For An Authentic, Heartfelt Enrollment Conversation

1. Establish Instant Rapport and Position Yourself As The Leader

"Hi there, Name, I'm so pleased we're going to have a chance to chat today. Let me tell you a little about how I like to run these sessions."

> *First, we're going to take a look at your current situation – we're going to take a snapshot of how things are going for you right now.*
>
> *Then, we're going to spend some time specifically on what's not working for you -- the places where you are experiencing the most challenges, the things that you're longing to change. My intention is to offer suggestions and do some problem solving. We're also going to create a clear vision of where you want to be, and uncover some next steps.*
>
> *Lastly, during our conversation, it's my highest commitment to be helpful to you. So toward the end of our talk, if I have a resource that I think may be of service to you, either one of mine or someone else's, I'd like the opportunity to tell you about it. Would that be OK with you?"*

The idea here is to create rapport, be really warm and authentic, and truly connect with your potential client while ALSO making clear that you are the one leading the conversation – you have an agenda and a structure to how things will go.

You're also getting permission in advance to be able to present your programs and services later in the call if you feel it is a fit!

2. Take A Snapshot Of Where They Are Now

Begin by allowing them to tell you a bit about their current situation – an overview. For example, if you're a Registered Dietitian Nutritionist, you might ask the following:

"So let's start by talking about where you are now. Can you tell me about what's going on in terms of your health and wellbeing? How long have you had these issues? What are some of the diets or lifestyle changes you've tried in the past?

Of course, you'll need to adapt these questions to your particular niche... but the idea is to find out where they are now with regards to the main issues at hand.

You might also pose the provocative question:

> *"So what was it that led you to request having a 'Fabulous Over 50*

Breakthrough Session' with me today?"

(Always use the specific "name" of your special session). This question will lead them gracefully into the next section.

3. Create A Clear Picture Of Their Pain Points, Problems, and Challenges

Here's where you want to ask them what's not working about their situation, where they're stuck, what they're most frustrated by.

"So tell me what's most challenging about ______________________?

"What are the biggest problems you're facing with _____________?"

"What's really hard, difficult, or frustrating about ______________?"

"What do you wish were different? What would you change if you had a magic wand?"

Again, you'll need to adapt the questions to whatever niche you specialize in. As they answer each of the above, it is crucially important for you to **DEEPEN their experience of these problems** by asking the following powerful follow-up questions:

"How does __(reiterate problem)____ make you FEEL?"

"What is the true COST of __(reiterate problem)____ to you?"

"How does that IMPACT or SPILL OVER to other areas of your life?"

4. Offer A Tip Or Suggestion (via a Client Story if possible)

As you explore the person's pain points, you want to provide some initial value by offering one or two immediate suggestions. Nothing too deep or advanced – just enough to get them started on the "right road" – and **you usually want to share suggestions that help them naturally come to the conclusion that they need even more of your help!**

In addition, it helps if it can be shared in the form of a client story, if possible, to add credibility and social proof about your work.

For example:

Problem: Person is a 51-year old woman who is very concerned about her weight (wants to lose 40 – 50 pounds) and has struggled her entire life. She has a long history of weight cycling and yo-yo dieting and feels she her difficulty in losing the weight has to do with a decline in willpower. She's also experiencing decreased energy/vibrancy (tires easily), c/o achiness, bloating and digestive concerns. Is starting to feel hopeless and depressed.

"Name, may I offer a suggestion here? ***I had a client just like this****, who was in her early fifties and in addition to struggling with weight gain she was very concerned about her lack of energy and brain fog. She also had some relatively new GI issues including bloating and diarrhea along with an overall feeling of malaise.*

She too was feeling overwhelmed and confused about what to do and shared how disheartening it was when her doctor told her it's all just part of "getting older". Thankfully she was persistent in her quest for finding a solution!

We started by having her carefully track everything she ate - all of her meals, snacks and beverages –and how she felt after eating. Then, we played "food detective" and reviewed her all of her records over a 2-3 week period to look for trends so that we could begin to identify which foods were triggering her symptoms. Plus, we gathered some important clues that helped us create a comprehensive nutrition and lifestyle plan that helped her to not only lose weight and fit comfortably in her clothes again, but she was able to dramatically increase her energy and focus throughout the day without relying on caffeine and excess sugar. Her digestion also normalized so she could do the things she enjoyed *without feeling tethered to the bathroom.*

So, NAME, I'd like to give you little homework assignment, if you're willing. I think it would be a great first step for you to keep a food symptom log – track everything that goes into your mouth over the next couple of weeks while looking for trends on how you feel. This will provide some valuable insight regardless of how we decide to move forward.

Does that sound helpful?"

Now note that you're not DOING actual work for your potential client, you're SUGGESTING work that you recommend that they do in the near future.... And guess what – from the story itself, ***it clearly suggests that they'd be best to do this work with YOU as their coach, just like this client did!***

If you don't have a particular client story to share, you can share this same kind of tip in a slightly different way. You can say:

"Name, may I offer a suggestion here? What I would do with a client of mine, when they find themselves in this situation, is that first we would we articulate the client's main intentions, actually do a bulleted list. Then, __(suggestion continues here)_____...."

In this case, you're still offering a TIP, but you're not sharing a specific client story. You're saying that this is what you would do with a client of yours in the same situation. It serves a very similar purpose – shows the potential client you're speaking with what an expert you truly are!

5. After Exploring Pain Points (And The Cost And Impact Of Those Problems), Move Into Painting A Vision Of How The Client Wants Things To Be

Here's where you want to ask them how they'd like things to be.

> *"So tell me the ideal picture of how you'd like _____________ to look"*

> *"How would things be different than they are now?" (Be Specific!)*

And again, you're going to want to **DEEPEN the experience of this amazing vision** by asking:

> *"How would you FEEL if you achieved ____(describe vision)___?"*

> *"What would the true PAYOFF be for you, in your life, if you achieved ____(describe vision)___?"*

"How would achieving ____(describe vision)___ IMPACT or SPILL OVER into other areas of your life?

Another great deepening question is "What would you be able to do, be or have as a result of achieving (restate vision)?

6. Offer A Tip Or Suggestion (via a Client Story if possible)

Here you'll want to repeat what you did before with a different client story or different helpful suggestion.

Although now they're talking in positive terms, about how they'd like things to be, you can still move into:

"Name, what you're describing is completely possible for you. In fact, I had a client who has been struggling with __(go into pain point)___ like you're dealing with today. And what we did was....."

The basic format of the tip is the same – pain point first, then what you did, specifically, that turned things around, and then what the results were (where they are today).

Just make sure that the END POINT of the story matches the details of the vision your potential client has created.

And again, if you don't have a particular client story, you can share it as a suggestion in the following way:

> *"Name, what you're describing is completely possible for you. And I'd love to offer you a suggestion to get you started. You see, what I'd recommend if you were my client is ______"*

And do you see that subtle reference to "if you were my client" – again, **that places the suggestion in the mind of your potential client that working with you is a good idea!**

7. Reiterate The Pain Points and the Vision/Solution

At this point, you'll just want to do a recap of the biggest pain points the client has shared (INCLUDING the true cost of those pain points, the impact those problems have on other areas of your potential client's life) and a recap of the vision they're longing for (INCLUDING the true payoff of achieving that vision, and the impact those result would have on other areas of your potential client's life).

Now, assuming you believe it to be true -- you'll want to be sure to be **VERY POSITIVE about your confidence that it truly is possible and very likely that your potential client can, in fact, achieve those results!**

Then, ask them the following powerful question:

> *"Name, on a scale of 1-10, how important is it for you to overcome these challenges and turn this vision we're discussing into a realty?"*

(Note: This particular question and how they answer it may come in handy later "if" there's an "I can't afford it" objection).

8. If It's A "Fit," Move Into Your Offer

Only if you believe that it's an appropriate fit -- that the client has what it takes to do the work and is ready, and that your services are truly what they need and would measurably help them -- should you move into making the offer.

"So Name, I happen to have a program (package) that is designed specifically to __(briefly reiterate main results here)___ and that I think could be a perfect fit in getting you to __(briefly reiterate vision here)___. Would you like to hear a little bit about it?"

Now remember, at the beginning of the conversation you ALREADY asked permission to offer a resource if you felt it would be helpful to the client, they already agreed to that – so you should also get a "yes" or a "sure" here.

9. Lead With Specific Results!

You'll want to begin by describing the amazing and specific results that your program is designed to achieve for your client. (Do NOT make the mistake many people make by talking about the logistics, i.e. number of sessions, length, etc.).

Remember, they're thinking "what's in this for me?" So the only thing they really care about is **"what kind of a transformation am I going to have as a result of this program?"**

For instance, I might say:

> *"Jill, we won't leave a stone unturned in this highly comprehensive program. I'll do a very careful review of your medical history, food logs and prior labs – this is really going to help us identify the root causes of why you're struggling with your weight as well nutrition or lifestyle variables that are contributing to your low energy, achiness and digestive issues.*
>
> *I'm also going to teach you some mindfulness tools that will help you move towards a healthy relationship with food. The nice thing about learning how to integrate these strategies into your daily living is that you're going to be able to trust yourself again around food, even 'forbidden foods', so that you can enjoy them*

in moderation without binging. You'll become more aware of not only WHATyou're eating but WHY…as I'll help you to identify those deeply engrained stress-eating patterns and how to manage your emotions more effectively without turning to food.

You'll also be able to naturally self-regulate the amount of food you eat without having to overly restrict or always be on a diet.

By leveling out your blood sugar we'll not only increase your ability to be laser focused throughout the day, but you'll quickly notice a dramatic decrease in sugar cravings!

We're also going to create a personalized nutrition plan integrating delicious whole foods so your nutrient needs are met – you'll have a plan that's easy and delicious with recipes and shopping lists; you're going to learn how to nourish your body to optimize your energy levels throughout the day so you don't have to depend on caffeine and high-carb foods to get you through the afternoon. And you'll no longer feel hungry and deprived; you'll notice that your clothes start to fit better – you might even need to be smaller sized clothes – and you're not going to feel bloated after eating.

We'll integrate, as needed and as indicated, some supplements and maybe some herbals to support the parts of your body that need the help. The best part is that you're going to end up streamlining *your supplements and actually saving you money because we'll eliminate unnecessary products and supplements.*

We'll also have a system of check-ins and accountability so you will know I'm always here – it'll be like you have me in your back pocket so you always feel supported.

We will also see each other in regular increments so you are always motivated and on track towards that beautiful vision. And one other thing, we're going to integrate and utilize an accountability journal, and this will help you reflect on your progress – where you need any extra help or questions answered.

Do you see how many results I went over in the prior statements?

Remember, you know their pain points and you know the specific results they're longing for. **Be sure to share how your program is going to get them there!** (And of course, you'll adapt your own results statements to align with the niche and specialty you're in).

Now, after you've gone over the results, you'll want to say something VERY IMPORTANT:

"How does that sound so far?"

"Can you see why I thought this would be a great fit for you?"

In most cases, they'll say "It sounds really great" or "Yes, I can see it would really help me."

NOTES:

- At this point, they're not saying yes to your program.... Yet. But they ARE saying that so far, they're intrigued, they're interested... so you've engaging them in the process. (And it's always great to get them in the habit of saying "yes").

- Notice how I used the phrases "we're going to" and "we'll create" and other phrases like that throughout all of the results I described above. Yes, this presumptive language is very purposeful – this language presupposes that the person has already said yes and is "in" the program. So it helps to put them in that mindset.

10. Now Move Into The Process Or Logistics

After they've said that it's sounding great so far, or that yes, they can see how it would benefit them, THEN it's time to tell them the specific logistics of how the program works.

You'll say something like:

> *"Let me share with you a brief outline of how the program is designed and what's included. First, we start with a full, Private VIP Intensive Day, which...."*

...and then you'd move into all of the details, such as this example:

- 90-minute initial kick-start session
- 2 monthly Private Coaching Sessions of 45 minutes (total 5)
- One "Special Topic" Training Session of 75 minutes (choice of grocery shopping tour or mindful eating dining experience)
- Food Journal Review with Helpful Comments
- Direct Instant Messaging Access to me M-F, 9am to 5pm
- Personalized Supplement Plan (3-month starter pack included)
- Daily Inspirational Emails
- Access to Special Cooking Video Series
- Educational Materials, Handouts, Templates, and other Done-For-You Goodies

This part of the conversation is rather streamlined. There's not a lot of elaborating, except that you can share WHY certain elements are particularly cool or valuable, such as:

“The special topic session allows me to put on my ‘teacher hat’ to give you a deep-dive educational experience on a topic we both feel is important in helping you to achieve your goals.You’ll get to pick from a few different topics such as a grocery shopping tour where you’ll learn how to quickly and effectively navigate the shopping aisles and read labels or a mindful eating restaurant experience where you’ll learn how to integrate your new skills into a public eating experience with lots of distractions.”

11. A Powerful Question Before Moving Into Pricing/Cost

At this point, you want to ask the client a very powerful question:

“Assuming that the investment works for you, which we’ll talk about in a minute, does this sound like something you’d want to move forward with?”

Now the reason that this is such a terrific question is that **it takes the money “off the table” temporarily and allows us to find out if there is any OTHER withhold or skepticism or other obstacle in the way of that person saying yes.**

For example, if the person is totally ON BOARD and wants to do it – they’re convinced this is absolutely right for them – they’ll usually say something like:

"Yeah, it all sounds great, I just need to know what it costs"

However, if they have some other withhold, you'll hear about it here. Such as:

"Well, I'm leaving on a trip for 3 weeks next month so I don't know if it's right timing..."

or

"Well, I'm just not sure I'm going to achieve those results, I mean I've tried things like this before and......"

There are an infinite number of reasons, hesitations, or expressions of "withhold" that you might hear. This is NOT a bad thing!

What it means is that you have an opportunity to COACH that person through whatever it is that they're dealing with.

You see, we want ALL objections handled (overcome) before we get into the part about the cost of the program. So by asking the powerful question above we get to see where the person is truly "at" at this point in the conversation!

So again, if there is withhold, **you'll use your excellent coaching skills to help that person through their concern** – you'll address and solve their logistics issue, or you'll assuage their fears, or you'll otherwise coach them through their issue and hopefully to the place where their withhold is no longer present.

NOTE:

- When discussing your fees, always use the word "investment" with your potential clients – do not use the words "price" or "cost," which are negative triggers. After all, they're investing in themselves, right – they're the ones who are going to receive the benefits and the results!

12. Present The Investment

Once you've gotten your potential client through any concerns so that they're now ready to hear the investment (or perhaps they didn't have any concerns and simply said "Sounds great, but what does it cost?"), you'll move into that phase of the discussion.

The first way of presenting your pricing that I teach is the simplest thing to do, at this point – and that is to go right into the investment:

"So the regular investment for this 3-Month Private Platinum Program is $1,997."

OPTIONAL: Some people like to use a **"comparison" method** such as the following:

"So based on the results that I know (my other clients have gotten, and) are very likely when you implement and take action, I know that I could easily charge $3,500 for a program like this. In fact, that's what many of my colleagues charge. And many people do pay it, because that's how important _____(reiterate results here)____ are to them.

However, that's not the investment for my program. I want to give you a no-excuses opportunity to step into this, because I'm committed to helping _________ achieve _______. That's my mission. So this program is not $3,500.

Instead, the regular investment for this program with me is only $1,997."

OR: A **second type of comparison approach** is:

"Well, if you were to hire me for all of the services in this package separately – like an a la carte VIP Day, and then 12 coaching

sessions, and then for me to critique 3 crucial pieces of marketing information, and then each of the other features of this program – the investment for all of that added together would be upwards of $3,500.

But because they're packaged in this way, which I've done very specifically because it makes the most effective program and I'm absolutely committed to helping _________ achieve _________, you get everything for an investment of only $1,997."

Whichever approach you take to stating the regular investment, after you name the number– STOP. Take a pause. Allow that number to "settle" with your client.

It is incredibly important NOT to fill the gap here. Many coaches want to explain or justify or backpedal. DO NOT. You want to take just a moment for them to digest this information.

Then, you're going to "break" the silence by saying:

"But that's not what you're going to pay either."

And you'll move into offering incentives.

13. Offering Incentives, Payment Plans, and Setting Up A Follow-Up

In many cases, especially for high-end programs that require a significant investment, **you may want to offer an incentive for your potential client to make a powerful YES decision.**

Oftentimes this is called a "Decisive Action" savings, meaning that your regular price will be lowered by a certain amount IF the client says yes in a certain, defined period of time.

The "24 to 48 hour" Incentive:

One way to go is to **offer your client up to 24 or 48 hours in which to make a decision in order to receive the "Decisive Action" savings.**

This is how I present this:

After stating the regular, usual investment for your program – and taking a pause to let that settle – you can say something like:

> *"But that's not what you're going to pay for this program. Let me explain.*

I reward 'decisive action' – I like to acknowledge people who make a powerful decision with conviction and are really committed to themselves and no longer settling for _________.

So if this feels like a fit for you and you'd like to step forward, I'd like to reward that with a $500 savings and your investment would be only $1,497."

AND THEN YOU ADD:

"And I have a very affordable payment plan if you'd like to hear about that as well…"

Now, what we've done here is give the person an opportunity to say YES, right now, "on the spot." And some clients will.

But alternately they might ask "By when do I need to decide?"

At this point, I might say:

"Well, I find that people who make an empowered decision within 48 hours turn out to be my most enjoyable clients, and they're the ones who take this process seriously and get the best results"

"So how about if we follow-up on ________ for a quick phone call

to see where you've landed?"

Note, if they ask why you have this policy, why they must decide within this time frame, you'll want to explain:

"The people who are willing to take decisive action and jump in within 48 hours are the ones who tend to really do their homework, take this seriously, really "show up", and tend to get the best results – and I really like to reward that initial courage and conviction.

However, please don't feel rushed. The program is well worth the regular $1997 fee, so you can take as long as you'd like to decide."

You can also add:

"And also, I don't think there's anything else you're going to know about this program and whether to step in a week from now that you wouldn't also know a couple of days from now, and the forward momentum is very important. So I've found that 2 days and nights is enough time to make an empowered decision."

Setting Up A Follow-Up:

Once someone understands the time frame allotted to receive this savings, I set up a time for us to talk again for me to hear their decision. I say it like this:

> *"Okay, great Jill. I'd recommend we pick a time tomorrow afternoon (or 48 hours from then or whatever parameter you set) when we can chat briefly and you can let me know where you've "landed" with your decision.*
>
> *And if it's a yes, then I'll need to gather some information from you, get a welcome packet out to you, we'll need to schedule that 90-MinuteInitial Kick Start, and a few other quick things.*
>
> *I've got an opening at 4:30 tomorrow, how's that sound? ... Great, then call me at this number... (etc.)"*

Note that you'll definitely want to arrange that they call YOU at the designated time for this conversation.

NOTE:

- Notice how exciting those things sound: If it's a Yes, I'll need to gather some information from you, get a welcome packet out to you, we'll need to schedule that Kick Start Session, and a few other quick things.

- For those on the fence or who really want to jump in but are a bit fearful, the excitement created about getting started can sometimes be influential

About Payment Plans

I shared above about when, exactly, to mention you have an easily affordable payment plan. (It's right after you present your "decisive action savings" and the lowered fee).

Now, if the person does NOT ask anything about it, then please let it lie. Trust me, those who need or are interested in hearing about the payment plan and how it works will definitely ask about it when it's referenced.

If they DO ask to hear about it, here is my suggestion on how to present this:

> *"Yes, I also offer a very affordable payment plan for this program which allows you to cover the investment in installments during the ___(length of time)___ we'll be working together.*
>
> *"The payment plan works this way. There's an initial deposit of $823 that happens immediately. Then, there are 2 other equal installments of $412 that are spread out through the rest of the program.*

Many people like this because it requires you to jump in and get started now at a lower investment than if paying in full. Would this be helpful to you?"

NOTES:

- The payments in a payment plan, when added together, should ultimately add up to about 10-15% MORE than the pay-in-full "decisive action" investment amount. You WILL want to point this out to your potential client – ideally after they've said that yes, this payment plan is do-able.

For example:

"One thing I want to clarify is that with a payment plan, when all of the installments are added up, it adds up to about 10% more than the pay-in-full investment. This is customary in this industry, and it accounts for the additional bookkeeping we have to do, plus the convenience to you of our financing your program over time."

- A rule of thumb for payment plans: The down payment should be at least 30%. And regardless of how many "installments" you choose to break the remaining fee into, be sure that you receive the LAST installment when you're about 75 – 80% through the program itself (not at the end –

to prevent someone from defaulting on that last payment!).

So.... at this point you've made your offer powerfully, offered enticing "incentives" for a decisive decision, gone over payment plans, and set up a follow-up conversation.

That is the most effective structure of a Strategy Session – HOORAY!

***NOTE: We will be discussing what happens in the Follow-Up in an upcoming class. We'll go into a comprehensive discussion on how to handle objections ("I can't afford it," "It's not right timing," and others), how to make an "alternate offer" if needed, how to take payment and get a client started, and more.