



- MAKING ALTERNATIVE -
OFFERS



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



Making Alternate Offers (Presenting Other Options) To The Initial Program You Presented

There are times when you will become clear that the person you're talking to simply does not have the means to invest in the program you have presented. In other words, it's not an excuse or smokescreen for other issues, it truly is that the investment is beyond their current means.

This is when I love to propose other programs or options. Often times I have a few "back up" options in my pocket to pull out and present that are at a lower price point and may be a better fit.

Here's one such example. My Private, 6-month Program starts with a comprehensive kick off session. Then, of course, they go on to 6 more months of additional coaching, training, services, and bonuses (this is designed to be a very "rich" program).

However, if I truly determine that someone can't pay the fee for a 6- month package, I might do the following:

"Jill, let me make a suggestion. If you'd like, we could do a full- day VIP Intensive 'a la carte' with one 45-minute follow up. I do offer that separately, and many clients like to start with this option.

What we'll get done together is we'll ___(results, results,



results)_____ and you'll come out of it with ___(results, results, results)_____. This gives you an incredible jumping off point and a clear plan of action for exactly how to begin manifesting the vision you so long for. And then, two weeks later, we'll do a 45 minute follow up so that you can share your progress, and I can answer any questions or give you additional help with what's coming up for you, now that you're out there and into action.

What's nice about this is that it lets you get started on truly creating ___(reiterate their vision here)___ but at a much lower investment than my full, 6- month Private Platinum Program. The investment for this would be _____."

Now, of course, you move back to the part in the process where you pause and wait for them to comment next.

And I'll tell you that many potential clients who CAN'T take the first program that you offer them WILL be able to say yes to an alternate if presented compellingly.

What About Offering Multiple Programs To Begin With?

In what I've proposed above, you initially present ONE main program to your potential client – the one you think will give them the most information, support, and assistance to reach their goals.



Then, if it turns out that they truly can't do that one, you have one or two "back up" offers to present.

The reason for this is that there are times when you're clear that one program is, in fact, the best most supportive fit for that client. And rather than confuse them with several options, you'd rather present what you think is most likely to assure they'll reach their goals.

(And do note, that after you've gone through the whole conversation discussing the higher price-point offer, by the time you present an alternative, it will sound much more reasonably priced by comparison!).

However, some service providers advocate offering more than one choice from the "get go" – in other words, when it's time to make the offer, they'll present perhaps 3 options, from the highest investment with the most features and services to the lowest investment with the least features and services, and then they'll ask the client which level feels like the right "fit" for them.

This is absolutely viable, also. And again, by starting with the highest investment, the others will continue to feel more reasonable by comparison IF cost is really an issue.



However, the reason that I tend to present ONE offer initially, and then to offer back-up choices as necessary, is that I know they'll get the best results with the package that has the most hand-holding, features, and services. So I go right for that one. If they can do it, great. And I haven't "confused" them with other options. But if they can't, I have somewhere to go with my "back up" offers.

The only real exception to this is when I have the potential of offering a new client the choice between a **PRIVATE** coaching package (one-on-one) or being a part of a high-end **GROUP** program. Because I don't know if this person thrives with more individual attention OR as a member of a strongly supportive group, I may choose to offer both options.