

# 2022\_07\_07 - High Ticket Virtual Retreat - Part 3 - led by Y...

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## SUMMARY KEYWORDS

conversation, people, person, michelle, questions, hear, client, karen, listening, offer, sales, talk, calendar, strategy session, inspired action, spoken, appointments, yvonne, work, figured

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00:04

Okay, thank you for coming back. Heidi, if you can hear my voice if you can come back as well.



00:11

All right.



00:15

It's almost time.



00:19

I just want to go.



00:22

Yes, yes. And that's okay. Anna Maria, I, I will go till about five to the hour.



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Because I have a goal on the hour myself.



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So I just want to make sure that we just jump off slightly earlier.



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So first of all, welcome back.



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And I think what I would like to do right now is just go around the room, and I want you to celebrate a win.



00:57

And so don't think about it too much. Just celebrate a win. So maybe Anna Maria, your first on my screen, if you wouldn't mind. Kicking us off here.



01:09

Thank you. I am my witness. I had dressed. I was exhausted. I was not feeling too well. So that was my when I never take a nap. I took a nap of 20 minutes.



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Yes. That's, that's a great win. Aaron.



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I mean, three appointments.



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So yeah, okay, I want you to pause there.



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For a second, I'm really soak that in. You made three appointments. It's not quite what I was hoping I made appointments the way I'm used to making appointments. I'm not familiar with this process, yet. I made appointments with people to say I enjoyed meeting you last week at such and so event, the women?



01:59

And would you open be, you know, I'd like to chat more? Are you open to talk and like to see how we can support one another? And used to doing that? And as I know, I want to talk to those

now we can support one another? And used to doing that? And so I you know, talk to them about their business? What is?

 02:11

So it's a connection? Yes. And so Karen, so that is great. You don't have to justify it, you're doing phenomenal, I want to just say, keep doing what you're doing. Because it doesn't matter how the people in the end get onto your calendar, as long as they get onto your calendar, right? Because everything, you know, like, everything is based on building relationships. And so, you know, it starts with that call, Hey, it was lovely to meet you, you know, and then the conversation will start from there. So you asked about what they do you know what you're offering, then, you know, and then if you have an inkling where you know, and you'll know, once you're into conversation, you'll know, you know, once they start giving you answers, etc,

 03:03

you know, to some of your questions, you kind of, you know, you kind of go like, Oh, this person might, you know, be interested, and then you'll offer them an actual strategy session. So often sometimes we have to go, you know, take a step back and go from that what we would call and what Michelle would call a connection call to, you know, go hey, how are you? I was thinking of you, you know, I would love to connect with you and you have a conversation and it's you know, the conversation can go in different directions. But one of your, your

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you know, one of the things that you'd like to accomplish in that conversation is to kind of sleuth out if this person is even, you know, a good candidate to have a further conversation with, right, so yeah, so you're exactly on the right track. I just got a thought when you were talking.

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Sometimes I always ask them what they do and all that. And then I wait for them to ask what I do. And once a while, they don't ask, they just talk the whole time about themselves. So that's always interesting.

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But what I think I'm going to change about what I'm asking is, what are your biggest challenges in your business? And how can I support you? And then that opens up the door a little more about what it is I'm really driving to find out. And yeah, it is totally okay, so some people you know, in the first couple of minutes, you might regret having to ask the question, you know, like, how are you doing? Or what do you do because they have this dump truck that they back up?



04:38

You get it all? What are you know, what do you want to hear it or not? And so sometimes it's even okay to at one point, you know, when they hopefully at one point, they will take a breath, and to kind of go like, thank you so much for sharing. Would you like to hear what I do?



04:53

Like I know exactly what you're talking about.



04:57

I've been there many times myself so yeah.



05:00

Oh, yeah, so well that. Did you? Did I see a reason? Anna? Maria, did you want to add something? Yeah, feel free? Yeah, I'm sorry. I did. I did contact one of my clients that has a farm close by me. And I did say to her, I texted her because she's away. And I said, well, we need to do a clinic at your farm.



05:22

So that was my beginning of it. Because from there I can meet her people are the people that the fire medica to other connections? And she said, Sure, when are we doing it? So that was a better? Yeah, thank you. Well done. Well done. Anna Maria. Yeah. And it starts with one connection. And sometimes one connection can lead to multiple connections in your case, right. Anna Maria, when you do a clinic, you know, there's all kinds of people that will be attending the clinic and things can roll from there. So and that's the same, you know, for you care. And when you attend to, you know, networking events, etc. You know, you have a bigger pool of people to draw from and you know, and off you go, you can have multiple conversations Beautiful. Well done, Diane.



06:10

Well, I talked to a lady who was referred to me, she's got 219 year old sons who are to stitch. So I've booked a call with her for Saturday. She didn't have a, I kept trying to stress Well, I don't have a lot of time because she was when can I, you know, bring the one over? When can I will talk on Saturday?



06:32

Well, thanks, Steve. Oh, from there, right. So well done. Right? You got somebody on the calendar. And you know. if anybody in the room does not have anything on the calendar. don't

let that go to the editor. It's one step at a time. Yeah. And I

 06:47

I did from the ground up a little boy had worked on six years ago. Yeah. And he's doing great. He's graduating a degree, Tim, who

 07:01

needs any help with anything. He's got an aide there at school, and he's doing well. And her other grandson, the last time I talked to her several years ago, had been diagnosed with autism as well. And she said they had gotten help to him right away. So he's doing excellent.

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So I said, Well, do you know of anybody else now? Kind of, I thought was kind of neat, because I was just focusing in on the autism, right? Because I know a few people. And


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she said, No, she's disconnected from the whole autism group altogether. She doesn't know anybody. That's fine.


 07:39


That's okay. It's worth asking. Right. So, and that's, you know, for for all of us here in the room, it's, you know, it's asking, asking other people who do you know, that and be very specific, you know, if you're looking for a specific person that would qualify, you know, be a qualified lead for your program. Because, you know, I used to, as I think all of you will know, I used to be a managing director for you have a network and I always said, you know, from the front of the room, like anybody is nobody, right? There will be people that would stand there, you know, doing the networking rounds? And they would say, Well, anybody who has you know, who's breathing, you know, she's come to work with me, well, that is too vague. Like, I can't help you, you know, finding a lead if you're that vague. So, so if you're talking to another person, and you're asking them for, you know, for referrals, or who do you know, if you can be very specific about, you know, what type of person am I Are you looking for, you know, and that also is in your, you know, your world, for instance, Annamaria, and your horse world, you know, you don't just work with any horse, or any person connected to a horse, you know, it's a very specific person that you're working with, and the more and the better, you know, who that is, you know, and you can drill down to who that person is, it's, it becomes an easier to share that with others. And then it's sometimes amazing how people, you know, who you've relate that to then have conversations with other people and kind of go like, Oh, my God, you got to meet my friend care. Because now I have a clearer picture in my mind, who you're looking for. Right? So


that's, it's, it's really important. And it's great to ask that question, you know, to people to make sure that, you know, they keep spreading the word for you. Right. Right. Awesome. Well done. I am Miss Heidi.


 09:46  
So I


 09:49  
I called someone who I had had a conversation with last night.

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It was the second conversation and it was with her the day

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Add on the kid, as opposed to the mom or the kid. And I had just been giving, it was just a giving kind of thing. And that was okay. Because I had in my mind, like, that's not who I want to be working with.

 10:16  
And so like, I'll just give value to them, and then they're going to walk away. But then after today, I thought, you know, how do I know for sure they, I don't want to work with them. Maybe they, in fact,

 10:31  
could be a high ticket person. And I have no idea because I didn't go there with them. And so I sent a text to the mom, I really enjoyed speaking with you. I know we covered a lot, and I hope you're not feeling overwhelmed. Would you like to speak next week, to talk about how I could support you through this process. And so I was like, Oh, I'm just gonna say that, and then hit send.

 11:01  
And that's exactly how it starts. It's too late to edit. And there it is. So don't think about it for too long. And it's, you know, like, as you get, you know, as you continue to have conversations, you know, you'll know, you know, this person, not that person, this person, not that person, you'll, you know, and sometimes we have to come to the, this is what I don't want to understand what we do want. Right? When I said earlier, you know, when we were with Dr.

Michelle, earlier, when I said, you know, I started, you know, with a person on a year long journey to find out after a couple of months, you know, like, I was like, oh my god, I'm with you for a whole year.

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With love, right, I love that adored her, and she was a great client, and we had a great journey together. But I was figuring out pretty soon into the journey that that was not my trajectory with my clients. And, you know, when I was still doing my coaching, and so you know, so they you change, right? So it's, it's, you know, because I figured out what I did want, and so therefore I could, you know, take another leap and and with my next client, just offer a shorter journey didn't change my price. So, because offering a shorter journey does not necessarily mean it can change your price, for less money, because, you know, I was still giving value. And, and so yeah, so that's a great step it to just start another conversation, and then discover, you know, go on a little journey with them and discover for yourself, whether they're your your person, and if they're, if they're not, you intuitively know, you know who that person is. And, you know, when they when you start a deeper conversation with them, and then just make them an offer, you know, like an irresistible offer, like the Michelle was saying earlier, right? Like that first client, that, you know, you'll you'll give them, whatever you can give them, right for a really great price. But you'll make it very clear does this, you know, this is a discounted price, like your, you know, this is my price. I'm offering it, you know, because you're my first \$5,000 And then, you know, off to the races, but the next person you have to charge more.

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Because they can't be you always your first person.

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You Yeah, well, for another conversation, because I see the time but just what I need to shift into is like I had come to realize who I did not want to work with and that that one on one was exhausting to me. But to so this is a pivoting yet again to say okay, I do want to, you know, read, I'm like allowing back the idea of the one on one. And it will not be exhausting, so that it would be empowering. And that's the that's now the new lens to look through. So that okay, but the goal will be it may be one on one, and not to scare myself about that because of the other experience and say, I'm talking to a whole different human here. And it's a whole different experience. And the money is that much greater because it is a higher caliber programming and potential. So that's the piece now, you know, that's why I got stuck before because it's like, how do I say all that?

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But I really do get that it's about being all that. And then before I'd have to say all that. Right? Yeah. And you'll discover along the way, right? Like you. We have past experiences and we learn from those



15:00

experiences, and then we move on. And we'll create new new experiences. And like I said earlier, it's like it's ever evolving. So even you know, when you make that decision with your new experience with your new client, potential client, right, and you, you start working with them, there will still be tweaks, there will still be things that you'll do different with your next, you know, the client that comes after that. And that's all okay. Right? It's, it's, I read Personally, I really had to get out of that mindset, that once I figured, once I figured things out, that's the way it was going to be from now on. And it's not, because even if I look back in the last couple of years, you know, things have dramatically shifted within my company, and they continue to shift, because even now, I'm thinking differently of how I want to, you know, set up things how I want to work with my clients.



15:58

And and it's, it's a constant, you know, evolving.



16:05

Project. Well, and I wonder if there's an opportunity there, Yvonne, and this would apply to everyone to have a conversation with that ideal client, and say, you know, I'm figuring this out, because I've come to the place where is unclear about I want to work with, like creme de la creme, or I want to work with someone who has a higher consciousness around these key issues. And that's what, who I'm looking to work with someone who's ready to have those conversations. If it's, if that's, you know, where you got to be afraid of the no, like, if they say no, they say, No, no, it's not me. And then what are you crazy, and but basically, to, if this is you, if you if you think you do want to have a different conversation, not based in fear, and based on other things, however, that would be worded. To actually make them a partner in it, because then they sell themselves. Then they say, Oh, wait, wait, I do want that. Yes. Yeah. And I always when I'm in sales conversations, even though I don't consider them, you know, I'm not sitting in front of somebody, I'm like, Okay, now I'm gonna sell them on something. I'm having a conversation with them by ANNAMARIA.



17:21

And, you know, and I, I, I always will say, you know, because most of my clients offer \$10,000 more programs. And so most people don't have that in their hip pocket. Most people will have to, you know, sometimes make arrangements or at least money transfer money, you talk to partners, talk to business partners, whatever it is, right, whatever may be the case, but I will sit across from them, and I will hold space for them to find their own. Yes. I'm not forcing the yes on them. I have them find their own Yes. Because it has to be their idea. You know, that it's,



18:09

you know, that it's that it's something that they want to do. Now, having said that, I've also done the other way, where I will go to Michelle and say, not that person.





18:23

Because I would have had conversations with them that I kind of they're not ready, they can't hear they're not coachable, whatever it is. Right. So those are also things for you to watch out for when you're when you're entering conversations with people is are they coachable?



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Right. And you'll know soon enough, because if they, if they have an argument or like something, you know, that they will, you will say something and then they Oh, no, no, no, that's not that way. It's always this way. Right? They can't hear. And so, yeah, I've already tried that. I've already done that. I already know that, you know, whatever, right? All those kinds of things, right? It's not worth your time or so it's also knowing when to sometimes walk away



19:10

from a sale. Right? Right. And there's nothing wrong with that. If that's only healthy for you because you only want to work with the people that really, you know, you know, you can make a difference with



19:24

great, great observations Heidi. Karen, I saw your hand. I just realized it hasn't spoken yet. So Dan, you go first and then I have a question.



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No, Diana spoken?



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No, but do you have something to add? I was. I was in my head evidently.



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Yes. So



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do you have a recording or an outline of your sales strategy sessions that we can listen to or watch?



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Um, I personally, don't



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I



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I think Michelle said she had one. She says, recorded. Yeah, I would have to ask Michelle, I think she does have one



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that she can make available. I'll have to double check with her to see to see if that's still relevant for what we're doing right now. But yeah, it's I personally don't because I'm always working on other people, other people's campuses. And so it's, it's, it's different in that sense that I can't release any of that. So. Right, right.



20:36

Yeah. So I mean, I'm used to doing coaching, like I used to be, it's been a while since I've done this thing. So I just want to cut to the chase about some of it, I loved how she was really soft, when she worked with me, and I guess I could go back and listen to it recording as she did with me.



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But, you know, I just want to



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learn more quickly. I mean, I can find my way. But if I had an outline to follow that would, you know, help me learn quicker than that would be my choice.



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Um, yeah, and I hear I hear what you're saying, Karen. And I think you already



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I think one of the things that I would like to say is, don't overthink it.



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Because you all already are that person in having, you know, I'm sure you'll have beautiful conversations with with people and coming from love and kindness and a big heart. And, but just really,



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really listening. That is the key. The biggest key other than building relationships in sales, is once you are in a conversation, is the deep listening. They should be doing the majority of the talking, you're asking strategic questions, that will, you know, keep the conversation going. And then really listening to their answers. And, and not to their surface answers. But what's underneath the answers. You know, what are they not saying?



22:12

Yeah, is oftentimes more important than what they are saying.



22:18

And that is that is practice. And just doing keep on doing it doing doing doing that? See, that's how we learn? Yep. I'm so used to doing the women thing where I'm talking about their business. So I need to think differently about how to ask the questions.



22:38

And, you know, what questions you you, you ask, you know, Karen, I think, as Yvonne said, you already know,



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what you'll ask whatever business question, but ultimately, as you know, it's not about the business, it's about them. And I think what you're seeing is that Michelle is such an expert at following the conversation in her listening.



23:03

It's the next thing they and then why did you say that is you're listening to the answers, and then following the breadcrumbs of the answers to ultimately, what's in their heart. And and is

then following the breadcrumbs of the answers to ultimately what's in their heart. And and is what they care about. That's the opportunity to MIT, you know, say, Oh, well, that thing? Oh, you care about that? Well, that's,

 23:27

you know, this is what we the work we do here is that, you know, that you're following. So I think so it's one thing to understand. Okay, ask the question. This, I know what you mean, this, there's a script with that has NLP, you know, embedded within it, this phrase and get the yeses and nodding, going, and all the stuff that's written within it, and that's all great. But ultimately, I think what we all hear responded to, and Michelle was hurt her deep listening that that is not embedded with anything other than she's, she's really good at. Yeah, yeah. And I, you know, in all honesty, like, when the moment I hear the word script, I, you know, like, I just want to run for the hills myself. So I don't use any, any scripts. I have real conversations with people listening to their pain, listening to you know, what they're read what their heart is longing for. And then, you know, saying, and this is what we do over here

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and present them with the opportunity. And it's always an opportunity. Yeah, right. So, yeah, so beautiful conversation. Thank you so much for all chipping in into the conversation. So

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next week, we just want to give you a couple of reminders. We have, of course, office hours tomorrow, there's q&a calls Monday and Tuesday and then sales as story training on Thursday. So what you were

 25:00

just referring to Karen as well, is, you know, a great place to, to ask some of those questions, right. Like, you know, are there specific questions that Michelle asks always over and over again? You know, it's that's a great question to ask for instance. And,

 25:19

you know, because if you, you know, if you know, some of the basic kinds of questions that that come up in sales conversations, that is, it can be very helpful. I wouldn't always leave with them, but when appropriate, they're, they're good questions to to use.

 25:36

So, you know, like, always stay engaged, and keep asking questions, you're asked amazing questions. You know, keep moving forward, keep taking action, it doesn't stop with today, you know, so keep making make a list for yourself of, you know, O out a bunch of names of people

know, so keep making make a list for yourself of, you know, & out a bunch of names of people that come to mind when you sit quietly, who can I connect with next? Who can I who can I send a quick text to to say, hey, you know, I was thinking of You Can we have a conversation.



26:08

And then, you know, kind of go from there, you've all done an amazing job.



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Well done on reaching out and booking those calls or setting at least things in motion to book a call.



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Because that's, you know, that's where it starts.



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If you just think about making calls,



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then you'll continue to think about making calls. And that's not how the cash, cash register in the end will ring. So I just want to close up here with a very quick, aha, and what is your next inspired action. So Karen, if you can kick us off there.



26:49

I love this challenge. It got my butt in gear, I'm still in vacation mode, doing laundry and laundry laundry. So I want to hit the ground running and get going. So this is exactly what I needed. So that was my aha, my next inspired action is to continue a get a whiteboard here with names. And so as I think of them, I'm just gonna go and keep going with that. Perfect action. Awesome. Well done Diane.



27:20

chiminea house



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I think probably, the biggest one is just to have fun of typing, keep it simple.



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I'm doing the calls and



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not get too concerned about it. You know, learners, I'm going to



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just get them off the calendar and just have conversations, all that sales is, is building a relationship to a level where you can say, hey, this is what I do. I've heard your concerns. These are your problems. And I have a solution here for you.



28:02

What are your thoughts? Yeah, and that's all it is.



28:06

And did refer me to someone I've got her her name, but I can't find her phone number. So I get back and find out what her phone number is and give her phone. Beautiful. Keep going Keep going on all on the right track. Miss Heidi, last but not least,



28:22

I loved Thank you, Karen for talking about the script. Because in the past, that actually has been a real sticky point for me, like, oh, I can't memorize it. And I better have it open and ready to you. And it for me it became a barrier. So thank you for that reminder in this conversation about the listening as the overarching principle of it all. So that was very helpful for me to make me calmer about the whole thing and



28:52

I think ready fire aim is my



28:57

I inspired action.



29:01

Awesome, awesome. Well, congratulations, everybody. You were awesome. You thank you for showing up for showing up for yourself showing up for each other. And I can't wait till I see your beautiful faces again next week.



29:15

Have a good rest of your day. Take care. Thank you. You're welcome. I'm grateful for all of you