

2022_08_04 Sales as Story Part 4 Strategy Sessions Audio

Fri, 8/5 7:46AM 1:37:41

SUMMARY KEYWORDS

people, strategy session, hear, sleep, danielle, beautiful, person, questions, conversation, transformation, listen, helping, offer, yvonne, talk, life, deeper, training, pain, karen



00:00

I finished my lunch today is what was the damn, I'm just finishing my lunch.



00:07

So Today is August the fourth 2022. This is this was originally going to be named our high ticket virtual retreat part two, but I understand that but the material we're covering today clearly goes in this series, which is sales the story. So I'm calling the sales the story, part four, if you didn't hear part one or part two or Part Three, don't worry about it, this will be self contained. And then also you guys are gonna have a couple of weeks to go and to implement and get listened to some recordings or re listen to some recordings that you maybe even were on live or you've just got access to them now, because the training that we're doing right now in and around sales and offers. So stage two sales and offers is life changing has changed many, many lives before here. And also this is the I know that this is the best delivery that we've ever, ever done of this is the best training we've ever had. And we've had people making 5000 10,000 50,000 \$100,000 sales and more just from the a portion of the training that you guys are getting today. So So and in this series, I'm talking fast, because like I'm super excited today, this let's take just a minute to do a brief meditation, so that we can center ourselves and then jump in with our materials for today. So you can stay seated right where you are. If you're wearing glasses, I suggest you take them off and just close your eyes for a minute. So that you can find that quiet center. Letting go of whatever happened before this, it's gone. Now it's in the past, letting go what's going to come in your day, it's not here yet. It's just an idea. Be present. Sit up straight. So feel the heart center open. Relaxed the face and jaw relax the throat



02:14

and just watch the breath.



02:16

Take a couple of breaths, couple of minutes. Watch the breath, let's see if you

I take a couple of these couple of minutes for yourself. Watch the breath letting go or any thoughts that arise as thoughts Well, it's monkey mind that let them go is unimportant right now

 02:42

is return return to the breath feel the ease of this moment. The ease of this breath the quiet ease at the heart of everything when we just stop and breathe.

 03:20

And then softly open your eyes. I'd love to hear one thing from one person about what you loved in this quiet couple of minutes together Together our selves who would like to share what we focus on expands maybe there's like 10 things you don't like but you'd like one thing when we focus there. That Annamaria Thank you.

 03:47

I just love the peacefulness of it. It's wonderful.

 03:55

Beautiful. Yeah, thank you. Energy clearly changes I was I was bouncing off the walls. You know, like so excited today. Great. Yeah. Yeah, Karen, go ahead.

 04:07

I like the leaving what I was thinking about doing before at the door and just coming to the present and slowing down. present here.

 04:16

We do that over and over again here. And if that's the only thing we got, we do many more things that will change your day. It will change the course of your business. What if you walked in networking and had that presence? What if you're in a conversation where somebody could engage in your work you had that presence? Danielle, I know you know what if you are speaking from stage and you have that presence changes everything. All right. next really important thing we just did a brief sometimes we start with Shep Austen lying down sometimes we start with a seated brief seated meditation. I wanted to jump in there's so much again that I want to share with you today. And the very first thing that I want to share so you got a sneak preview if you're in the on the q&a call the other day because it takes came in right while I was on the q&a. a call right? We have a new member of our committee to welcome So will you please join me Karen's already like, join me in welcoming and celebrating Django you can even hear you like, welcome.



05:18

So good. So, Danielle, you didn't know I was going to do this. But everyone here, everyone here has done this before. It's up to you, if you wanted to do this, but it's really great. You know, when somebody has that leaping energy, like they've just gone like, whatever they're leaping into, we want a life where we're leaping into things where we're saying yes to ourselves, we're saying yes, for business, we're saying yes to what it is that we do. So we're living a life on purpose. And so, Daniel, you might be in all kinds of places right? Now, you might be in like, Why did I do is, you might be in like, Let's go for it. You might be like, I don't know what I'm stepping into. There's no wrong answers here. But for every one of us for whatever we're leaping into, it's really wonderful to hear something from you. You're willing to play just anything that you want to say about what made you decide to leap in and say yes to yourself? Yes, to your company, yes to this journey that we're on together that I'm so excited for you four and six.



06:20

So I'm still nervous, but you know that. Right. The breathing was wonderful, though, to help with that. So I really appreciate



06:34

that. Good, good.



06:37

For me, I'm on my phone. So if I kick out Sorry, I'll still watch the recording. But the thing that made me really, there's two things that stand out in my mind. The first one was when Karen got up and talked at ie women about Michelle and I was just like, so moved by that. And then when I met with Michelle multiple times, just, it's so heart centered, and so filled with love. And like, I just feel like she just gets me. But there's a lot of faith coming up because I don't have this kind of money. So I need to start bringing in more of this. And I see I see the way to it is by being here. And I'm really excited. So let's make some money, ladies.



07:31

Wonderful, Danielle. And you can see why in a few weeks. Do we have the abundance? The abundance retreat? Because I'm like, scarcity, what I do and right, like we all have it right? We all have that. And then Karen, we were just talking about that, weren't we? Right? So. So love that you love your vulnerability about that. Danielle, love your honesty, love your energy. And thank you so much for sharing that. And what a perfect kickoff to to our, as I said, calling this on sales, a story part for strategy sessions. And so like, how do we have those conversations? And Danielle, just gave you the key to that. Like, did you hear what she said? Did you hear what mattered to her? And when I say it, you know, it's all about listening, right? It's really

about listening. It's about listening to another human being. Again, Karen, again, we were just talking about that, right? It's really truly about holding space, and listening to another human being and then seeing if and how we can help. Let's say it's like, it's so simple that we miss it, and we get all bogged down. But it doesn't have to be complex, I can give you some things that will help it and serve you to be able to do this right away. And and I see bonds no teaches whoop, Danielle, you're in the right place. Absolutely. Then if you're feeling scared, you're in the right place. Has anybody been there before? You know, it's sometimes it's a daily occurrence. Right? Up and down. You know, if you've been nervous before, if you're excited about possibilities, you know, all that you're in the right place. All right. So thank you, Daniel, really, really beautiful and, and I didn't get a chance to say just say like in one sentence doesn't have to be perfect doesn't have to be, you know, thing, just like just tell them in a sentence or two, just really a sentence or two, what it is that you do so they have some sense of you and your gifts.



09:14

So I'm a graphic and web designer and I help people put together their brand identities and I help with their marketing.



09:23

Yay. Thank you for that beautiful, beautifully put and no marketing speak and as soon as I talk about marketing, speaking marketing, well done is not marketing speak. But marketing speak is like that, blah, blah, blah, that we don't want to listen to, you know what I mean? Like when people just say this stuff that you can't really even hear because you don't even know what the words mean. Good marketing doesn't do that. Good. Marketing is the same thing as talking to real people but real things right. And in the way you describe what you do, there was no marketing speak it was just like real words to real people like the best of the marketing and the brand and so on that you do so beautiful. Thank you. Awesome. Awesome. All right. Oh, I would love to hear a couple of wins. Before we dive in and wins. It's so important. As entrepreneurs, we work so hard. I was just interviewing one of my dear friends yesterday. Diane, you were there. So, and I was saying that, you know, what often ends up happening is, when I was doing learning how to do a chin up, I finally did it after months and months and months. And I was like, an as my arms were straightening. I was going like, okay, now I got to do 10. Like, we do that to ourselves as entrepreneurs, right? So we can't even we don't even notice we did it. And then we get all balled up. And we think the universe isn't sending us anything. And we can't even see what we've already done. We lose steam for what's to come. So instead, when we can celebrate when we can see what's actually happening, when we can see was beautiful, just like we do in looking at the meditation or going like Oh, are they are Shabbat and like, that's beautiful. That's beautiful. That's beautiful. So who has something that would who wants to share first? What do you have to celebrate Karen? Yay, thank you.



11:02

I'm starting these are hot yoga again. Yay, I've gone twice this week, I'm gonna go three times a week, I can only do every other day or every third day because it's so darn hard is to do it all the time. And I'm it's been since before COVID that I've really done it. So I'm determined to get

back into it. Because it's so great for my headspace.



11:23

Since before COVID, and you're doing it now,



11:26

I've done it like three times during COVID or since COVID. But



11:31

you guys all know yoga, it's a big part of my background. And and what I do, I mean, every day, I'm practicing every day, I'm you know, it's a piece of finding our own aligned story, because our bodies are like this, like, other even thing much less, you know, engaged and productive and helpful conversations with people secure. And I'm so glad happy to answer for you. And it's like, it's written on your face. You look later, even in talking about it, you know, so good.



11:58

I want to add one thing to that. I'm making a note every day of things that happen that are that I'm grateful for or that are winds. And another when when I went to yoga, they told me that if I didn't use up my 39 passes by June 24, that I would lose them. So I just showed up and didn't say anything and saw what happened. And they extended until October. So other when that they just they didn't have to do that they've already extended it like three or four times.



12:29

So yeah, that's a huge blessing. Yeah, being open to receiving from the universe, like, you know, not worried about the potential nose and just seeing what could happen and and you know, what a great, what a great energy to bring to your business and to your life. Right that this is related to how strategy sessions work as well. And I mean that yes, energy for ourselves for others, we might be able to, to help. So fantastic. Thank you, Karen. Yeah, let's hear from one more of you. Who hasn't when they'd like to share? Oh, my goodness, I saw you both almost at the same time. So Heidi, then Diane, it? Ah,



13:04

well, I had a when right before this call. I was talking with someone in a different group that I'm in. And she was just sharing her story and talking about how she used to she has a beautiful singing voice but never developed it and used it. And that she mentioned that she would always tell the story about herself of a failure by not having pursued singing as a career because I have this beautiful voice and I've never used it. And she had talked about some other contexts of you know, sleazy music industry things. And I was like,



13:46

and I said to her, Well, what if the story



13:51

is different? Rooted in our work here, Michelle? I said, Well, what if it's the opposite? What if the story is that you're a success? In saying no to something that would have harmed you? Wow. And then you are following your deep inner knowing this does not serve me I will not do that. I will not do this, even though is encased in the gold of Oh, it's my gift. You weren't fooled. You listen to your heart, you went forward on a path that did serve you. And here you are now. Your vibrational match your voice can catch up with where you are. You're not in the shame anymore. You're in the joy and let your singing voice match that. And she said, Heidi, I've been wanting to write a book and I haven't because I thought I'm just going to be talking about my failure. But you've just shown me that I have a different story to tell. I can write my book It's so beautiful,



15:00

Sophia, and being an uplifter. Everywhere, right? So we're in the Science of Getting Rich being uplifted everywhere. That's what you were being in that moment for her. How fabulous taking the story work that we're doing and actually transforming her life? Because you just be that everywhere you go how fantastic Heidi? And then I gotta add one more beautiful piece about that? I don't know, I don't know, Heidi, but can we can we just dive just a little bit deeper? I know it's a win. But would this have any parallels with your vision? And it's a beautiful one, like, just like singing on stages can be a beautiful one. Right. But with Ethan's village, in His original form? Yes. And now what you're actually doing? Can you hear those those words for yourself?



15:46

Well, absolutely. And it was rooted also in the work here, of I shared very briefly of something I was very upset and angry about because I chose not to do a therapy I chose not to do with my autistic son because it was invasive. And I felt shame around, I was too lazy, and I didn't want to do it. And then the realization that wait, I was honoring the voice that said, Don't do that. That's not safe. That's not good for anyone don't do it. And I honored that voice. And because I recognize the honoring of that true voice in this work, that I could then recognize it in her and say to her Wait, what if you were just honoring the deep knowing and there's no shame here at all. And that I remember how my heart lightened with that. And then it did the same for her.



16:47

And then how you serve your autism moms, right? What you can see for them and the choices they make and helping them align. So beautiful. It's I love it. Thank you. Thank you, thank you beautiful, super uplifting, and beautiful application of all that you're learning about story to

serve another human being and then seeing how it applies actually to yourself and your journey and your people all at once. Right. Beautiful. Diane?

 17:14

I just had that same thought as you were saying it, Michelle, about how Heidi can use that same gift to work with the moms that she's formerly working with as well. Yeah,

 17:25

yeah. So beautiful. And you want to win one share?

 17:29

Yes, I had a woman remind me of how much I enjoy being around animals, and asked me why I didn't have any in my life. As a spot in me that I'm denying a part of who I am. Because I'm not being with animals.

 17:56

Good notice

 17:58

finding your own joy, your own life, your own alignment. And as you do that, how much more you can hold space for others doing the same. And it's not even about that, versus about you. It's just about you. It's about you living the life you want.

 18:18

Thank you. I love it.

 18:19

Thank you so beautiful. And sometimes we think you know, I don't detect any minds here doing that. But it's like, Michelle, are we talking about sales today, come on hustle, we got to get going, there's a lot to do, right? Gonna go slowly to go quickly, and is built on this. It's built on this, it's built on actually living a life on purpose, knowing what our vision is stage one, then getting out there with our big sell off stage two, sales and offers right and, and this is a big part of the vision, right? This is what I want. This is what I choose, I get to choose it not and with yours, Diana get to choose this. And I noticed I haven't been making choose this with yours, Heidi, it's like, I chose not to do this, I'm choosing this path instead. And that's what's right for me. When we have that power of conviction for ourselves. We can so much more easily hold

space for another as they're making their decisions. When we're in a strategy session, for instance, right? That makes sense. So in case there are any editors going, like, Come on, we gotta get to we got to get to it. This is it. This is it. Thank you beautiful. All right, anything else burning to be said? Good to go. Alright, I wanted to do a bit of a review of what we were doing in our call on Tuesday. Sales have started part three and just how to think about sales differently. First, making friends with sales right is not a dirty word. That is the highest service is holding space for another human being at the highest level. It's a beautiful thing to do. And it's not about tactics and techniques and scripts. These could be useful if you want me to write your script, I can probably come up with one or you can go Google them. That's not how it works. It's not what it's about. And again, this piece is just a A brief review. We can't cover everything that we've been doing like that we did on the on Jesus call, but just to kind of gather the energy here with all of us together as hard as a heart center entrepreneur, you already know a lot about sales. And then Daniel has really this two days, it's like my daughter Dana, and her cousin Don, are like Don Dana. Danielle, Dad, I just realized. And then in the family like Michelle, it's your fault. Dana is the younger one. Why did you choose another name with Danielle? Trade my time? What Danielle was talking about, about just space held, you know, space held, and those are the words are the exact words you use, but being heard. Right, that that's really the foundation and when you lead with your heart, and then I'll give you some structures that help a conversation along and help you know who to help and how to talk to them. But that's the foundation of it. And the story that I've been talking about for the last couple of weeks is my mum was a nurse, and she saw somebody bleeding in the street, she wouldn't go, oh, you know my imposing on them to go and see if they want this today? Am I should I maybe not reach out maybe somebody else will do it, maybe somebody else is better than me. She just woke up and stop the bleeding so they wouldn't die. And if you haven't seen it yet, if you weren't there for what Heidi was talking about was it was just a couple days ago. You know, helping moms with autism say Well, yeah, but you know, you could get that for free. So why would people want to invest great. And then when you talked about how you when you talked about what it meant to you how you invested over a cup, you know, it's literally you've literally written a book on it on in your book that you've written. And on the back of the book is like you've invested at least a couple \$100,000 To solve this problem. And you felt like you were bleeding in the street trying to help your autistic son, right? You have to know the value of your work and that deeply know that that's what it means to people, right? You are like my mom walking up to somebody in this treat. That's how much you have to know that that's what there's a profound transformation for them when they do the work with you. You know, like that, it's easy, of course, you're gonna have that conversation, you're not going to be all tongue tied, you're not gonna want look for a script, like, Have I said the right things exactly in the right order. Oops, maybe I made a mistake,



22:34

you're just going to try to help. That's the come from place. So really



22:39

important thing, I can't say it enough. I keep saying every call, right? Listening, try to help people ask them questions, find out what's wrong, see if you can help them. And um, all other parts of sales fall naturally from this. And what makes a great salesperson and I've never ever in the you know, this community started in 2010. But I've never ever had this running analogy

so much as in the last little while, but like, it's like used car salesman, prototypical, stereotypical used car salesman, on one side and evil and on the other side. And you all know, Yvonne began in this in this community as a student. And I watched her at an event just holding space for somebody to stayed up with him for hours just helping them and helping them make a decision. She wasn't she didn't care what decision it was. It was just like hold space until that human being can make the decision that's right for him. When I watched her do that I'm like, I knew that I wanted Yvonne on the team. She was just doing it out of the goodness of her heart. She was just doing it because she just couldn't help herself because she wanted to help. And each one of you, you've got through the gate. That means that that's you. You all know that. That's you leading so much with heart and Yvonne going no, no, I don't know anything about sales. I can't do a lot of convincing. I'm good with words like, no, that's just because you think that that you have a genius or you're just trying to help people. And that's each and every one of you. All right. So he's car salesman, on one side, Yvonne on the other side, just listening, just trying to help and listening and helping a person decide not attached to the outcome, which is helping them decide committed to their decision, not caring what it is. And then a mindset shift. This, again, is things that we've covered, but I can't say them enough. And it's not about hearing it once. It's like okay, what was that that I heard six months ago? It's repeating it and knowing it like I have you reading the science of getting rich. And last time I read it was yesterday. And I'll read it again today. And I'm reading it over and over and over again. Right? It's like we practice it. These are practices. There's a mindset shift about how to think about sales. Not that am I imposing on somebody that's a used car salesman, or am I going to be that nasty person and nothing like that? Or that I'm getting something out of this or it's not about



24:49

that at all.



24:51

It's the greatest service. It's the greatest service, it's a disservice not to



25:00

I almost



25:01

didn't reach out to Yvonne in 2014. Because I knew and you're on this place as people you can call, right? I knew she was busy, she was our Managing Director and managing directors for you. And they do a lot and, and they had an event coming up in just a few days, oh, she's probably already booked my own editor going. But despite what the editor was saying, I just picked up the phone call her like, maybe she can come. She came to the event. And we've been working together, you know, versus students choose my managing director in multiple ways, since 2014. Without that one phone call, we both would have missed out on a huge transformation in our lives. It's a disservice not to ask, it's a disservice not to offer, you're

sitting on something that changes lives, why would you not offer we get out of our own ways and are afraid to say the wrong thing. Or we might not get it right, or we don't have all the tools, we want to wait for another three years. So we have the right tools, or what if this person says whatever, center go help people. And again, I know that it that you're here means you have something of my parents in you. You'd give people the shirt off your backs and sometimes forget to keep a shirt on your own back. So that part isn't adequate in question. So then, you know, that's my best way to encourage you to go out there and do that, because it's the most heart centered thing to do. That's who you are at your core. An uplifter somebody who helps somebody who creates beautiful things for people that copes and serves them. All right. And then I just wanted to briefly remind you again, I want you to see this and know this not is something you've seen once, but to just know it over and over again and I do a deeper dive different into different training The training on offers. me just go find my notes, I can share everything with you. And I share it more than almost more than anyone more than anything these days. And I'm so proud some of you know, because I made this drive myself. It was so simple. So much prettier for my team. That's it. But here it is. You guys can see that right? This is a sales process. This is it. Right? So Oh, ignore what's at the bottom of page here because that's we're doing in just a minute. But you have stuff lying lying around in your shop room floor. You are not caring, you're not just like every other relationship coach. For one thing, you've got umpteen other certifications, you have direct dive experience training about relationship, someone from long goes on or from recent recently, you have you know, you do hot yoga, there's all kinds of stuff lying around. All of that is part of who you are. It makes you unique in the marketplace. Nobody does your thing like you do. All right. So get to know and value the stuff that you've got lying around on your shop floor. And I remember Murray doing an exercise where we create that years ago, she was like, I don't have anything. All right, I've got this certification Oh, right, I've got a functional website, alright, I've got I've done, I've had this experience, but I don't have anything. So know what you've got lying around. And there's the transformation that you offer. What's the thing that people are coming to you for doesn't have to be rocket science, just your best guess at what it is for now. And then we have ways to understand that better. And there's a real person that needs your help. And really, the arrows should go both ways. But I don't know how to do that only my team knows how to make that picture. When you have a prettier picture. I'm still so proud of this picture. So there's a real person, you need your aunt who needs your help. And there's an interaction, it's not a theoretical thing, I can't emphasize this enough. We just go, I'm going to figure out my transformation, I'm going to sit behind my computer and figure it out for the next year, then I'll be ready. There. There are people who do that there are people all around in the industry to do that. And that is the road to unhappiness. It has to encounter a real person who need your help, needs your help at some version of your ideal client is your best guests. There's the person in front of you. They seem to resemble something of your who your ideal client is. When you talk to them. You'll understand your transformation better when you talk to them. You'll know more about what your stuff is lying around on your shop floor. Right? And so all of this increases when it's on the court always and you're doing it and what mediates all this you have the words to say these are conversations. These are real life conversations. So we find the words to say and that's part of what I'm helping you with your day. All right. Any anything that's unclear about that all that making sense? Awesome. Awesome. So last time, we also talked about Strategy Session magic, seven tips to closing High Ticket Sales and one focused conversation. I like to just think of that as a call with Bonnie. Right. So as one of our alumni from years ago, and we were in a session, I recorded it you guys know I like recording stuff. And I'm like, Well, can we share this with people? And it still has some core core training? Mary Kay, I know you're listening afterwards in the recording. But Mary Kay's often said, oh, yeah, I don't know how many times Mary Kay's listen to that. And she's done such great work with her High Ticket Sales and



29:53

Oh, and by the way, Daniel did say that she may be dropping off and she's like driving with her mom right now. So, Danielle, I know you're listening to the record. later on, I hope you'll come back soon. She did tell us She did tell me before, and she might be anything she mentioned here to write from and pop in and out just out of range and stuff, too. So, okay, um, it was a strange session magic. Mary Kay's listened to that umpteen times I know. And it has some gold about how you actually do strategy sessions. So I'm not going to retrain that here. But I'm just going to mention you need to know what your offer is, have some idea of what you're offering, you need to know the value of what you're doing. We talked about this last time, you need to be able to listen, well, Danielle really underlined that, in what she talked of, of our strategy session, you have to know something of you have to know deeply and dive in with them, what was the pain they have in your area? Again, I'm just doing this briefly, we talked about this last time, and the call goes into deeper and deeper dive in this, now let them step in. It's not about making somebody do something or pitching it right. Or it's nothing. It's one of those things. When you have when you're sitting there was something that helps people, you let them take a step forward into it.



31:04

And we talked a little bit



31:05

about the vision, you know, there's a vision that the help them create and, and that's the thing that they're going to want to step into becomes natural for them to say, when you say Are there any questions? They go? Yeah, how do I do this? And then they're asking for your offer because they know that that's the thing they want let them step in. Number six says offer value listen pain, let them step in did this last time? Big? Why not? Objections is number six. Often worth thinking about? I'll tell you a little bit more about objections today, but you know, all for the they're gonna object this they're gonna object that they're gonna it's our scarcity. Mind that does that is so scared about sitting in holding space for another human being. Because we think it's something other than what you've done all your life, holding space for another human being, and then helping them step into something bigger. You've all done that. So think about why they want it like what and help them think about it. Like why does this matter? And we did a deep dive into that last time. I think it was last time again, with Heidi. It's like oh my goodness. That's why it matters so much. Oh, when you get that the objections fall away. It's not about that. You've invested \$200,000 already and you feel like you're bleeding in the street, who wouldn't want to step forward to solve that when they really understand and know in their hearts that that's what's happening? Right? So it's about the Big Whys not about objections. And number seven, unattached and ongoing quickly, but this is review, just so that we gather all the threads, and we can go from here. So being unattached to the outcome. So you're committed to the making a decision but you're not attached to the outcome. Doesn't matter what they decide to do. It's not up to you, it's up to them, it's their life. So honoring them for whatever they decide. But in the conversation, if they're the right person, you give them the possibility to step in, and then you leave them their own freedom which they have anyway, you can't take from them and you wouldn't want to leave them their freedom to step

in if they want unattached to the outcome committed to having them make a decision. So they don't waffle. Karen, we were just talking about that waffling, right. Like you don't want to waffle, we don't want to waffle, we don't want them to waffle. That's not a not a productive or comfortable or good place. Here, I'm setting for this here. And Katie, one of our alumni, we work together, she was one of my students at university, and then she came to work with me for two years. So over those three years of deep dive training, a lot of deep dive training. She said, the biggest thing that I learned is when there's a decision a and b, that go A B, A, B, A, B, and it doesn't even matter if it's a or b, they don't stand at the crossroads. Just choose.



33:40

All right. Well, I think and you still here because I know I'm going through this quickly. So this is a review. Alright, good, what's not okay. What to say. So in the strategy session, what to say, again, this should be review, I want you to hear it, oftentimes go back and listen to those recordings. It becomes just cellular, it's in your bones, right? You want to hear this umpteen times and then go enact it here, enact learn, do learn do what to say first strategy session, you have their agreement, that you're sitting together to find what their best next step is. Right. Just choose a law that gives us paralysis by analysis. That's my middle name is sometimes Thank you care. Just choose just choose. Just choose leaders, for instance, make decisions. You just choose it just to use or you go with it. So you choose also to go to a strategy session a strategy session is different than a connection call connection call, you're helping each other. You meet with each other, maybe it'd be best friends, maybe you'll be one of you needs to speak on the other stage or vice versa. And maybe you need their services. Maybe they need yours. Maybe you're going to mastermind together helping each other. That's a connection call. A strategy session is is directed in one direction. It's like Hey, I'm happy you maybe it's uh, maybe what you do is you help people quit smoking. And somebody's been trying umpteen times, and they talked about it and they kind of start date telling you about your pain, their pain, and you go, Hey, do you want to sit down? See what your best next step is to to do this, I'm happy to hold space for you. Who in their right mind, if they've got some pain there, you wouldn't go, you're gonna you would do that our customers free? Really? Sure, of course, I want to do that. So you get their agreement that you're trying to find the best next step, and it's somewhat is related to their pain in your area. And then ask them about at the beginning of the call again, you know, are we on the same page? So they're not thinking they're there to buy Kool Aid or something? Or to, you know, sell paint? Or I don't know what, right? A great opening question somewhere near the beginning, what made you decide to invest your time to talk to me about x today, because they're already making decisions. Time is precious, they're deciding to spend time with you. And they're investing, they're investing their time. So it helps them notice what they're already doing. And making decisions and investing. Then you listen for pain, and they're in your area. Ask them tell me more. Tell me more.



36:07

What else tell me more. You know,



36:11

if you're helping somebody with insomnia, let's say that was your field, you know, it's like, wow, I don't know. They say sometimes I can't sleep. So well. Well, tell me more. What's it like for

you? What do you mean by you? Can't sleep? Be a human being? Like ask a question? Right? How would you know, I don't know sleep that well, at night? Well, I don't know. How many hours do you sleep? Well, I don't know. I haven't slept this week yet. So, you know, they start telling you more. Right? You mean, you haven't slept since Monday? You haven't slept in three days? Oh, my goodness, I'm so sorry. Hans has been going on for? Well, sometimes I sleep a little bit. Well, when you sleep, how long you sleep two or three hours a night? Oh, my great. You know, you're asking questions. Tell me more. And, and then, after you've discovered together where the pain is, you've helped them and we talked about this on different call, right? And then it starts to turn to hope. You don't pounce on them, it starts to turn to hope. You're awesome. You know, do you have any questions? And it's a natural for them to say how do I do this, when it's something that is possible for them. And they really want that, like they and the example we gave was and that sounds really dramatic. You know, Heidi saying I invested already \$200,000. And I felt like I was bleeding in the street. But that's how much your people need your work. If you don't know the price, lessness of your work? That's step number one. Because why would they if you don't? That's the inner work. And that's asking me questions and leaning in with the community, you need to know the prices of the work that you do. So when you asked you have any questions, it's natural for them to go, yeah, how do I do this? Or how do I work with you? Or sometimes they're all struggling? They go, wow, because they're so awestruck by the vision of something different than they just go? I don't have any questions, because they don't know what to say, because it's a new world. So then you can say, you know, well, because we're here to find the best next step, I have an idea about how this could work. Would you like to find out? Would you like to talk about it? Is a decision for them they can choose? And if they go, Well, you know, maybe I don't know, that means that that conversation is not it is not where you would want it to be to make an offer. You only make an offer if it's the right person, right? If it's the right person, and the conversation has gone the way a strategy session that where the person has the possibility of saying yes, if it's gone in the way that it does, they, you know, would you like to know how this goes? Yes, please. And then they're actually they're asking for your offer, they then they've opened a space to hear how it is you can help them if they choose. Alright, jot down some of your two of your biggest hubs. And again, this is review but every time you every time we come back to it, there's another little piece that you'll gain you'll get a deeper idea of it. It's not something new and new and different. It's this over and deeper and on the court doing this right so jot down your biggest aha,



38:57

a couple of us. Okay, I know



39:25

that's just a minute. But I want to hear where you're at now with this. Let's hear one or two a hoss. I want to hear what what is sounding important to you. It's Lenny and you are you hearing today? Yeah, Annamaria Thank you.



39:41

I think what resonates for me a lot is ask questions and more questions and tell me more and I want to know more

want to know more.



39:50

Yes. Thank you for doing this. I can't say it enough because this is the heart of a strategy session. This is about listening to real life people and holding space and how can we know if we can help them? We don't know what's going on. It's, it's so natural to us as human beings, but we get all balled up and we forget and you know, do something weird. And then we want a script. It's like at, like reciting a script. And, you know, well, thanks, scripts can't work sometimes. But about, you know, just have a real conversation. Listen, tell me more. Yes, yes. Yes. Let's hear one more. Aha, want to hear what's opening for you now? Yeah, how do you think



40:34

what I was really listening for? And I think I heard it the, in the flow of the conversation to shift from



40:45

Tell me more of what's your pain?



40:52


The transition then to make the match? Is the question. Or a statement of I think I can help, or is it a question of, I guess I'm asking you a question. A question of what would it be if this was resolved for you? Do you see it working together? Which was I guess it's the bridge between the pain into the would you like to work together that?





41:29


Right, and people often pounce, right? It's like, Well, you got so much pain, look, I can fix it. It just feels disingenuous. Right, right. Like, here's the pain, what else can be possible, and you envision it together. And then something of that vision, if it's a if it's an ideal client match has something to do with what you do. Right? You know, so we'll get following up on the insomnia example, you know, they're going, geez, I haven't slept so long. And I'm so tired. And I'm arguing with my spouse, and I just lost my job and their spin off backs. Right. And as they're talking about one of their going cheeses, because they just thought I've got a little sleep sleeping problem. They've never really faced it. And somebody's actually listening to them. And then they say, Well, you know, she's if I could even just sleep one night. I'd feel so different. I haven't slept for a night and a years. Like, Well, tell me about that. You know, what would that feels like? Well, I don't know. I can't even imagine it. Well, did you ever sleep? Well? Yeah. When I was a kid, I used to sleep. Oh, how did you feel then? Well, I used to jump out of bed. I used to have energy I can. I've forgotten all about it. But I used to eat breakfast. I don't even eat breakfast because I don't even have the energy now and they're back in the pain. Right?


But that was like, Yeah, okay, so what if you could eat breakfast? What would I do eat breakfast is like a junk as I'm so tired. Like, what was it like when you're a kid when I hop out of bed and my mom made me oatmeal and they're in the vision

 42:54
of it, right?

 42:56
And it's just as deep and wide as the pain is. It's natural. It's like even one night's sleep. What if I could get to bed at 10 o'clock women actually fall asleep. And then they are they're starting to envision you go Do you have any questions? When is actually the right person in front of you is just natural for like, yeah, I would I do that? Can you can you feel it? Bouncing is like, well, these things you're talking about? This is what I do. You know? Would you like to see how people sleep at night to help them bounce out of bed? And you know, what's the transformation you offer? Right? Help them bounce out of bed and feel like they've got energy I help them you know, feel like eating not eating healthily for breakfast, not because they have to, but because they feel good in the morning and healthy. Feel good. Feels good. And do you want to see how that works? Yes, please. And they're asking for your offer? Because the whole conversation is authentic and real. And extensive. Yep. Great. Thank you. All right. So I'm in any anything burning to be said without which we can't go forward a burning question like I can't even hear you if I let's say as this are burning out yet. Karen, go ahead.

 44:06
With regard to the Strategy Session, recording someone in this group was kind enough to send that to me in a text or DM about two weeks ago. I have so many texts in DMS. I don't remember who sent it to me so I can't find it. Can someone remember who sent it to me or remote? Or tell me where I can go read listen to the strategy session that you're speaking of? It's like an hour long recording.

 44:26
Yep, that's gonna be a three freedom Academy. And it might be posted there now by a Tracy, one of our team members, or it might not be but it's gonna be recorded there soon. So yeah, and there's there's all the other trainings as well, there's strategies there's, um there's sales a story, part one, part two, part three, this idea for geometry, there's so much training for you on sales and that coal as well and that's over there either already in sort of freedom academy or it will be soon alright. So and thank you for asking that because if it's pulling your mind over here, and then you can't hear Thank you are So how do I find it?

 45:01
What's who's it? Mean? There's that you just gave me like three or four hours of things to listen to? Which I will do but

to? which I will do but



45:10

yeah, so it's just cold. It's cold, um, Strategy Session magic, seven tips to closing High Ticket Sales in one focused conversation. And that's either posted I'm just talking to Tim but it this morning is either posted for you now in story freedom Academy, or it will be soon and just if you can't find it, lean in with community or ask any video. We'll be there in the next couple of days. All right.



45:36

Whose name is it that I'm looking for?



45:38

You're looking for Cole Cole to that. Stress, magic. That's all.



45:45

Okay, but it was recording him who's speaking you? Were you shower speaking with someone? And you said, Can I record this in that person said Yes. Who is that



45:52

person? That's somebody that's one of our alumni, but you won't find it by her name is how I sometimes lovingly refer to it. But just look for a call. That's called Strategy Session magic, and it will be there soon. All right, thank you. Anything else a burning to be said with which which we can go for? Okay, good. Good. All right. So what I want to do is I want to, there's a number of things that I just wanted to share with you, to help you with the strategy session. So I want to help you set yourself up for success and want to help you with what to ask and how to listen. So deeper dive into that. And then And then also, how to help them



46:36

envision,



46:37

alright, so a number of training chunks that I want to get in here for you. So that you can go make use of this on the court over these next few weeks, because we've given you on the court time, because there are like what Karen was saying is like, well, there's lots of trainings, right? Making sure that you've not just like been there and kind of sort of got it, but know what it is

that the training was get it in your bones and go in and be in the cordon NACTO. Right. So and then, as you bump into stuff, which you will, we've got the abundance retreat a couple of weeks from now, you're like, Oh, I was bumping into scarcity there. And I was afraid of that there. And, you know, we have that training that will serve us well. Right. So setting yourself up for success. So three things you need to be ready for the conversation. We've done this at other times in the community, so I'm not going to re teach this now. But oh, yeah. Thanks, everyone. Thanks for that. Just got that. So I've done this and other we've done this in other places. And this should not come as a surprise to you. But here's some things, three things to set yourself up for success. One, what's the transformation you offer? And Dan, we did some some work with this, that I loved some, you know, a while ago, because it's like, what's transformation? I don't know. But oh, what do I want for people? Oh, that makes sense to me. Right? So whatever you call it, you know, why do people come for you? What do you want for people? What problem do they have that you can help them solve? Why are you know, you need to have some idea of that don't spend years trying to figure that out be on the court as you talk to people, you'll know more about it. So in the example I gave is like why I help people sleep at night? Simple stuff, or hey, what's the transformation you offer? Why are they coming to you? That's number one. Number two is why does that transformation matter to your ideal client? And I talked about this about the insomnia just now. Because it doesn't just matter be so that because you're supposed to sleep at night, and therefore you'll feel better? Can you hear the depths of it even just in this little explanation that I started giving about it? They can't even have breakfast or fighting with their spouse. There's like, all kinds of reasons that they want it. So you want to dig deeper, you know, why do they want to sleep at night? Well, because they're arguing with their spouse? Well, what's wrong with arguing with their spouse? Well, they're there's so much stress in the house that they're not even eating well. And you know, like, there's going to be spin off things that are happening, when that piece in their life that you do, that's your gene center, genius is going wrong. So what's the transformational offer? Why does it matter so much to your ideal client? And you will know this by thinking about it and thinking about people you've worked with, whether you've worked with people on the court already, or you volunteered in that area, or you were your own best clients? Think about real people you've worked with, and then you'll know more about it, the more conversations you have so on the court on the court, right? And so what's transmission you offer? Why does it matter so much to your ideal client? I gave the example of Dana and getting her computer fixed on the call. On Tuesday, matters, our computer will work well. Yeah, but it wasn't really about that. It's so much deeper than that. No, why? Why does it matter to this person? And then the third thing is well, how are you delivering this Are you delivering it? Most people think that's what their offer is. Well, I've got this ebook that you read, and then we do these classes. And then I want you to fill out this workbook. And already you don't you want to go away even I've just I've only said three things, you don't care, you don't want to hear about,



50:17

let's just how.



50:20

So you might sleep example, if the person is, you know, has insomnia, and you go, Well, we're going to put you in a sleep lab, and we're going to hook up these electrodes to your brain. And every time your brain goes, like they don't care, they just want to sleep better. So 90% of what

you talk about is that the transformation



50:39

10% on how most entrepreneurs have it backwards, we're going to do ebooks,



50:45

there's going to be training, and then I'm going to hook you up to electrodes, and then you're going to partner with somebody and then you're going to practice and then we talk about that nobody cares. I mean, the matter is, I want you to be in Slack, it's gonna make a difference for you. But it's not why you came, you didn't come to be in Slack, it's a tool to get you to where you want to go. Right. So 10% about how you get there. 90% about the transformation. All right. So I just want you to take one minute right now, because we've done this work elsewhere, you've already done it yourself in some way, some shape some form, don't make it rocket science. Just jot down in front of you in a sentence or two, you can do more, and we do more another calls. What's the transformation, you offer just a sentence? Why does this transformation matter to your ideal client? Another couple sentences? How are you delivering this, and we've had other component parts to help you do these but I just want you to take a minute to jot it down to one two minutes to jot it down evidence on the page in front of you just decide it's going to be a hat as it is or it's going to be a half year program or I see your loan program or I deliver it by making if you know anything if Carly and architecture you know, I make the design for the person and then we talk about it and then we can all get on you know, whatever the process is for them to get that thing just jotted down don't think doesn't have to be rocket science just jotted down



52:07

one minute.



52:34

Transformation, why it matters how you're delivering it not Karen's analysis, paralysis, just do it. It's not going to be perfect until you're out there talking to people just get down. Okay,



53:06

finishing up once you've got down to get to a place where you can come back to at a later time we come into this in from different angles and different ways and different calls, right? So I'd love to hear from at least one of you. What do you have on your page doesn't have to be rocket science doesn't have to be perfect. It's going to be a real conversation with a real person anyway, it's okay. Free yourself up from that editor. So we'd like to share Annamaria Thank you. And then Hi. I,



53:40

the transportation that I offer. It's I help riders and their horses become confident relax. Interesting. Enough. So they are successful in competition.



53:55

Yes, super clear. Right? super clear. Thank you. Keep going.



54:00

What does the transformation matter to my ideal client, it will hit my ideal client for a successful partnership with their horse.



54:08

And you can see that each one of these you know, and especially number two, there's more that the Wyatt matters. We can go in deeper, but this is perfect. Yes. Perfect for what we're doing right now. What's it you can say underneath that? Right? And then and then the how you're delivering this?



54:25

I am not sure. Okay, so



54:28

tell me now. Just tell me now. Because I just want you guys to decide to go do it. And if it's the how I offer that transformation, because you've been doing this with people for a long time. It's simply an editor and a confidence thing.



54:46

Yeah. What I don't understand is what you meant by how do I deliver it?



54:53

Thank you. So thank you. It's a point of clarification. And so how you deliver it. Are you going to the next person who wants Sending is a \$5,000 program and operate. Are you going to work with them for a year and meet with them once a week to do something? Are you going to work with them over three intensive weeks and they you know, stay at your place and live day and night? This thing? Are you going to have them watch a video? Are you like, just how you gonna do it?



55:19

Okay, I got it. So we're going to work for three months. And we're going to work. I have to do my math, but I think it's about three times a week three, three times a week. For those three months. Yeah. Yeah.



55:46

Annamaria this was such a beautiful example, if this was seems simpler and more accessible than it might have before that. For Anna Maria outline is so beautiful. Raise your hand. It's just like not rock I want to do demystify this, like just for you do it. Thank you, Anna Maria, beautiful. Karen, go ahead, and we want to hear from it. But it was just a comment about Anna Maria. Yeah, I



56:07

just want to say thank you, Anna Maria, because what you just said, what'd you do, I can flip it a little bit for what I do. What I do with for people and the people in their life, what you do is you I wrote down, we're going to go help riders and horses connects to their successful partnership with their horses. I help humans connect with the people in their life. So they have a better partnership in their, in their work life. So I don't know what to do with that. But thank you for that. Because what you do is with animals is what I do with humans.



56:38

Really, really beautiful. This is why we do this in community, you get this like we can move so much faster. I just I've said You know, you're on a moving sidewalk, when you're here, you can move so much faster. And and, and you will gain ideas from what what the other person does. And sometimes somebody in a radically different industry. Will you'll be able to see it where you can't see it when it's right in front of you. So thank you. Annamaria. Thank you, Karen. Beautiful. Yes, exactly. You are ready to go on after this right now. Annamaria. Right now. It's so clear. Right? And the fact that I only gave you two minutes to do it, that's actually an advantage. Because you could get get all balled up in it and like go away for a year trying to think it. No, it doesn't happen like that. Remember the diagram that I showed you? It's on the court with real people we make a decision we go beautiful. Heidi, go ahead and not perfect. Just what your what you've got right here right now. Just like Annamaria. Just like here's what I got two minutes. Here it is. Well,



57:37

and thank you to Karen because I'm wondering if I could also borrow Anna Maria. And I love this because it's about enhance the relationship of you know, and actually you the way you framed it helps me because I help autism moms have better relationships with themselves and their

autistic kids. I'm wondering is even better than what I had written because I had I guide moms of severely autistic kids to trust themselves. Remembering that they are remembering what expert mom's they already are.



58:23

It's beautiful. So you know what Anna Marie wrote was beautiful. And what you wrote was beautiful. Trust yourself. Right? Say it again, the guide monster to say it again was beautiful.



58:36

I guide moms of severely autistic kids to trust themselves, remembering what expert moms they already are, with their special.



58:48

Beautiful. And so why does this matter?



58:57

Because the closest thing to a mom's heart is her relationship with your child.



59:05

And you can see that underneath that so much like just like with that part too. You could dive in further and further and further but you got it. And then how are you going to how are you delivering you've done this work? Just like with the enemy. You've done this work? You're on the court, right? But how are you going to deliver this this this program in



59:21

at this stage now?



59:26

I have a six month program for a special group. And we meet every week.



59:41

We have We meet every week by some Dun dun dun slam dunk mic drop moment. Do you want us going right? is really good. All right. You're ready for a strategy session. You're ready. You're ready. All right. So these are the things you need. to set yourself up for success section

two 90% Transformation 10% how you get there? You need to have some idea like, am I going to be working with you for 10 years? Is it just a day long retreat? Like they need to have some structure by but it's not that they care about. They will work with the structures you have. What do you do you love that your structure is? Is that how you want to do it? And what do you need to do to deliver that transformation? Your best guests, right? So beautiful. Jot down your biggest aha Okay, thank you. I love Yvonne, Yvonne wrote in the chat here, you don't have to know exactly in detail what you're going to do with them. So if we try to have all the T's crossed, and I's dotted beforehand, and then we're building a theoretical program that has nothing to do with real people. We don't know what they're actually gonna say along Route, we want to have flexibility and actually serve the people in front of us. Yvonne says you don't have to know exactly in detail what you're going to do with them. In the beginning, you will be one step ahead of them. That's okay. Because that means you're actually serving the people in front of you. That's what you want. Beautiful. Thank you. All right, section three.



1:01:34

What to ask and how to listen. So what questions should you be asking?



1:01:40

What should make sense by now? Is this just it? Should it make sense? You know, give them what they want, not what you think they need? Yeah. What is it? What is it that they want to solve? So that's what you've heard in the chat as well. So what questions would you need to ask? Well, what questions you want to ask them? What questions would you need to ask to understand the pain in their area? Their pain in your area?



1:02:06

There were my insomnia example, will tell me more.



1:02:10

So you're not sleeping? Well? What's that affecting in your life? And how long has this been going on? And, you know, why does this matter so much to you? Well, if I did, it just doesn't happen right? Now. I'm going to lose my kid because I'm that can't even take care of them. And I've got a newborn baby, and I'm going to drop them, you know, we don't know until we ask them or, Hey, I'm elderly. And I'm afraid I'm going to fall and break my hip. Like, we can't know unless we ask them. Right? Well, I mean, my doctor put me oh, you know, why? Why does this matter so much? She will. I almost overdosed on melatonin once, you know, because my doctor overdose me and put me on 10 times as much. And I'm so afraid right now. So I really need an alternative solution, right? Like, multiple different people for what their reasons are. And so we ask them questions, to understand the pain in your area. And what's your area? Well, you just said it was the transformation and why does it matter? What's your area? Right? So, and the pain involved with it? And what what kind of questions will help us do that? I want to add something that I've gestured toward but haven't underlined so much in previous calls. You can and should ask both qualitative and quantitative questions.



1:03:21

Qualitative,



1:03:22

you know, like, well tell me more about that. Like what you know, how's it going for you? They walk in and maybe they're in tears is like, wow, what's going on? How's it going? For you? It's just like, it's a it's a qualitative question. And it's that one's even though it's a general general question, right? It's like, how's it going for you these days? What you know, how are you feel? How does it feel when you get out of bed? And you don't know? Even which ways up? What What else? Have you tried to solve this? And what? What's your family saying around this? And how's that going? For you? We know. So qualitative questions, quantitative questions, no matter what your field is. You can ask quantitative questions because it helps people see where they actually are. You're not causing pain. You're helping that person gently to really see where their life is and how they want it to be transformed. So you know, in that sleep example well exactly how many hours like so why you tell me you haven't slept in three days. Oh my goodness. So it's been three days you cheesy they should be in the hospital if that's the case, right? But are you slept? Tell me exactly like what how many hours did you exactly how many exactly how many? Right? Exactly. How many hours did you sleep last night? Well, I don't even know what my Fitbit tells me that I didn't sleep at all. Well. Exactly. How many hours do you think you sleep a night in general? I don't know. I probably get two or three hours sleep a night. Why? Oh, exactly how long has this been going on? Um, no, it's been going on for Well, I don't know, it's been going on for a week because we've been going on for a year. I don't know, I remember when I was kid and I went to the sleep, you know, clinic and they told me, You haven't slept well, since you were a kid. Exactly how long? So? You're 26? Or you're 62? Or whatever it is, how old are you know exactly how many years? You haven't slept well in four decades? Right? Exactly. It helps them see it. Or exactly how it might be something different with a sleep example, like, exactly how many hours of sleep Have you lost? Well, it's only since the baby has been born. But I don't know. I used to sleep really well. And my baby's six weeks old and I cannot catch a week sleep. Different. It's the same problem. But for that person, can you hear it? Exactly. How many counseling sessions have you had? Try? So this in a relationship problem? Exactly how long these therapy sessions have you done? Exactly? How many arguments do you think you've had with your spouse today?



1:06:04

Oh, my goodness. Just



1:06:06

or this week? I don't know. Today, this morning alone. I've you know, we were yelling at each other three times. Exact Exactly. How much money do you think you've lost through these sleepless nights? You can't ask them that directly right away. But you might be like, Wow, so you haven't slept. And you tell me that you run a company. And you've lost your three best

people? Because they don't want to work with you. Because you keep I know, it's hard. No wonder you're losing your temper because you're so exhausted. Right? Compassion, right? But you've lost your three best people. You lost your VP of Finance, you've lost your order. I don't know what it whatever it is, right? Exactly. How many people have you lost from your company? Do you think because you haven't been sleeping? Well, you lost your VP of Finance and you're in you're in the midst of and you're? I don't know, your your brother in law that used to own the business with will speak to you. Wow. Exactly. How many years? Did you run this business together? Five years until I stopped sleeping half a year ago. And now everything's falling apart? Whatever it is, right? Exactly. How many how many times? In every minute, and it doesn't have to be sometimes it's about money. It's not about money. Doesn't have to be about money. Exactly. How many a relationship coach right or let's say a couple's relationship? Coach? Exactly. How many days have you been on through match.com? In the last six months? Oh, my goodness. I've never thought of it like that. I don't know. It's like 63. Horrible.



1:07:33

63.



1:07:35

That's different. Can you hear they can hear differently than Oh, no, I've been dating for last few months I've been trying on national common hasn't been working very well. You've been on 63 dates. And three of them did this. And five of them did this. And then the last one left and made you pick up the bill? Exactly. How much did that dinner cost? You? Did? They can? Can you if you could get how they could feel it better? Those questions, raise your hand. You're just trying to help them? Just trying to help them see it. Thank you. All right. If you think that you could ask some questions like this in your area? Raise your hand, like, exactly how many did I find the examples? Yes, yes. Okay, that's 100%. Okay, good. And this is something you could ask me about come to the q&a calls come to the office hours is like, hey, I want to generate some questions in my field. Here's my transformation. Here's what you know, these questions that I just asked you, here's, here's my transformation. Here's what matters. My clients, here's the My, how I get there. And, you know, here's some questions I thought with can you generate some more great thing to do? And then it'll happen in real life conversations that we'll be thinking about other questions, other people in Australia decision, have questions beside them, and so on. It's a great thing to do. But I don't even do that. I'm just listening to that person asking questions. I've done a lot of them. Right. So I did have questions beside me when I started either you might it's fine. You know, when you start, it's probably a good thing to do. But I think I tried it once or twice, and just threw them away. I'm just listening to the person asking questions, right? But you can write them down beforehand so that they're kind of in your brain and you kind of thought about it beforehand. And there's going to come up by the people you talk to you guys are all nodding fantastic alright.



1:09:15

Jot down your biggest aha Okay, thank you how to ask questions and then how to listen.



1:09:49

Just want to give you a few tips about listening. Just a framework for it. A strategy session is an interview You're not trying to sell somebody something, you're actually interviewing them to see if they're a fit. My team helps me with this some people



1:10:14

on my team says, like,



1:10:16

love that person, we're sending them a suggestion, but don't talk to that person, they are not ready. A team will protect me in that way, right? Just not ready. Or all send somebody away with his gesture. They're not ready. I'm interviewing them. When Yvonne holds these conversations, she's interviewing them. What do they have inside them? Are they ready for the transformation, maybe they've got the pain, but they just want to wallow in it. Not going to make an offer. You know, and the more experienced you are, the more that you're going to send them away with love. More and more quickly, right? They're not ready. So you're deciding if they're fit, they're a good candidate for your work. Because you really want to genuinely help people, if they're not a good candidate, don't make an offer. You're holding See, you're also says an interview, you're also holding space for them in a time of transition in their lives. And helping them to recognize that it's a time of transition. If they have pain in your area, they're in a time of transition. Think of that is sleep example I gave for instance, they come to you, maybe they come to you and your networking, let's say your sleep specialist, you know. And they go they start their yawning watch this start from that something as simple as that. You know,



1:11:26

wow,



1:11:27

you look tired. I'm sorry, I shouldn't even say that. It's a bad thing sound like Yeah, everybody tells me that, oh, it's exhausting. To be honest. Maybe you've tried with them already. So they feel vulnerable enough to, you know, honest, like, Yeah, wow, what's going on? Well, you know, it's just this week, because my kids doing a concert? Oh, you know, it's not a real problem. Really? It's just this week, or? Well, well, well, I don't know. I just don't sleep that well. But it's okay, how's the coffee, you know, and then you can circle back around to it again, you know, and as you're talking to somebody, and you're just so they're at a time of transition, that person might be going well, you know, I really don't really sleep that well, but it's okay. You don't even recognize they're in a time of potential transition in their life. But after the conversation, exactly. So you lost your VP of Finance, you're in a bitter feud with your ex brother, you're with your brother in law, because you will use a colon the company now he's suing you, or whatever it is, right? You are in a time of transition, you're going to do something about this now are you aren't you do with me or somebody else with cheese? And they go, Oh,

my goodness, when it's a real and genuine conversation, you're holding space for them in a time of transition in their lives and helping them to see that that's so for the right person who's your ideal client? There being a human being and having a deep conversation to serve. And then something want to add about how to listen. It's not about cataloging I, I don't really think of it like that, like some people's like Tiki box. Do they see this? Do they say that? Did they say that? It's um, this is a lot of unconscious competence me that I'm trying to bring to the surface for you. All right. So



1:13:03

I'm not a tiki



1:13:04

box kind of person. Much. I mean, although sometimes Tiki boxes can help How have I done this? Have I done that? Have I done that that can help. But um, for strategy session, I think of it as



1:13:17

it's about their heart.



1:13:20

I'm not gathering data, to catalogue it. I'm really deeply listening. It's an attitude. Can you hear the difference? And sometimes in the conversation, it almost there's there can be part of the conversation that will almost sound like cataloging. Right? But it's because it's coming from heart. You haven't slept for three years. You lost your VP of Finance. I'm so sorry. You lost your VP of Operations.



1:13:46

I'm sorry. You've only slept 12



1:13:54

hours this whole week? Like it sounds like cataloguing to get what I'm saying. But I'm not trying to catalogue things. I'm actually just trying to listen and be there holding space for them. So actually being honest enough to share this. Am I getting it across of this is like, I've never evolved. Probably haven't heard me say this before. This new way of training about this and I want to it's another layer of knowledge that I want to get to for you. If this is making sense. Raise your hand. Can did I get did it find the words to say it? Thank you. Yes, I'm seeing hands all around and nods good. So be on their side. Help them find the next best, the best next step. You're partnering with them to try to find that best next step. And then how to do it more on

how to listen we're still in section three about how to listen. Session Three be first we talked about how to ask questions, three a three b how to listen. And I mentioned this earlier. Think about why think about possibility, not objections. Yeah, well, you know, I've tried to help with a sleep thing, but it's never gonna work. I've tried 10 things, it's not going to happen. Well, let me overcome that objection by showing you my nifty nifty handy dandy to get how like it's almost combative then right? It's not like that.



1:15:19

Instead, it's like



1:15:20

they said, Well, I just because they're discouraged, just empathy. You know, it's like, they're no wonder they're discouraged. They're human beings. You know, it's like, you've tried 10 things, there's the fires that you know, you've tried this, or you've tried these three things. Wow, none of it's worked. I'm sorry. You know, like, that's hard. And I'm, so why does it matter so much, you need to change it? Well, I can actually sleep, maybe I could talk to my kid again. Tell me more. There's the hope and the possibility. Oh, I haven't talked to my kid in ages, because I'm so tired. I can't talk to them, or whatever it is. Right. So what might be possible for you if you could sleep a little more? Well, you know, my brother in law. I know. We're arguing right now, the one who co owns the company, but like we've known each other for 30 years. I could just have one night sleep. I think, you know, we used to go out for drinks on Friday nights all the time. We could go out for a drink, we could chat. You know, I think we could actually solve this faster. And I was thinking, you know, it was a winter in the deep end, possibility, right? So not objections. It's like it'll never happen, or I've got to talk to my spouse and they might not have enough money. It's like, what would it mean to you, if you could actually talk to you, you just don't one thing, you just actually have a conversation with your brother in law on a good night's sleep? What



1:16:31

would that what would it mean to you? Geez, we



1:16:33

could probably kick start the company again. Well, how much is that worth you? Well, I know we lost \$100,000 just in this quarter. But I don't know, are we lost \$5. When I do it doesn't matter the number. You lose \$5 from your kids bank account. You lost \$5 from their piggy bank because they took it out and wanted to help you pay for things. It's not about the amount you see them saying your kid took \$5 out of their piggy bank to try to help you because they know the company's in trouble that could hurt more than losing \$100,000 in quarter, right. Just actually listening, possibility no objections, committed but non attached. I want them to make a decision is going to change their life. Not attached to what that decision is. And some people are going to go away going. Yeah, well, my brother in law, or my sister in law told me to take a couple of try a couple of aspirants because some people on some website said to do that. So

thank you for the conversation, I'm gonna go I'm gonna let them go. But the right person won't do that. The right person will actually recognize it know that it really needs changing and will seek a real solution.



1:17:43

And if they're committed to



1:17:44

staying in their pain, and they're like, I'm going to take two aspirins and it'll probably be okay. You just kind of bless them on their way. If they want a real solution, and you're there with a real solution, why wouldn't they? It's like my mom and the person bleeding in the street. And then Sonia, I just pulled out, you know, it just gave a random example. Right, but insomnia, like, what's that worth? No, I just, you know, I just help people sleep better. No. Now, what's it worth is Sir entire life, isn't it? \$5,000 is a small amount, or 10 or 50,000, whatever their? Whatever the cost is, right? All right. Jot down your biggest a couple more things I want to share with you lots of training, and come and ask questions, right.



1:18:50

Let's hear I know, there's just a short time for it. But again, we'll have time to dig in and the q&a calls in the office hours. I want to hear one. Uh huh. I want to hear what you're hearing with this. Because this is gold. This is so far ahead of what most people know about how sales actually happen. And again, it's you don't like the word sales cycle, you actually help people. When Aha, so I hear what you're hearing. What's opening for you now, Dan?



1:19:18

struck me was it's an interviewing process. It's we're not trying to jump in with our solution, but we're finding out if they are a match. Are they ready for it? Is that? Are they in deep enough pain that they're ready to start making a decision to change it?



1:19:39

And just the whole conversation, doesn't it? So good. Thank you for underlining that it's changes and if you only heard that one thing from this call, you're ready to do a strategy session it will change your life right? Whatever you call that discovery calls right decision I call the strategy session. Thank you, Dan. Beautiful. All right. Section for that. How committed are they? And can they feel this new vision for themselves? I just want to give you a couple tools for strategy session that and tools is not even the right word. It's sometimes how the conversation goes, it happened one day, and then I started using that structure again, because it was helpful to help people see things. That's all it's not a formula or technique. It's just something that helps. Door number one, so you've got me so you've heard this before door number, or I've done this with you. So some of you haven't. But door number one, door number

two. All that envisioning that we just did about the pain about insomnia. And the possibility. I often in a conversation will help people close their eyes and do a visualization during number one is what if this isn't solved, and I help them imagine the end of their life, it doesn't have to be that it could be imagined next year or anything. But I have tended to do say, imagine the end of your life, because then the problem gets exaggerated. And it's further over here without this problem. Solve your story. Number one doesn't feel very good. But then they feel it in their bones. It doesn't. It's our head knowledge. Yes, I think I should sleep better, but they're still stuck in their heads, they will not take a step to change it. They can feel what it's like, doesn't have to be door number one, door number two, but I like using door number one, I have no closer eyes and I paint that picture for them. I often ask people would you have for breakfast something else after we debrief What did that feel like? And I do that because otherwise, they're still stuck in that painful door number one, then I have them envision something else with their permission, of course, door number two, with that solved. And we could easily do that here and you get it. You know, door number one, your brother in law is filing a lawsuit and whatever it is, you know, at the end of your life, you've you know, been slit for 40 years, and you still regret it because easily say that right? And door number two, and I asked permission to speak as though and then because the people can feel it then you know, I'm arguing with my brother in law again, I can't believe it's the end of my life. And we're still fighting. They can feel what their life actually is. Right? So one of the company to fly, but I'm still so tired. I think it's probably why I got sick. I mean, just you know, Miss envisioning door number two. You know, I get out of bed. I've gotten out, you know, near the end of my life. But I've gotten out of bed for the last 30 years Louisiana bed, I love my breakfast and I go for runs with my kid everyone because of whatever right? envision what it is, the more I've talked to them and listen to them, the more I can help them envision that. And then it's like, which do they want to do now know that they're there, their only way to do that isn't you isn't by you and your work. But it helps them see clearly that they're at a crossroads? Do they actually want to face it and do something about it? And step into possibility. Right? So I talked to them about it a bit. And then I asked them like how much does this matter to you? Does you want door number one, door number two, everybody wants to remember to be crazy not to? How much does it matter to you on a scale of one to 10? One is like yeah, I could go for peace of 10 is like the breath I breathe. Like I would do anything for my daughter, for instance. And I used to think if somebody says six, I could help them I can't. If they say six, they don't really care. I can't help them. I can't want it more than they do. Usually they say 10 their pipe dreaming at least this is my experience you will it will be different for you. Right? It will be your own unique thing. But if you decide to do something like this, it doesn't have to be this. This is something a conversation that I often have with people if it's a 10 often their pipe dreams like yeah, it's 10. And they say 10 to anything. Not everyone, but sometimes I really want this. Okay, and then and then when it comes to the offers like oh yeah, that's two cents. No, I can't put two cents and this two cents. Or Oh, that's too much, or Oh, no, my, my spouse won't let me or whatever it is like the obstacle will be too big.



1:23:58

Or if there's a too, you



1:23:59

know, they don't want it. People usually land if they say eight or nine for for me, this is what often happens. It's like, why is it not a 10? Then you really want this but you said you want it so

much. Why is it not a 10 I'm so afraid that it won't happen. I want it that badly. Your conversations will be different there each person is unique conversation. But that often happens with me. They want it so badly. They don't even want to claim that they want it because it's been such now that they see what a deep problem it is and how much they want that thing. Right. So visualization door number one, door number two doesn't have to be so but you want to find some way that they can actually feel it. It's not cataloguing is their heart. And then they can actually make a decision. And then after that, I often say like when do you have any questions because they're feeling so much in the hope in the possibility and they recognize how much they want that thing you have any questions? How do I do this? is just natural. Do you want to see and then they can decide but by that point There's a very good chance once if you're making an offer, many, many people will say yes. Once they're at that place with us, and in that place in the conversation, the conversation won't go there if they're the wrong client. Oh, so you're an insomnia person. And you know, you help people with insomnia. And so tell me what's going on? Oh, yeah, I've slept really great. For the last week. Everything's good. Great. Keep doing that. You know, what, I bet I'd having trouble with my kid in school. I know, just the person to talk to here. You just help people. Like, Jesus really want to do that. But I just can't do that right now. Sometimes it's not really true, they just are scared. And sometimes they really will come back later. It's okay. You're just helping people, you're just going to help people. Right? All right, because we're ending near the end of our call already, we're gonna go a couple minutes after for those who can stay, uh, has inspired actions. You know, I love that piece of the call. But I want to give you one more piece.



1:25:57

Hopefully, this gives you a lot of



1:26:00

understanding about what a strategy session is and how it happens. It's a real conversation, right? Has some structure to it, but it's a real conversation. Well, that Michelle, where do I find strategy sessions? Well do some brainstorming with each other about this. All right, you can ask me where the best place is for you. But I want to give you just give you an Oh, Yvonne, can you just cut and paste and put this in the chat for them. And you guys can save the chat. And I'm just going to if you're afterwards, and I can't remember you heard that if you see the chat afterwards or not. But if you don't see the chat, I'm going to listen and you can write them down. For those who are listening to the recording afterwards. Networking, connection calls in response to any inquiry about your services, past clients and referrals, email your list, if you have one. If you have two people on the list, now you've got a list, right? Speaking, why virtual is somebody interviewing you speaking to your own list social media, you don't have to memorize these or get them all down, it'll be on the recording for you, anyone can cut and paste them into the chat. Introductory workshops, your freebie and you know, so the free gift, you're given a full email string. And if it's not a full email, string, you talk to them, right? It's as high or as low tech as your company is built to. If you've got a book at the back of your book, or at the end of articles that you've written, social media, direct connections with people on social media, hey, we connected about something so then you send a Facebook message, you know, note in Messenger, and then you talk to somebody always go the most direct route, you can bonus for somebody else's problem, somebody else's program. So I was working with a fitness trainer, he said, Hey, because I'm working with you, you can have half hour for free with this

massage, massage therapist. And then I went to her for a couple of years, you can be a bonus for somebody else. A sponsorship or a booth, somebody else's list, a free freebie giveaway, an email string an auction, in connection with your live event introductions through JV partners connections, etc, etc. Don't try to do them all. Pick one or two ways, maybe three more like one or two. And those first ones, those are huge networking connection calls in response to any inquiry about your services, past clients and referrals. If you just did that, that is your mode of marketing, stage one. Stage three, we have more complex ways, right? But you don't need very many people in front of you. You don't need a gigantic list. You don't need one person and there's your \$5,000 offer or your \$10,000 offer to people and you get in conversations you get in conversations, just networking. You could you could build your company to easily let me think easily multi six figures, at the very least was just networking. You could you could build seven figures and beyond. I mean, other strategies would be better to add on as you're building and you know, not only networking, but I just want to tell you how far just that suggestion number one will take. You don't need complex marketing strategies. You don't need a Facebook ads, you don't need all that stuff. That's all stage three. meet somebody, you see they're in pain. You see them yawning when you're networking, if you're in an insomnia specialist, and you start chatting. Alright. That's our time for today. If you heard even one piece of this training, you're so far beyond in understanding of how offers are made, how you allow people to step in, then most people who are entrepreneurs, most people don't get this. And it feels hard. If you just came to this one call and we're out there on the court with what we did today. You're lightyears ahead of most people. I think most entrepreneurs. So what uh huh, what inspired action. Remember, you can follow up with the office hours tomorrow, and we've got our q&a call earlier on Monday than we usually do because I'm traveling right so that I can actually be on the calls a little earlier than usual. So check that out. All right, it's on the calendar. So, and for the next few weeks, we've got office hours to stay in touch. And we've got, and we've got q&a calls, because I want you enacting these things. I don't want to fill you up with more information and knowledge, I want you to go back, go back, go back, re Listen, take notes, apply it to yourself, you know, do go deeper, go further in. All right, you got a few weeks of implementation asking me lots of questions. I want you to ask so many questions that I don't have time to answer them on all the calls, right? So ask as many questions as you can think of getting together with each other and think of questions you want to ask right? Move it forward beyond the court doing this because it's had knowledge, nothing moves over that diagram. It's an interaction with real people. So you've got several weeks to ask questions and dive in deeper with what we've already done. All right. So Dan, you're a first one A ha when inspired action.



1:30:58

We want to buy a house simply about the possibilities instead of the objections when we're starting to work with them. changing their mindset,



1:31:09

yes. And then our suka sometimes we come in so worried like they're gonna say this, they're gonna say that, Oh, focus on what's possible. Thank you for underlining that beautiful, what's your inspired action?





1:31:20

I'm going to listen to that call with Ronnie. Yeah,



1:31:23

it's a wonderful one. Beautiful, thank you. And it will supplement and interact with everything that we've said here to the call many, many years ago, and it still holds it's still really strong. And what we've done here builds even more than what we've done in that call, but that call will supplement this hugely. It's beautiful. Yeah, thank you,



1:31:42

Yvonne. It's the greatest service to my client to make an offer.



1:32:00

Or different way of thinking about it. And you're also heart centered? Wouldn't why wouldn't you do want to do that greatest service? And when you understand that, that's what it is we get we get over ourselves and just do it. Thank you. What's your inspired action?



1:32:19

also listen to the training was gone. Yeah. Good. I connected with Amy about it. And there, they found it Tinder. So thank you for that Yvonne bless you beautiful, Anna Maria.



1:32:40

My niece, and listening to my ideal clients pain is really realizing that is everything about their heart. While they are holding the space for them, sadly,



1:32:56

thank you, what's your inspired action?



1:32:59

I'm going to the deeper on why the transformation that I offer matters to my clients.



1:33:06

So good. That is time deeply well spent. And, and also one of the best ways to find that out, I want to keep I want to add this because with each of your actions it's like I want to remind you

want to keep I want to add this because with each of your actions, it's like, I want to remind you be on the court, go do it. Go talk to the person. So I love that it's beautiful, deep dive into this is well worth the time Annamaria. And then what will allow you to do it at another level again, is go talk to five people because they will tell you, they will really



1:33:34

Yeah. Heidi



1:33:41

The asking quantitative questions was a real eye opener to me. Good. Really good. There's something about putting numbers and make is a fact instead of an idea.



1:33:58

And it helps people to decide to do the thing that they want to do if they're your ideal client. They want you but they're scared or trying to help them and when they can see you there.



1:34:09

Yeah, and I think also there's another side effect that's more subliminal, but by quantifying it's also setting the stage for asking for money later.



1:34:19

Of course, it's like here's, you know, I What, what's this worth? If I haven't slept in three, three and a half years and you know, yeah. Thank you. Beautiful. What's your inspired action?



1:34:33

I want to watch that conversation to see you the video.



1:34:38

Yes, good. Good, good. Good. Love it. Thank you, Karen. I liked



1:34:48

the I guess you call the the quantity and quality of questions and then the door number one, door number two. So that was helpful to do that. And then same as everybody else listening to The Interview with Barney, I guess it's as the person Yeah,



1:35:03

yeah. So I'm so glad. So maybe you want to turn to that. I know, it's been a great tool for Mary Kay for a long time, she said a number of times. And, and it was, as I said, it was just we were doing a training together. And I'm like, well, everybody could benefit from this. And I couldn't share this right. And we've been sharing it ever since for many years. So. All right. I just want to end with beyond the court, beyond the court, beyond the court, like, have at least five conversations each week, until we meet again, for training, beyond the court, talking to people. Know the trainings that we've done, because every single piece, any one piece of it can move the needle for you. But don't, don't substitute training for action. Do you know what I'm saying? Be on the court doing it because the training will mean something different when you're on the court doing it, and then come to the q&a calls come to the office hours, because that's where all of this will get enacted. That's where it becomes real. That's where the insomnia example becomes your example of what you're doing. Right and how it applies to you and how it applies to this particular conversation with this real person this week. All right. Make sense?



1:36:13

Have a fabulous,



1:36:14

fabulous day, everybody. And thank you for coming in at such a high level to me, we you know, the people in our community have done tremendous, tremendous things over many, many years. And the training that you guys are calling out of me now is the highest level that we've ever, ever, ever done. So you have more resources than anybody previously has had in our community. And people have made, you know, some phenomenal sales have grown their companies really, really quickly. And, and one of the really empowering stories you tell us, they can do it, I can do it. I know that that's you know, that we're going together is so exciting and collectively, so far beyond where we've been before. Collectively, I'm just so excited to watch your journeys to see. See you out there on the court. Go ahead and have fun, go ahead and make mistakes, go ahead and talk to the wrong person. Go ahead and talk to the right person. Just go out there and do it. And I'm excited to see the questions that are arising for you, as you're out there on the court. having these conversations and making these offers and beginning your programs are beginning that next level program or that next level service, whatever it is that you do, because you're ready for that next level for each and every one of you. So have a great day you guys and we'll see you in office hours tomorrow. Bye for now