



Dr. Michele Gunderson's

Strategy Session Magic

Seven Tips to Closing High-Ticket Sales in One Focused Conversation

Here are seven simple, powerful tips for doing Strategy Sessions that REALLY work. These tips originate from a training call I did with Bonnie, one of our alumni, years ago.

I'm not talking a lot about technique here... You can study that, but you don't need it. You have everything you need here.

Many of our clients have had their first 10,000+ sale without having a lot of discussion about how to do the strategy session itself beforehand.

If you're accessing this training, it means you had some kind of conversation with myself or a team member, either at an event or in a strategy session, that made you decide to enter into this work. Dive into that, feel it, and you will intuitively know all you need to know about sales.

In this call, I gave Bonnie what she needed for some upcoming strategy sessions. If these people didn't say yes, others would. The win is in the service, in deeply holding space for them. We learn so much when we do that!

Watch how everything we do in our community – and everything we learn about both inner and outer world stories – helps you do these strategy sessions.

This call is worth the whole price of admission if you have ears to hear.

1. OFFER: Decide what to offer. Have something in mind beforehand, and be flexible about it. One student came and I thought it would be the week-long Mexico retreat for her; she ended up as my year-long Diamond client instead, for example. It's all about the transformation they truly want – how their lives will deeply change.

What do YOU want to offer and why?

2. VALUE: Know in your bones the value of your work. Find this from your Big Self. For example, I know that my work is worth twice what I'm charging. Like landing on high notes, come down to it. Bonnie had one woman who came to her wanting two good years left in her life, eight years prior; Bonnie said what about 20 years, and the woman is still alive. Know what's possible for your people.

Do you know the deep value of YOUR work?

3. LISTEN: Ask questions and really listen to them. Bonnie felt listened to in our conversation when we first met and she said, “I know this work is for me, but not yet,” and I answered with a simple phrase: “I’m not so sure.” I was listening to what she was not saying out loud and could see how much she really wanted to leap in. There was a world of holding space and listening in that short conversation. No forcing. Just listening deeply, and satya, truthfulness, as the yogis say.

How deeply are you LISTENING to the person in front of you?

4. PAIN: Listen for the PAIN in your area. Here’s the thing: you need to be able to sit with your own pain to sit with another’s. Have you faced the pain in yourself so you can listen and just be with them without trying to fix them in the moment? As heart-centred entrepreneurs, we worry that focussing too much on their pain will cause them pain. You’re not causing them pain – it’s already inside them. Don’t try to heal the pain during the call – that just leads to false closure, the false idea that the pain is fixed when it ACTUALLY takes a longer journey to get to the solution, the transformation. Instead, go for the work like Bonnie did with that woman, to the bigger healing that’s possible when they come to do the work.

Can you deeply listen to their pain without fixing it, without bandaid solutions, without glossing over it, without your own past pain getting in the way?

5. LET THEM STEP IN: Let them step in. I did this with Bonnie, for example, when I let her know through just a few words that perhaps it is her time. I knew it in every cell, that she was ready. I knew it, because she knew it – she was just afraid. There was no pushing. It had to come from her. And it did.

Are you pushing and thinking about the sale? Or are you holding space, focussed on helping the person in front of you, letting them receive the breakthrough, an inner breakthrough, about what truly could be possible for them?

6. BIG WHY, NOT OBJECTIONS: When I first met with Bonnie, she had some possible objections, but actually I didn’t even really notice. I was just focussed on what could be possible for her. Did I handle her objections? NO. If you focus there, that’s what you’ll get. Instead, be REAL, create a real relationship. I just continued to hold space for her to step in.

Have you asked them what they see as possible? What are they dreaming about? Having held space for their pain FIRST, help them slowly move into possibility, into hope, and focus there.

7. UNATTACHED: Let go of whether or not they buy from you. Do your best to hold space for them and help them come to a clear decision of what they’re going to do. Actually help them to come to the best decision for themselves and their life – whatever that might be. Some will, some won’t, so what? Someone is waiting.

Sales happen not because of some kind of memorized technique – otherwise we end up sounding like a telemarketer reading from a script.

Be in service. Show up for that person. And help them see, themselves, that there could be an amazing path forward – something bigger than they might ever have thought possible. Through your questions, through your listening, let it come from them – from pain to hope to breakthrough to sale because that’s how their life will truly be transformed, and now they see it and want that path for themselves.

It’s about helping them make a decision, not about whether or not they buy from you. Be of service first, always. The magic is there.