

# Feminine Sales Structure

On the lines provided, note the strategy in your own words.

## 1. GREETING + CONNECTED CONTAINER

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## 2. CLARIFY WHAT THEY KNOW THEY NEED, THEIR PAIN

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## 3. CLARIFY WHAT THEY WANT + DESIRE, THE POSSIBILITIES

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## 4. CONFIRM + GET AGREEMENT ABOUT WHAT THEY NEED

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## 5. TURN THE CONVERSATION TO YOUR OFFER

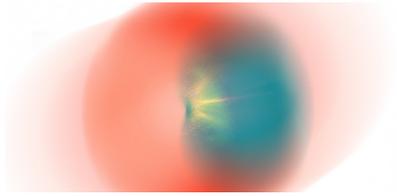
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## 6. THE OFFER CONVERSATION

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## GREETING + CONNECTED CONTAINER

At the very beginning, you're establishing connection and putting them at ease.

This is a good time to mention how you know them or where they signed up to talk about working together. It can also be a great time to share if you're familiar with where they live or about anything you may have in common.

Establish the intention of the call: explore what you're struggling with and what you want instead, and see if and how I can support you in achieving your goals.

The Goal: Connection, familiarity and ease with each other and almost more importantly, that you may make an offer.

Allow yourself to be someone they can trust and feel comfortable with.

## CLARIFY WHAT THEY KNOW THEY NEED, THEIR PAIN

Next, it's time to start exploring What They Need or Want. These are their struggles, challenges and frustrations - their pain points.

Figuring out what they need is critical, both for their clarity on it and your ability to correctly assess IF you can help them.

In this part, you'll want to approach what they need from different angles and perspectives. Sometimes the questions may seem very similar, but a different question can elicit an entirely different answer just because it opened up something else.

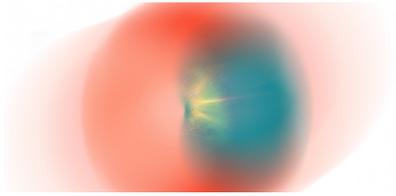
The Goal: Clarity and specificity about what they need and IF you can help them overcome their challenges.

## CLARIFY WHAT THEY WANT + DESIRE, THE POSSIBILITIES

Now it's time to explore What They Want. Their desires, intentions and goals.

This could be their health, financial or relationship goals depending on your work, but the point is, you're getting them to paint a picture of their big vision and what they want their life to look like after working with you.

The Goal: Clarity and specificity about what they want and if you can help them achieve their goals.



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## CONFIRM + GET AGREEMENT ABOUT WHAT THEY NEED

Once you've explored What They Need and What They Want, you want to confirm what you heard is exactly what they meant.

To do this, review their top 3 Needs with them, asking them to verbally confirm you understood them. This part is very quick, you're simply making sure you're both on the same page.

The Goal: Confirmation from them that you heard them correctly.

## TURN THE CONVERSATION TO YOUR OFFER

This next part is probably the easiest but it's also the moment when we can begin to feel nervous because we know we're about to making an offer.

All there is to do is take a deep breath, smile (people can hear a smile in your tone of voice) and ask "would you like to know what going forward together could look like?"

Don't mention the word work, package, program or anything else that could cause them to wonder, worry or contract. You want them as open as possible while you're making your offer.

The Goal: Get clear agreement that they want to hear your offer and remember, this is as much about YOUR assessing if they're a good fit as it is about their assessing you.

## THE OFFER CONVERSATION NEXT