

# KRISSY LEONARD

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## Closing the Deal Done-For-You Script

Use this proven questioning sequence to powerfully enroll new clients through your consultations and enrollment conversations. You can edit this to feel more “you” but be sure to keep the questions and sequencing in tact as this is all part of the magic 😊

### 1. WARM INTRO

Hi NAME, how are you? (**warm up**)

Great! I am so excited to be on this call with you, **thank you** so much signing up for this (Name of session) Session and also for answering the questions that I sent you ahead of time.

So, here’s how we’re going to help you get the **MOST out of our time together** on this call:

I’m going to ask you some questions about your vision for \_\_\_\_\_ (area you help them in ex. about your body, health, weight, business, home remodel, event you need catered, etc)

THEN we’ll uncover what might be stopping you, slowing you down, or preventing you from having what you want so you know what to do next to move forward.

And by the end of this conversation, you’ll know if I’m a good fit for you, and quite truthfully, I’ll know if you’re a good fit for me. (OR by the end of our session you’ll have much more clarity around what you want, what’s been holding you back from making it happen, and your next steps for moving forward OR by the end of our session you’ll have much more clarity around what you want, what’s been holding you back from making it happen, and your next steps for moving forward. If appropriate, I can also share with you ways that I work with clients to achieve (whatever their big goal is) but whether we work together or not, my

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intention is to serve you powerfully and support you making the best decisions going forward)

How does that sound?

(typically they will say that sounds GREAT!)

Alright, good. Let's get started!

## 2. DISCOVER DESIRES, VISION and OUTCOME

So, NAME what is it that you want? Or in other words, if you could wave a magic wand and really get what you want in the next 1-3 months, what would that look like?

(WRITE DOWN THE CLIENTS EXACT WORDS so that you can repeat it back to them)

What will *having that* do for you? (you can ask this 3 times or some version of the following questions to get to the heart of what they REALLY want and what having that would do for them)

Other Questions to go deeper:

Wow! What would unfold for you then (in your relationship, work, social life, in your finances)?

OR

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What could you do in your life that you can't do right now?

What would that feel like?

How would it make it make a difference in your life (and other important people in your life) if you got this outcome? (If you had \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_?)

What would be the best part of that?

### 3. DRAW OUT THE PROBLEM

What's stopping you or slowing you down from having \_\_ (desired outcome) \_\_\_\_\_ right now?

Can you tell me a little more about that? What's your biggest challenge with that?

How has \_\_\_\_\_ impacted your daily life (work, relationships, finances)?

What has worked for you in the past?

What did you like about it?

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What didn't you like about it?

Other OPTIONAL QUESTIONS (note: don't drag out the session too long, just get to the heart of what it is they want and what's getting in the way of them having it already):

In your relationship to food and health, where do you get hung up, overwhelmed or confused?

Do you have any specific cravings? What do you crave that? How often? How does it make you feel? Does it make you feel better or worse?

What is your stress level on a scale of 1-10?

How does your stress affect your relationship to food? How does it manifest in your body?

What do you do to pamper yourself or unwind?

Is there anything that you'd like to be doing different for yourself that you're not?

What gets in the way of you doing these things? Then ask...

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## 4. CLARIFY THE COST TO THEM / URGENCY

How is this \_\_\_\_\_ (BIGGEST PROBLEM IN THEIR WORDS) affecting you?

How does that feel?

On a scale of 1-10 how important is this for you to solve?

## 5. OFFER SOLUTION

So let me see if I'm understanding you. What I hear you saying is that you want move away from: \_\_\_\_\_(what's holding them back/current state)\_\_\_\_\_ and that you want to feel \_\_\_\_ (what they want/vision/future state)\_\_\_\_\_.

Does that sounds about right?

(OPTIONAL: Am I missing anything that should be addressed?)

IF AN IDEAL CLIENT LEAD THEM THROUGH THE BRIDGE

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Great. Would you be interested in hearing how we could work together to get you past \_\_\_\_\_ and start \_\_\_\_\_ (RESULTS!).

Ok great! Working together we will..... (brief description of getting from A to B ex. walk you step by step to help you lose the 20 pounds in the next 3 months in a way that feels doable, sustainable, and like a lifestyle rather than a diet)

(Outline the steps of your signature system or the 1<sup>st</sup> 2<sup>nd</sup>, 3<sup>rd</sup> etc steps that they will need to take to get where they want to go AND THE BENEFIT so that....)

First we would \_\_\_\_\_ so that...

Then we would work on \_\_\_\_\_ so that.

Then \_\_\_\_\_ so that...

Then \_\_\_\_\_ so that...

And Finally we would \_\_\_\_\_ OR and in addition to all this we will also \_\_\_\_\_ so that...

Ex. First we will help you balance your biochemistry and understand if there are any underlying imbalances or food sensitive that have been keeping the weight on so that your body becomes primed to lose the weight and so that you can stop craving sugar and other foods that are creating imbalances. I know it might sound hard to believe, but after my 3 day protocol that I would walk you through my clients say their cravings for sugar and sweets completely go away!

Once you have you body in balance and feeling less out of control around food, we will work on creating a customized plan for you to know exactly what to eat for your body so that you don't have to be constantly questioning yourself or getting overwhelmed by all the conflicting nutritional information out there.

Once we have your personalized plan and strategy for losing the first 20 pounds established we will work on bringing these new habits into your daily life in a way that feels really fun and energizing rather than something you dread so that you can make this your new baseline – where food is just no longer an issue, and where you CRAVE healthy food instead of mac and cheese and diet coke (or other words they used)

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And finally we will develop a customized movement plan that you can do in under 30 minutes a day that will target your legs, belly, butt and thighs so you can start seeing more toning and definition and build your strength and endurance so that you can confidently hike (mountain they mentioned wanting to hike).

And in addition to all this, we will also do some deeper work removing any hidden obstacles or subconscious beliefs that have held you back in the past so that you can finally bust through the old habits and into this new life you've wanted for some time now. What this means for you is you get to have the physical results AND do the inner work that makes it possible to make this a true and lasting change.

Curious, what is resonating with you most so far?

Great! Would you like to hear more about how this would work?

Ok great. So first I'll tell you who I am looking for in a client. I love working with women who are committed, passionate, who want more than to suffer their way skinny, they need to be wanting to do things a little differently and get different results. I love a challenge and welcome it. Most of all I love working with women who are deeply committed. I am selective about who I work with because I only work with women who I know I can help get results. Just from our conversation I can tell you would get SO much out of this work and I would love to offer you an invitation into \_\_\_\_\_ program you think would be a great fit ex. one-on-one coaching and why.

(They will typically ask how it works)

Explain options: ex. 3 month, 6 month, 12 month, when you meet, for how long etc. and by the end of your program you will have \_\_\_\_\_ (RESULTS).

Does this sound like something you would like to do?

Example bridge #2:

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Based on what you've told me, your next step is to sign up for my 28-Day Jump Start. During this program we would work together over the course of 28 days to get you past \_\_\_\_\_ and start \_\_\_\_\_(RESULTS!!). The feedback that I've gotten from my clients is that they actually get way more out of this program than they originally thought. They not only see results in \_\_\_\_\_ but also in \_\_\_\_\_ and \_\_\_\_\_.

And how we get you from \_\_\_\_\_ to \_\_\_\_\_ is by working together over the course of 4 sessions, where we meet once a week over the phone for 50 minutes to an hour. During that time we'll check in on your progress, I'll guide you through my proven system for creating transformation in the body and mind, and together we'll establish your action steps for the next session.

In between our sessions you'll get access to my exclusive training videos, audio recordings and handouts that will help you create new, healthy habits (and stick with them), so that you can begin to have your best body starting now.

This isn't a quick fix, starve yourself skinny type of thing it is just pure, simple proven strategies to create a foundation to transform not only fit into your skinny jeans, but to empower you to live your life as the absolute best version of yourself.

## 6. INVITE TO TAKE NEXT STEP

IF THEY SAY YES...

GREAT!! YAY! I am So excited to work with you?

When would you like to get started?

Fantastic. I have an opening on \_\_\_\_\_ at \_\_\_\_\_. Otherwise we can start first thing \_\_\_\_\_ morning.

(GET THIS DATE ON YOUR CALENDAR!)



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Here's what to do next to enroll in the program... We can actually do it together on the phone. It will only take 3 minutes.

Are you at a computer?

Great! So go to [www.krissyleonard.com/workwithme](http://www.krissyleonard.com/workwithme). (or send them a welcome email with links) Scroll down to the link that says VIP Coaching. You'll see a link that will bring you to paypal. Do you see it? Great, you can pay by paypal or credit card, whichever you prefer.

You'll see the payment screen there, go ahead and fill that out. All set? Great. Now click the link to go back to the site - this is your getting started guide. Here you'll find a link to schedule your appointments with me, and a clarity questionnaire to fill out before our next session.

And now I just need to know the best email to send your welcome packet to. Ok, perfect. I am going to send you an email right now. Let me know when you get it.

GREAT! Woo hoo!! You can follow the steps outlined there to get set up for our next session

BY THE WAY, -----NAME----- I'd love to send you a little welcome package of goodies in the mail before our first session. It's just a little something to get inspired.... **So can you give me your address?**

Do you have any questions before we complete today?

Ok great. Congratulations on making this investment in yourself and in your life.

(send gifts)

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TROUBLESHOOTING....

## MONEY OBJECTIONS

### First, empathize

I hear you. I totally understand. I don't want to ever put you in a position [of going into debt, not being able to pay your rent, whatever they articulate is their financial predicament].

When you're ready - and I appreciate that times are tough for you right now - I really recommend working with someone who has done exactly what you're wanting to do in your life, so that you really can [reach desired outcome].

### Figure out: Is it really about the money?

Now if we took the money out of it, is this the kind of support you're looking for, or do you think you need something else?

### Do they need more information?

Now I don't do this for everybody, but is there any additional information, references, anything, that I could share with you that would help you feel comfortable taking this next step in your life?

### Do they need more time?

I totally get it, I am the kind of person that likes to look things over and really take my time with a decision, so let's do this. I'll send you some more information for you to look over, and then we can hop on the phone tomorrow so that I can answer any additional questions. Does that work? Great! (set time right there and then). In the meantime would you be willing to do a little homework? (give them a little homework ex. Great I would like you to write a letter to the universe/God/spirit/do some journaling etc. And really declare what it is you want and what you want to create/step into in these next \_\_\_ months. Let them know you are READY. And to remove any limitations that are currently in your way. Ask them if I am the best person to support you and if this the next right step. Either way I am not attached to the outcome. But I look forward to hearing what comes through) sound good?

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## IF NOT AN IDEAL CLIENT:

So, NAME, I've got to let you know that I'm getting the sense that I might not be the best coach for you at this time and that's because [it sounds like you need/are looking for \_\_\_\_\_ and \_\_\_\_\_ and in all honestly I'm not the best person to help you (solve that problem) because \_\_\_\_\_. And I don't want to take your money if I can't get you the exact results you're looking for! [pause to let it sink in and see what they think -- they may agree with you!]

How about this? As soon as we hang up, I will email you some other resources/coaches/books that I think can help you with what you're up against, so you can get what you need. Would that be okay?

ok great, I will send that email to you as soon as we get off the call. It's been really wonderful talking with you and I am so grateful we had this chance to connect. DO you have any other questions? I wish you the very best. Thank you so much. Take care.