

DISCOVERY CALL STRUCTURE

1. Take control

The purpose of this call is to establish where you are with XXX [problem] and where you want to be and for me to find out if and how I can help you.

If I think at the end of the call I can help you, I'll share that with you and we can discuss how it would work.

But if it gets to a point where I think I'm not the best person to help you I'll tell you and if I know someone who could help, I'll point you in their direction instead.

How does that sound?

2. Find out the challenges

What is your number one challenge right now?

Or

What are your 3-5 top challenges right now?

What's the one thing you wouldn't want anyone to know about your health / symptoms right now?

3. Ask about the impact

What are these challenges costing you?

How is not having this problem sorted impacting you?

How is this impacting you?

How does it impact the way you feel?

How does it impact the way you interact with your family?

What's the impact of this?



4. Think ahead

Imagine if we worked together for XXX days and we solved XXX problem.
Imagine the results we get together sticks with you and it keeps growing.

Fast forward 12 months time, talk to me about how different your life is and your health/symptoms is once we've sorted this problem out?

Does that excite you?

5. What's stopping them?

So what's stopping you from achieving that future?
What is holding you back from achieving this goal right now?
Why is it important to fix this now?

What's missing?
Why do you think this has been your struggle?

6. Summarise

Okay so let me summarise.
Right now you are struggling with...
This is impacting you and your loved ones by....
You want to be/do/have/think....
But what's stopping you is....
Is that right?

7. Sell

I think I can help. Shall I tell you how it works?
I think you'd be perfect for what I offer. Have you looked at my package or shall I talk you through it?
I can absolutely help you solve this problem. Let me explain how I suggest we work together.



Dealing with objections

1.Hear it

Listen. Pause. Clarify and repeat back the objection
e.g. Okay, so what I'm hearing is it sounds great but XXXX.

I understand how you FEEL and I totally agree with you.
I've talked to many people like you who FELT exactly this way.
What they FOUND is taking time to explore it, they can make a decision one way or another.

2.Isolate it

Can I just check....Let's pretend XXXX wasn't there.
Is there anything else that would stop you booking?

3.Explore it

Why, What or How questions.

- What are your priorities right now?
- What impact do you think this would have if you were able to invest?
- How should we move forward from here?
- How important is it to you to get this sorted?
- Why do you think it's key to solve this problem right now?
- If this problem remains unsolved, how will it affect you in future?
- What budget do you in mind for something like this?
- What motivated you to take this call with me?
- What will happen if we don't agree to work together at the end of this call?
- What would you say if you were me?

4.Respond to it

A recommendation

- Another resource they could try
- Something they could try to solve the objection

An alternative

- Another offer that might work (a one-off Power Hour for example)
- An alternative practitioner to contact

A next step

- A follow up call in two weeks time





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