



Enrollment & Bring a Friend Ninja Skills

Effective Enrollment IS...

Leadership.... Not “following” or colluding

Caring, listening & being genuinely present ... Not selling out

Committing... Not backing down

Transforming & Truth Telling... Not playing small

Waking people up... Not going to sleep alongside them or hanging out in victim consciousness

Tips for Objections:

1. Money Objection = Self Value & Trusting your Program
2. Time Objection = Intimacy & Slowing Down
3. Ask Partner Objection / Husband = Trust Issues

Addressing “I can’t Afford it”

The conversation **starts** when your potential client says they can’t afford it- it doesn’t end.

- **Get them in touch with their “Indulgent Why” & Bring it Back Around**
People buy when they feel your commitment to them having what they say they want. *Example: I heard you light up when you talked about creating that retreat center, how badly do you want that? I’d be honored to help you get there.*



More on ... Addressing “I can’t Afford it”:

If you had the money, would this be a “Yes” for you?

What would you need to get out of it to make it worth the money?

- **Take a STAND for your potential clients:** Stop making your need to be liked bigger than your commitment to standing for their dreams.
- **If they want it but they don’t have the money:** Brainstorm money solutions with them! Ask them: *“Would it help if we chatted a bit about possible ways of you getting funding for your support/ healing / coaching?”*
- **Ideas for funding support include:** Let them know that people in their situation who really want to invest in this work may reach out to family members who believe in them to loan them the money, sell something or even have a garage sale... Don’t be shy! If you can tell they want to work with you, make some suggestions.
- **If they say “no” it’s not just the money:** Ask them what else is in the way?
- **Money is like Glue... Where you’re committed... they will too!**

Offer a “quick decision” discount toward the end of the conversation

Example: I like to incentivize my potential clients to make a quick decision to commit to this work. I’m aware that the further away you get from our session together, the more your limiting beliefs or fears may creep back in to prevent you from believing that you really can experience (x, y and z result you offer). So, when you’re able to jump in right away and commit to the work, I’m happy to waive the down payment completely - you’ll just pay \$497 now to get started and then you won’t pay another \$497 until next month.



Addressing time concerns

Address issues of intimacy & slowing down.

"If I could help you find time in your schedule for the _____ you're asking for, how would that change things for you?"

2-Step Enrollment Process

- Let your potential client know that what you'll be doing in this first conversation is getting to know them and their dreams & challenges, and helping them decide if they'd like to apply to work with you. If they're interested, you'll be having 1 more conversation to help them officially join your program. Whether or not they decide to apply is totally okay and you're committed to them getting value either way.

Follow up!

FOLLOW UP! People want to hear from someone who cares about them! Don't be attached but don't be shy!! 30-60% of Enrollments can happen in the FOLLOW UP!

- **Have a system for following up:** Get back in touch with potential clients who have shown interest - Put it in your calendar to follow up between 1-3 months later.
- **Connect on a Relationship Level FIRST:** Keep notes on your potential clients- *Example: "I've been thinking about you. How's it going with online dating?"*
- **Have a reason to reach out:** *"I thought of you the other day when I heard an interview on NPR..."*
- **Follow up with a discount or bonus you're offering:** *"I'm doing a New Year Special and I thought of you..."*

Keep in mind most enrollments need 2-7 touch points before they convert. Enrollment is NOT a 1-time conversation... it's all in the FOLLOW UP!



Bring a Friend CONTEST

www.womenrockingbusiness.com/baf

BRING A FRIEND TIPS

- ✓ The perfect place to practice enrollment
- ✓ Be UPFRONT: Enroll people into the enrollment process before you enroll them
"I have a resource I'd like to tell you about that I think could support you in your biz – when would be a good time to chat about it?"
- ✓ Email your friends AND Call them – don't just rely on email
- ✓ When you chat, ask them...
"What's next for you in your business? You've talked about starting a business. What's your dream? What's in the way?"

TALK TENTATIVELY

"I think I have something that could help you. I have 12 free tickets to come to a Women's Business Training... Would you like to claim one of them? There's a small seat deposit to reserve your seat."

- ✓ SPEAK FROM YOUR HEART:
Here's how Women Rocking Business / Entrepreneurial Leadership Academy / Leverage / Sage / The Women Rocking Biz Coaches have helped me ***(INSERT what you've directly experienced that's supported you – our events, our strategies, the community, your results, your mindset shifts, etc.)***
- ✓ Post on Facebook (maybe with an event photo?)
"I have 12 free tickets available to a women's business event that changed my life... I attended the Women Rocking Business LIVE Event last year & experienced...
X, Y, Z at the event
OR since then I've experienced X, Y, Z result
Message me to claim one of my tickets!

"I want to introduce you to my coach, Sage Lavine, she's passionate about helping women entrepreneurs rock it in their businesses – I have 12 free tickets to her event..."