

# Getting to a Powerful “Yes”

*How to Enroll Clients to  
Fill Your Practice with Ease*

*Tara Butler Floch*

*www.broadviewpreneur.com*

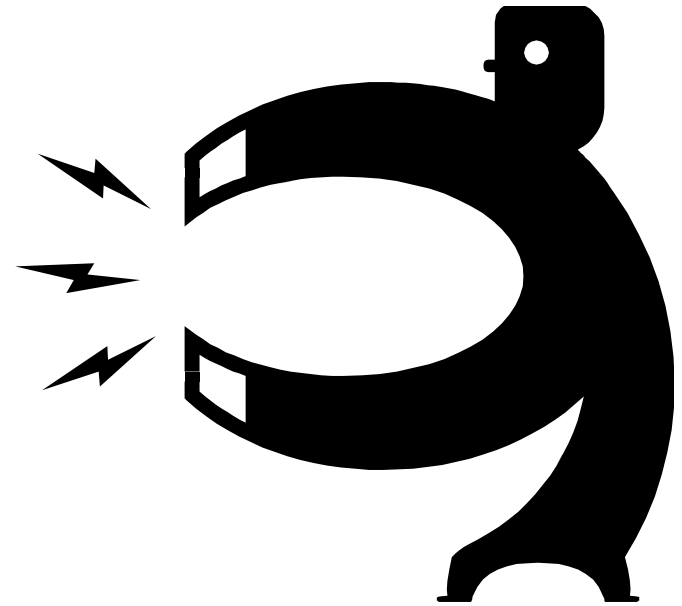
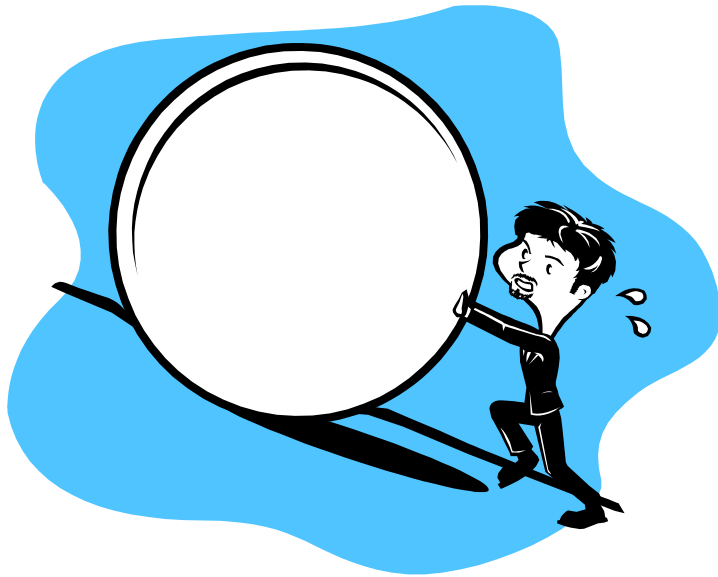


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# Push vs Pull

*(Sales vs. Enrollment)*



# Client Enrollment Happens When:

- *The potential client feels seen and heard*
- *Your potential client is emotionally and intellectually engaged and is committed to take action*
- *Your program meets (or exceeds) the needs of your potential client.*
- *You both feel that you can make a significant difference with/for the potential client*
- *They feel you are credible, trustworthy and likeable*
- *There is a Powerful “Yes” – for both of you*



# What Happens When You Say Yes to the Wrong Client

- *You start to doubt your gift*
- *You start to “leak” energy*
- *It will impact even your best clients*
- *You will lose Ideal Clients*



# Take a Stand!

*Fire clients that have this affect on  
you.*

*Better Yet – Don't work with them to  
begin with!*





Successful Client Engagements =  
Equal Energy Exchange

# This is What Happens When You Enroll Clients Well



*“Working with Tara has been transformational. I feel completely supported and held by her. She not only helps me with business strategy and tactics, but she also has helped me through my insecurity and overwhelm to feel confident and centered to effectively and efficiently touch more lives. After just two sessions, I got 8 new clients and I don’t believe I could have done it without her. I feel Tara is going to guide me to the next level of my business safely and swiftly.”*

**Jen Devilliers**

[Owner & Master Trainer, Prime Monterey](#)



# Are You Ready To Dive In?







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*Bridging The Gap*

Breakthrough Sessions



# Breakthrough Sessions

- *Complimentary 20-30 minute session*
- *Paints the gap between where they are and where they want to be*
- *Explores some ways to bridge those gaps*
- *They will get huge value, no matter what*
- *Their commitment level will be clear*
- *If it feels like a potential mutual fit, you will spend more time exploring working together*



# Making the Invitation

*“I offer a complimentary 30 minute Cycling Breakthrough Session and I’d be happy to have one with you.*

*In this session we will explore where you are, where you want to be and some strategies that you could use to bridge that gap.*

*If it feels like it might be a good fit to work together to bridge that gap, we will spend a few extra minutes exploring those options.*

*No matter what, you will walk away with some deep insight as well as some ideas that will help you achieve your goals.*

*Would you like to set up a time to meet?”*



# The Top Secret Formula (well...not anymore!)

- *Background Questions*
- *Issue Questions*
- *Implication Questions*
- *Commitment Questions*
- *Resolution Questions*



# Background Questions

- *What do you need to know about their background to help bring context to your work together? Examples could be:*
  - *“Have you ever had a cycling coach before? What worked/didn’t work for you in that relationship?”*
  - *“Have you ever competed? How long have you been competing?”*



# Issue Questions

- *What have their struggles, challenges, and pain points been that you may be able to help them with? Examples could be:*
  - *“What are your biggest obstacles/challenges with your current training regimen?”*
  - *“What stops you from moving forward toward your goals? What are your biggest obstacles?”*
  - *“What are your biggest challenges with (xyz)?”*



# Implication Questions

- *What are the implications of the challenges they are experiencing? What are the implications if they made shifts in these areas? Examples could be:*
  - *“How are these challenges affecting your goals? Your life? Your health? Your happiness?”*
  - *“If you could wave a magic wand and make it easy, how would you want it to be like instead?”*
  - *“What does it cost you stay stuck where you are?”*



# Commitment Questions

- *You want to make sure you ask at least one question that helps you understand how committed they are to making the changes they say they want. Examples could be:*
  - *“On a scale of 1-10, how committed are you to making these changes?”*
  - *“How would you describe your level of commitment to making these changes?”*





# Resolution Questions

- You want to present options to them to resolve these issues, in the form of a question. You don't want to assume there is interest and you don't want to fall into Sales Mode. Examples could be:
  - “If I were to lay out to possible options for us to work together to bridge this gap, is that something you'd be interested in?”
  - “If I could help you (list out what they say they need), is that something you'd be interested in?”
  - “What do you need to know to make this a powerful “yes” or a powerful “no”?”



# If They Are a Good Fit

- *Acknowledge them*
- *Invite them to be a client*
- *Keep asking the question “what else do you need to know to make a powerful decision?”*
- *Only offer to share your packages when they’ve asked OR they said “It’s a Powerful Yes for me!”*



# If They Need to Think About It

- *Set up a follow-up conversation the next day*
- *Ask them to think about what questions they have and bring them to the conversation*
- *If they need more time, tell them the impact of waiting*
- *Offer to brainstorm with them about how to handle a conversation with a spouse/partner*



# What If They Pull The Money Card?

- *Ask questions to ascertain if it really is a money issue or if it is a commitment/fear issue*
- *“If it weren’t for the money, would you want to move forward?”*
- *“What does it cost you – in time, money, energy – to do this? What is the cost of NOT doing this?”*

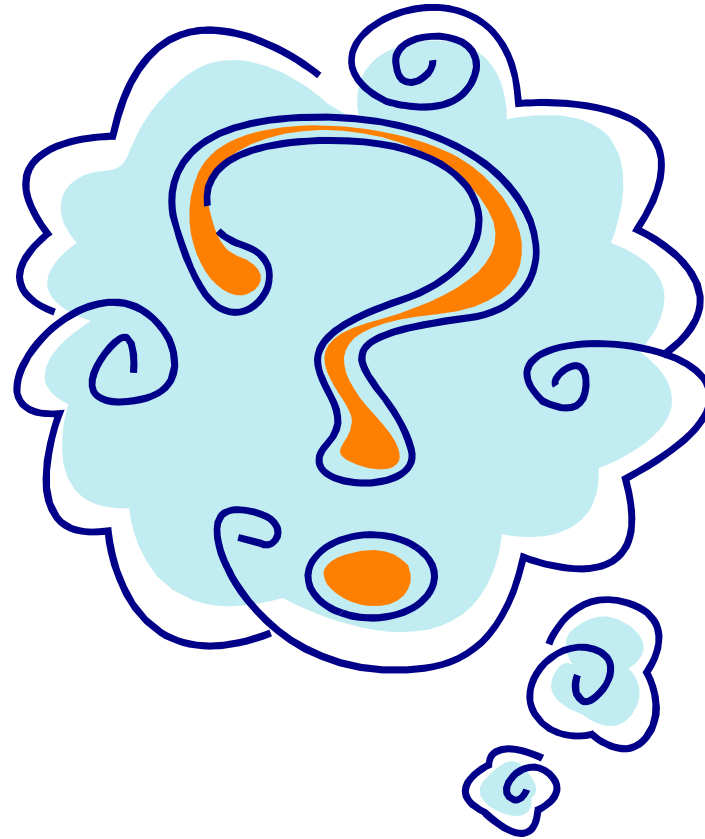


# Next Steps

- *Study my “Nail Your Breakthrough Session” Handout. My free gift to you!*
- *Build Your Own Customized Template*
- *Practice! Find somebody else here who you can role play with and get feedback*
- *Sign up for a Business Breakthrough Session with me*



# What Questions Do You Have?



# Stay In Touch

Tara Butler Floch

[tara@broadviewpreneur.com](mailto:tara@broadviewpreneur.com)

[www.broadviewpreneur.com](http://www.broadviewpreneur.com)

[www.facebook.com/BroadviewBusiness](http://www.facebook.com/BroadviewBusiness)

