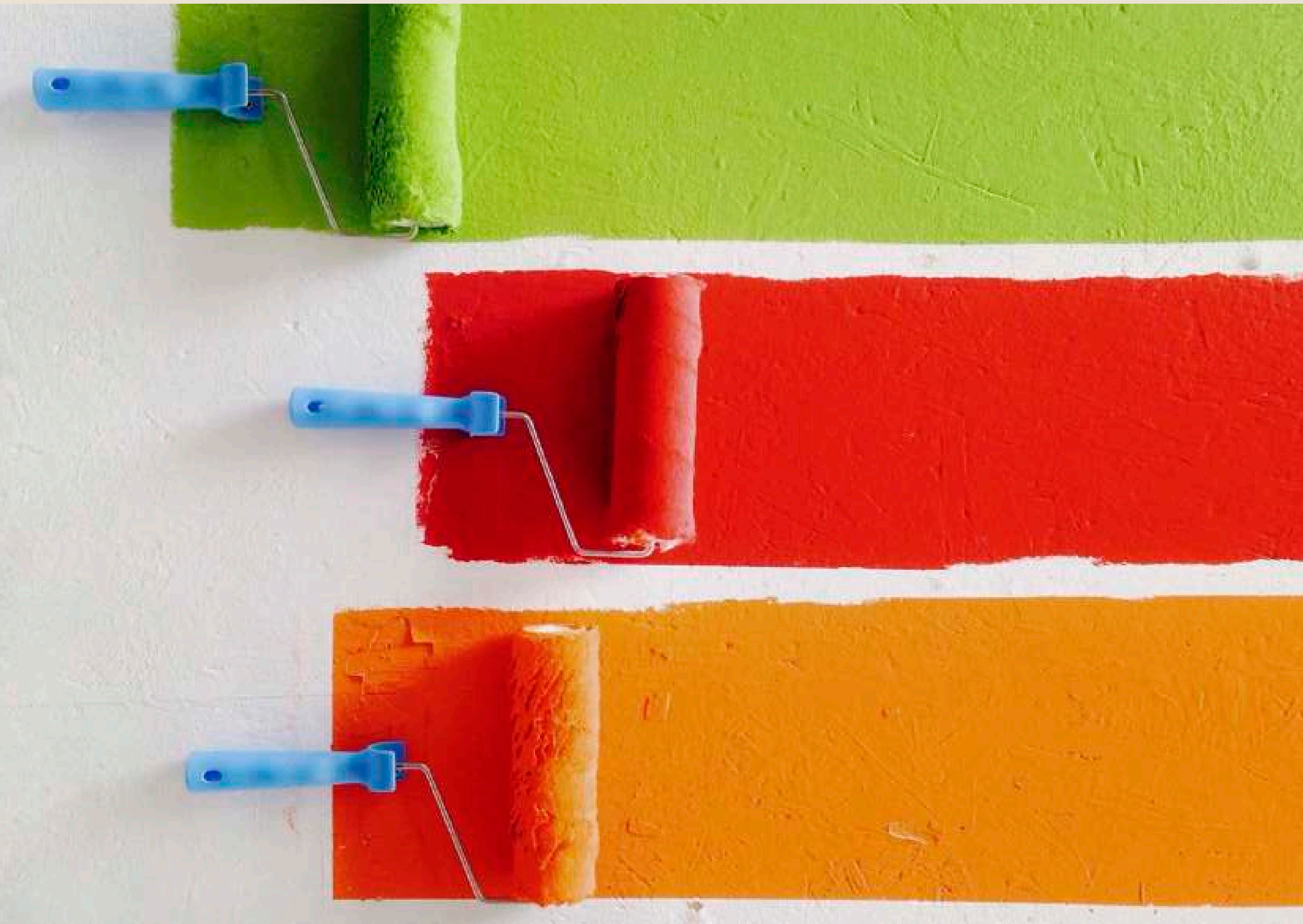
POINTS OF YOU®

Academy

Paying it Forward

How to sell

Points of You® Academy Workshops



Luck is what happens when
Preparation meets opportunity.

Seneca

Hello and welcome,

It's so good you are with us in this amazing journey.
Thank you for your partnership and for trusting us!
Since the Academy launched, we learned and grow. Now it's time to fly.

We created for you this booklet to share with you how to make your workshop's selling process juicy, inspiring and effective.

You will discover powerful sales-proven methods, tips, examples and even places to do it your own way. All of them will take your business knowledge to the next step.

Let's continue with a great job
Let's enjoy the process
Let's play,

Blessing and love ♥,
Efrat & Yaron
Founders of **Points of You**®

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Objectives

To train you with powerful tools for selling and filling up your workshops
To turn your sales process into a fun and inspiring experience
To motivate you to take actions

My Starting point: Change the Equation

Success = Results -> Wrong!

Success = Doing -> It's up to you!

It's a life journey…
Keep walking and collect YES's
You'll become better and better in the process.

Target Audiences

1. Professional Market
2. Corporate and Organizational Market
3. Individual Market

1. The Professional Market

Who are they?

Psychologists; life & business coaches; therapists; art therapists; educators; social workers; HR professionals, and more.
Any individual who works with others in groups or one-on-one in processes of personal development or empowerment. Organizations that educate professionals who work in personal and professional development are also part of the Professional Market. Each type of professional is part of a segment. For example, there is a Social Workers Segment, an Educators Segment and so on.
The professional market is a strategic market.

They are always searching for new tools and professional development.
They understand the value of what we do, interested in innovative tools and less price sensitive.

What's their incentive?

A Professional leap
New tools and methods
Ongoing professional development and supervision
Global networking & collaboration, Accreditations.

A Personal journey
"Me time" (Giving to everyone but not to themselves)
Inner Research
Inspiration and creativity
An opportunity to re-invent themselves
Believe that Everything is Possible!

A Sense of belonging
Join a global tribe with the same dream and mission:
A global movement that opens hearts, creates meaningful conversations and inspires people to make a difference.

Business opportunity
Offer new products & training to existing clients + find new clients
To stand out from the rest
Sales & Marketing support

2. The Corporate & Organizational Market:

This market is searching for two things:
1. HR and Training departments are always looking for training & tools to develop and empower their employees, teams, and executives, for interviews, ice breakers, team building, leadership development, new employee on-boarding, and more. Our tools and method can be facilitated by team leaders, managers, or trainers. They offer a unique and powerful learning experience.

2. Companies are always looking for gifts for their employees, managers, executives, and clients. They're looking for something juicy, different and that really brings an added value. our tools are exactly that.

3. Individual Market

Mostly women who are interested in self-development, of middle to high socioeconomic status, design-minded and think outside of the box. Mainly between the ages of 30-50.
Some of our workshops may be considered expensive for this market. If so, you can emphasize that the Academy workshops already include the tools and concept pack in the registration cost.

Potential Target Audiences

Coaching Organizations

1. International Coach Federation (ICF)
Phone: (888) 423-3131 (USA)
Email: icfoffice@coachfederation.org
www.coachfederation.org

2. International Association of Coaching (IAC)
Email: membership@certifiedcoach.org (USA)
www.certifiedcoach.org

3. Center for Credentialing & Education TM (CCE ®)
Phone: (336) 482-2856 USA/Canada
Email: cce@cce-global.org
www.cce-global.org

4. The European Mentoring and Coaching Council United Kingdom
Phone: +44 (0)1628 661919 (UK)
www.emccouncil.org

A list of 419 coaching schools worldwide:
http://www.peer.ca/coachingschools.html

Leading coaching schools and academies

1. CTI-The Coaches Training Institute
http://www.thecoaches.com/

2. Erickson Coaching International
http://erickson.edu/

3. iPEC Coaching
http://www.ipeccoaching.com/

4. Coach U
http://www.coachinc.com/

5. Coachville
http://www.coachville.com/

6. Adler coaching school
https://www.adler.ca/

7. inviteCHANGE
www.invitechange.com

8. The Coaching Academy
http://www.the-coaching-academy.com/

9. Action Coach
http://www.actioncoach.com/

Coaching Resources and Services
http://choice-online.com/resources-and-services/

Coaching industry reports
1. 2012 ICF Global Coaching Study
http://goo.gl/ufFZUk

2. Life Coaches in the US: Market Research Report
http://goo.gl/bVXjBu

3. Top 10 professional life coaching myths
http://goo.gl/5LDB82

4. Executive Coaching Survey
http://goo.gl/Npt7RJ

Find a coach
1. https://coachfederation.org/
2. http://www.findacoach.com/
3. http://www.noomii.com/
4. https://www.lifecoachhub.com/coach-directory
5. http://goo.gl/VJIKtU
6. http://www.actioncoach.com/
7. https://www.adler.ca/professional_coaching_find_a_coach.jsp
8. http://www.noomii.com/business-coaches
9. http://goo.gl/2zoC6S
10. http://www.peer.ca/findacoach.html
11. http://www.lifecoach-directory.org.uk/articles/business-coaching.html
12. https://goo.gl/95RVJl

Marketing

Marketing research

Click here to read about Top 9 Market Segments for the Self-Improvement Industry

Marketing approach

1. One by one - Contacting by phone/email/F2F an individual professional and reaching out. This channel is also called "Bottom up" because the professional you connect with will expose you to their colleagues and to the relevant people on the corporate ladder.

2. Professional Schools; Academies, Associations, and Companies - Connecting with the right people in these organizations who can expose and recommend you to 100's or 1000's of professionals (their existing trainers, members, students, graduates). This channel is called "Top-bottom".

Marketing channels

Here are questions you can ask yourself for mapping your marketing channels
- Which websites/portals exist about the relevant segment? (like coaching, therapy, etc.)
- Which professional magazines, blogs, newsletters, Twitter users, etc., are relevant?
- What are the 20 leading schools, associations, academies...?
- Which big events and conferences are planned for this segment?
- Which websites provide you with contact info for professionals?
- What are the leading training /consulting /coaching companies in your region?
- Which Facebook fan pages and groups are relevant? LinkedIn?
- What are the leading online shops that provide products and services to this market?

How Do You Market Yourself?

It's your time to map the channels you are using.
What works well for you?

1. ....

2. ....

3. ....

4. ....

5. ....

What works less well for you and why?

....

....

....

....

....

What actions do you think you can do to promote yourself?

1. ....

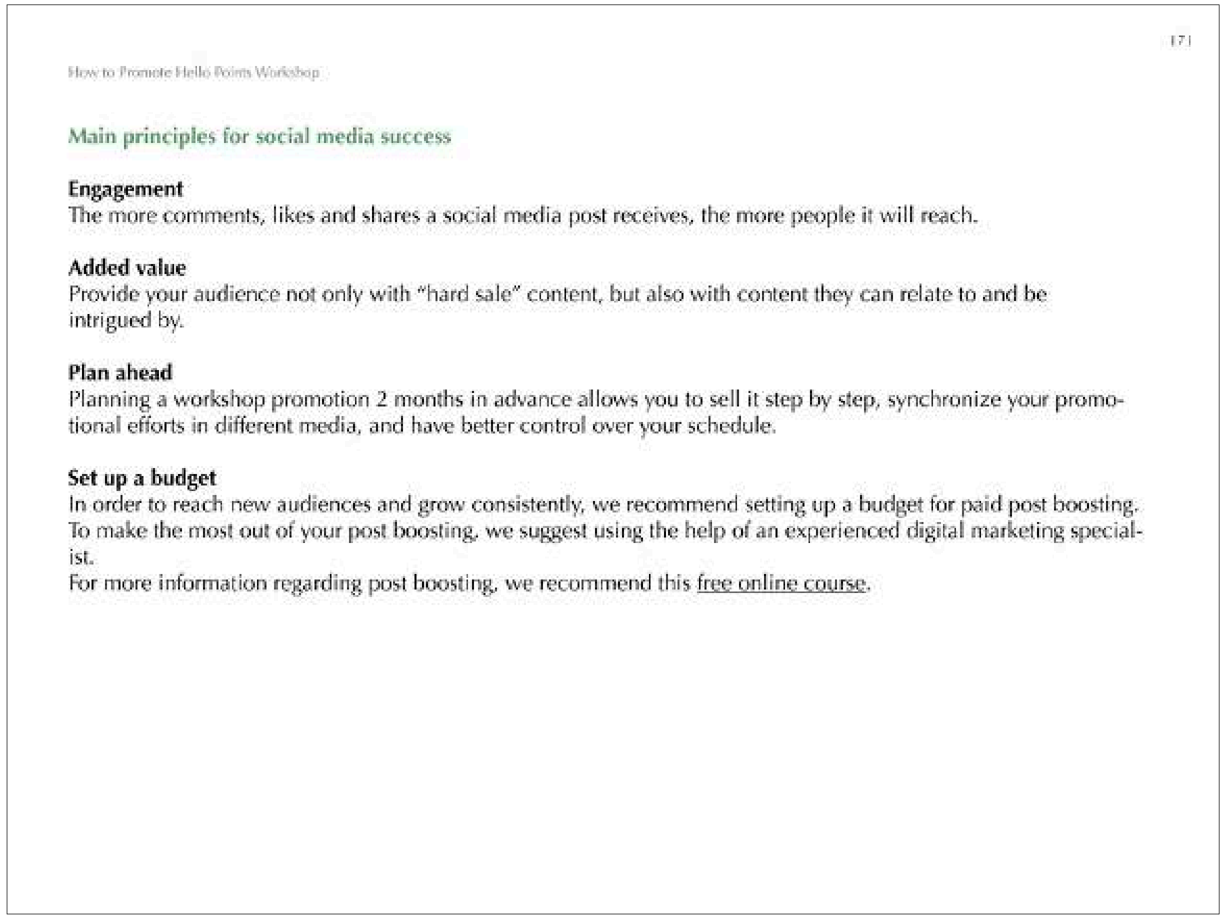
2. ....

3. ....

Level 1 Hello Points Marketing guide

The guide gives great ways to market yourself in Facebook campaigns and social media.
Think about how you can implement the **Points of You®** marketing guide with your existing marketing channels.

Here are some examples from L.1 Hello Points Marketing Guide:



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How to Promote Hello Points Workshop

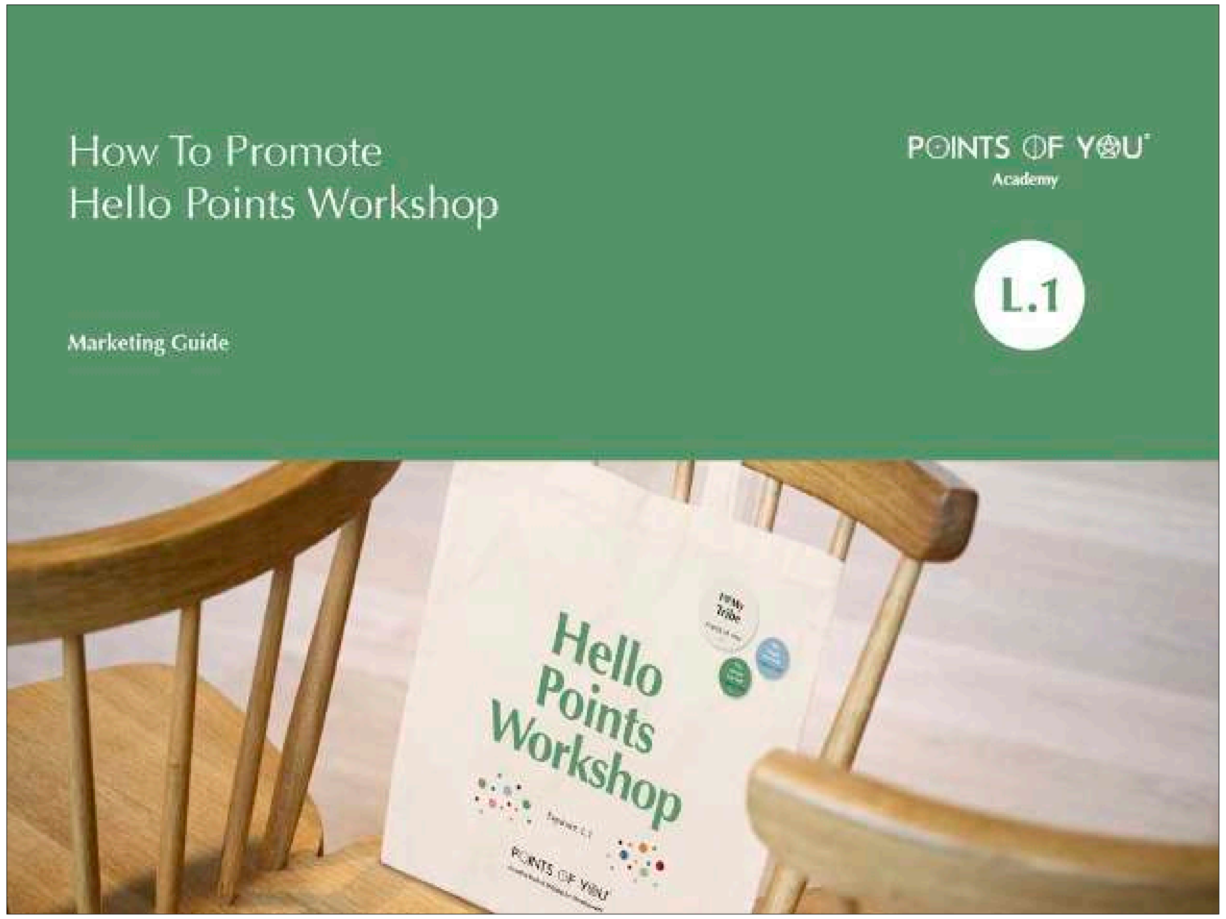
Main principles for social media success

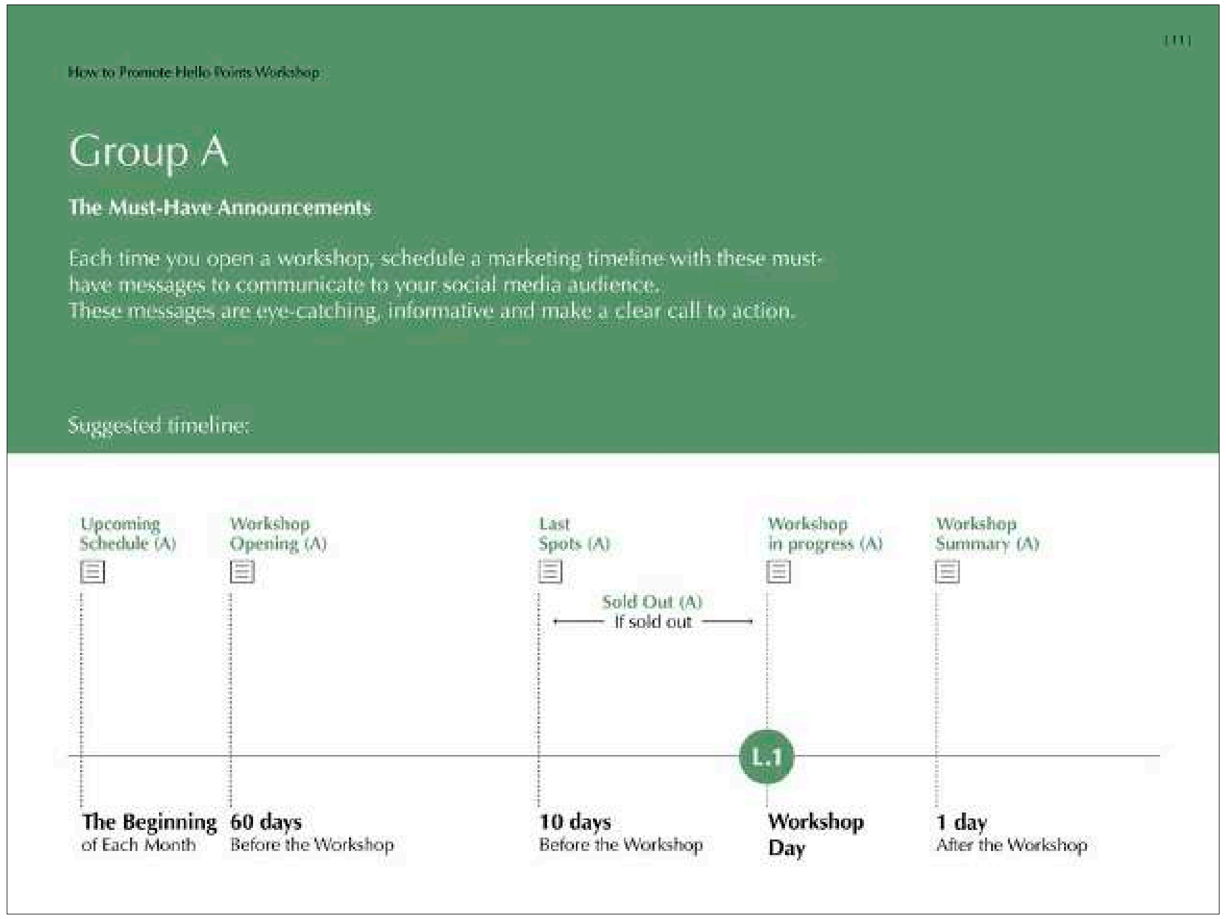
Engagement
The more comments, likes and shares a social media post receives, the more people it will reach.

Added value
Provide your audience not only with "hard sale" content, but also with content they can relate to and be intrigued by.

Plan ahead
Planning a workshop promotion 2 months in advance allows you to sell it step by step, synchronize your promotional efforts in different media, and have better control over your schedule.

Set up a budget
In order to reach new audiences and grow consistently, we recommend setting up a budget for paid post boosting.
To make the most out of your post boosting, we suggest using the help of an experienced digital marketing specialist.
For more information regarding post boosting, we recommend this free online course.





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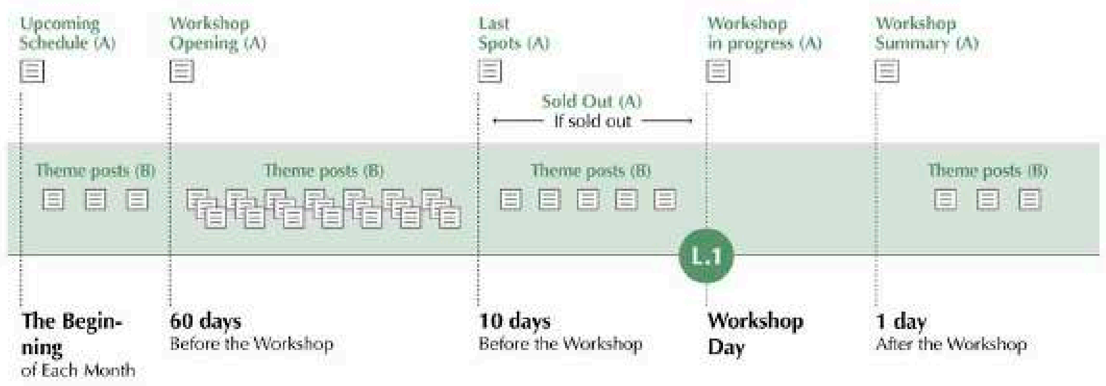
L.1 Hello Points Workshop Marketing Kit

Group B

Content Themes

Informing your audience of upcoming workshops is vital, but it isn't enough. Attract your followers to Sign up for one of your workshops by telling the story of **Points of You®**, provide further information, excite and inspire.

Use Content Theme posts to fill in the gaps between your Must-Have Announcements.



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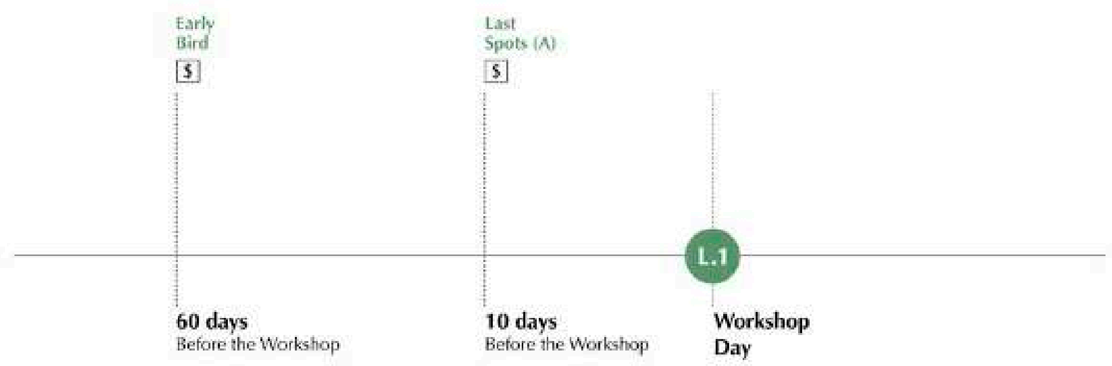
How to Promote Hello Points Workshop

Social Media Campaigns

Using paid social media campaigns boosts up exposure dramatically. In these guidelines we will focus on Facebook Ad campaigns. It is an excellent way to reach new relevant audiences. These campaigns are focused, have measurable outcomes, and can help increase registration considerably.



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How to Promote Hello Points Workshop

Group B - Content Themes

Make your social channels stand out by sharing inspiring content and attractive descriptions of your Hello Points workshops. To help you achieve this, we have prepared a bank of ready-made content themes, each with multiple designs from which to choose. We recommend using 1-2 versions of each theme every month, in order to avoid overuse.

1. About the workshop
A creative description of the Hello Points workshop

2. What will I learn?
A preview of **Points of You®'s** unique method

3. Training includes
A focus on **Points of You®'s** powerful tools and exclusive Hello Points pack

4. Meet the facilitator
Present yourself as a member of the **Points of You® Academy** facilitation team

5. Inspirational quotes
Give strong added value and capture the unique spirit of Hello Points workshop

The Sales Process

The Client's Journey
1. Collecting data
2. Reaching out
3. Sales meeting

In future sessions we will also discuss:
4. Post-workshop - Up sale for the next Academy level
5. Building your own Points of You Community
6. Mentoring your community members to build their own Points of You Community

1. Collecting Data

Three kinds of databases:
1. Initial: This is the Excel sheet you create from scratch in the beginning.
A list of at least 200 names; Professionals and other relevant contacts.
2. Living: You are constantly adding to and enriching your initial Excel sheet.
Every professional you encounter and communicate with, formally and informally will be added to this list. This is a list of any relevant person with whom you've ever connected, who is not your client, yet.
3. Client: A list of all the people who have already purchased anything from you (product or service). You will come up with the right offers and deals for this network and find ways to encourage them to feel and be a part of the **Points of You®** tribe.

Using a quality database
The most important first step to starting to market is creating a quality database.
Even if you don't market well, but you reach out systematically to your database, statistically you will succeed and grow, just based on numbers.
A good initial database starts with a minimum of 200 potential clients. If you can have an initial 500-1000 potential clients, then you can be relaxed because your marketing work is going to be much easier than you can imagine.

4 key points to use your database successfully
• Precise – Make sure you collect the right contact people and correct info
• Personal – Find a significant detail about the potential client
• Documentation – Record and summarize your interactions
• Follow up – Make the best out of your list and sell easily

Minimum Info (columns in your Excel sheet)
Date, Name, Phone Number/Skype, Email and Remarks
We recommend that you also have any info that can support your sale by having a better understanding of the potential client and their needs: Website, Facebook/LinkedIn, Country, City, Client's Key Words...

Things to think about as you prepare to contact people in your database
You need to be concrete or your effectiveness in reaching out will be very limited. Before you work on your database, be very specific about what you want to offer. Focus on one thing to start.

Ask yourself these 3 questions:
• What exactly do you want to offer your potential client? What is the service? (Join L.1 Hello Points Workshop or L.2 Creative Practice Workshop)
• How can they benefit from connecting with you?
• What is the main marketing message that you want to deliver?

Here is an example of how to manage your data in a simple and clear Excel sheet.
Create one for yourself according to the following topics:

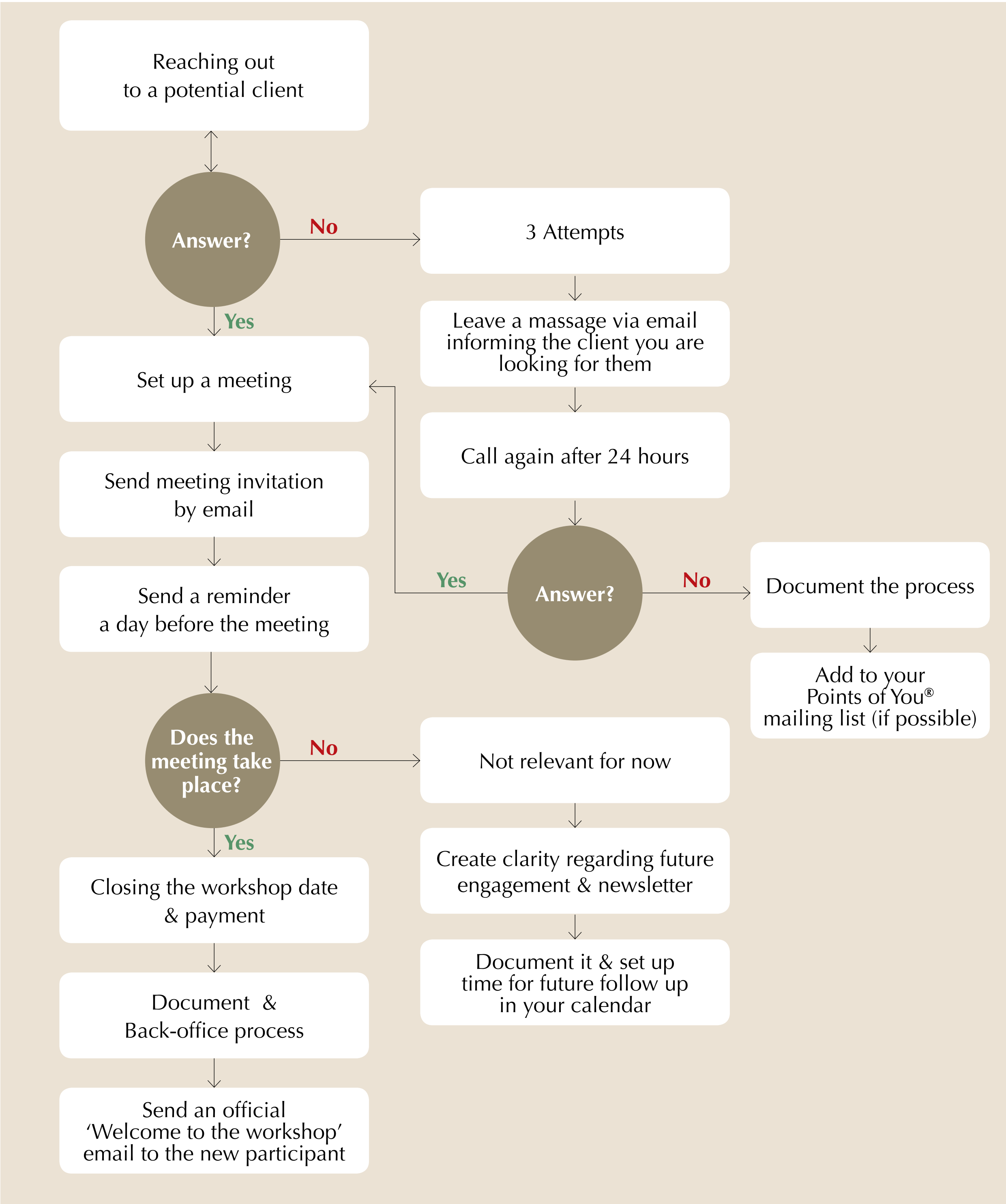
Segment
Lead source
Data added
First name
Last name
Email
Company
Position
Website
Skype ID
Phone
City
Country
Key phrase
Last action
Next action
Notes
Facebook
LinkedIn

TIP:
Look into the segments in your area i.e. how many coaches, psychologists, therapists, consultants, educators, business trainers, etc., are there in your region? Organize your database by segments.

2. Reaching Out

Two main ways to actively reach out to new clients
1. Phone
2. Message - Email / Facebook / WhatsApp / LinkedIn
3. Face to Face - conferences/exhibitions, seminars, networking events...

Reaching out to your potential clients flow:



Challenges you might face when reaching out by phone/Email

1. Out of the blue
The person you are reaching out to doesn't expect to hear from you and maybe wasn't interested before you contacted them. You need to create/arouse curiosity in a very short time.

2. No eye contact
You can't see their body language; you can't collect info from observing their surroundings. You have to use your listening skills and ask the right questions.

3. Short window of listening
Every day, each one of us is bombarded with countless messages that are trying to catch our attention. We are overwhelmed. We don't have spare attention to waste and if something demands more than a few seconds, we tend to avoid it.
You have a few seconds before the person on the other side will decide if they want to hear more or not.

4. Limited influence
Because of all the above and because there is a physical distance between us and the potential client, our ability to convince them and to influence how they receive our message is limited.

5. No, no, no, no, no, no, Yes
You might hear a lot of no, not interested, no answer, don't have time...
Sometimes it can be exhausting, especially if you take it personally. The main thing is to remember it's a game of numbers. Statistically, some people will say no and some will say yes. Focus on collecting the Yeses'! By the way, maybe, is not a part of the statistics.

Key points to succeed in your initial contact phase

Make it fun
Enjoy the process of contacting people, be connected to the added value that you want to give them. Also, make your working environment a fun place: put happy and inspiring notes for yourself, have some snacks you like, put music and dance... ENJOY the process!

Be Database (DB) Ready
It's important to make a distinct division between the mode of being that you are in when creating the database compared to when you are contacting the people in it. When you are contacting people, it's important to stay in the mode of interacting, high energy and to stay focused. It is important not to be in a technical mode.

Collect significant pieces of info
While you are creating your DB and researching potential clients, always keep these 3 things in mind:
1. Is this someone with whom I would really like to connect?
2. What's important / what will motivate this potential client?
3. What can we do together?

Be Clear
Before reaching out, you need to be clear about your goals and objectives: How many people do I want to reach out to today? How many presentations do I want to do today?
You need to know where you are aiming.

Be Systematic and Organized:
Make sure that you have an effective system:
when are you going to do the documentation of every call/ message?
Are your Excel sheets organized well?
Create a Follow-Up list...

The structure of an effective reaching out message
Messages should be: Short, Precise and Engaging. You need to create curiosity on the other side.
There are 5 stages in a successful reaching out script:

1. Opening
Be Unexpected but Precise! Catch the person's attention and make them curious to know more.

2. Short introduction
Briefly introduce yourself and your profession.

3. Purpose
Why are you contacting this person? Briefly explain the purpose of this initial contact. This can be a place to use the detail you collected about the potential client during your research phase.

4. Call for action
Suggest a date, time, phone / Skype...

5. Closing
The potential client needs to understand and feel that a meeting with you is unique and extraordinary. They need to get excited!

TIP: People don't read long emails; they get so many! In a good scenario, they will say, 'I will come back to this email,' and they never do. Or, they are not going to look at it at all. If you are going to write exactly like everyone else and even your opening looks standard - that's it. You've lost them.
So, all the things that we mentioned so far: to be Unexpected but Precise; that we have a very limited time before the client is going to give up; how we have to bring high energy and make them feel that there is something special here.
The most important thing is that it should be short and precise.

Here is an Email example for reaching out with a potential client:

Hi Tim,
Nice to e-meet you.
My name is Yaron Golan, I work with Points of You® Creative Tools & Training for Development.
We are doing very inspiring things worldwide. (See attached).
I'm reaching out to you because I came across your website (I love the design!) and there was one sentence that I really identified with – "Yet the more I did it, the more I began to believe it might be my life's calling."
I have some interesting ideas about how we can collaborate. I would really love to explore the possibilities with you. How about speaking via Skype?
When's a good time to talk?
Looking forward to hearing from you!
Best regards from sunny Tel Aviv,
Yaron

Write your reaching out email

It's time to create yourself an email template.
Think about the objectives and values you want to put inside the text and create inspiring text for your potential L.1 Hello Points and L.2 Creative Practice clients.

Be creative.

My L.1 Hello Points email:

My L.2 Creative Practice email:

Please find attached some more inspiration here and see how we do it:

1. Setting up a meeting
2. How To Sell L.1
3. How to Sell L.2

The Sales Meeting

The sales meeting has a clear structure based on 4 stages:
1. Bonding
2. Questioning
3. Guiding
4. Closing

We also add a bonus stage where the potential client gets an experience with our tools.

1. Bonding

Goal:
Make an authentic connection, a feeling of a long journey together that starts today.
Work with what your potential client brings, reflect and develop it:
- Their energy level.
- The content – what they say, the things they choose to share with you or mention. Also, the way they express/tell their content: voice, loud/quiet, intonation, emotional/logic…
- The camera frame: How does it look? What can you see in the background?
- Any important/interesting detail you notice? How do they dress/look?

This stage starts with the understanding that people only buy from people they know and/or people they like and/or people they trust.
The purpose of the bonding stage is to establish a relationship, to establish trust, to move away from the energy of selling. More than anything else it's about the human encounter.
Be willing to 'strip off' and to be vulnerable. Bring your own authentic feelings to the conversation and share something about yourself.
Whether we work together later on or not, it doesn't matter. We are creating "personal encounter vibes" and delivering them subconsciously and consciously, verbally and nonverbally. Our approach is the big picture. We are in the business of making a difference, of making a change, of building a community of people all over the world who are about this change. So, if I look at the big picture, it doesn't matter if this person buys from me or not. I am going to give them the feeling that no matter when - I am here for this person. I have the confidence, that it's just a matter of time until we work together. If not today, then tomorrow. If not this week, then next week. If not this month, then next month. If not this year, then next year. If not next year, then in five years. It's a marathon, not a sprint. This is what I am communicating the whole time. We are planting the seeds for something that can be significant in the future.

This is also a stage in which you can collect lots of information, in a passive way. This means collecting information just by observing and listening - using your eyes and ears and noticing the details.
During this bonding stage, you are starting to create a profile of the person in front of you, but only in your mind. Even if you identify a significant detail at this time, you are not going to do anything about it, yet.

Example:
I might come to the office of an HR manager or a coaching school. When I get into the room, I start to look for information that may be valuable for me. It can be personal information; it can be a painting on the wall with this person's signature. This could be a great subject for starting a conversation. Again, this is taking the conversation from the business side to something more personal. I'm looking for leads to deepen our encounter.
It might be something even more relevant to me. I might look around the office and see a board that has goals, targets or objectives. I might know how I would be able to help them, but at this point, I am just collecting data. I am not doing anything.
I might even hear a phone call when they are fighting with a manager or employee and I can understand the frustration or dilemma, but I don't do anything. I might show empathy when they finish the phone by saying something like "It's not easy, huh?" But I don't go into details yet.

Two things to be aware of:
- If you extend this stage too much it might be too sticky. It might be too boring; it might be plastic. The person might think you are not being authentic. It needs to be the right length of time.
- Most of us tend to run to the bottom line. Most of us do this stage for ten or twenty seconds and then we go straight to the formal. Don't go there. Don't do it. Be aware that if you run too fast to the Tachles - you might have problems later on to close the deal, you are going to have resistance, because you haven't built up real human trust yet.

How not to build trust?
- Forcefulness and "My way or the highway" approach.
- Interrupt the other person when they speak.

How to build trust?
Trust is built without words!
- Listen to what the other person is saying with all of your heart and intention.
- Show interest, ask questions – try to really understand the person in front of you.
- Show empathy.
- Share about yourself, be vulnerable and allow yourself not to be perfect.

You need to control all the verbal and nonverbal communication. Pay attention to your handshake, your sitting posture... In video calls: pay attention to your camera frame, what would you like the other person to see behind you?

20-30% of the length of the meeting should be spent on bonding. The main thing that usually closes the deal is because of the bonding, because of the trust that was built. It's because of the feeling that they want to work with you in the long-term. Think about it, in our field, in coaching what we really do is give a promise. We say 'I'll do this; we'll do that; you'll improve; etc." It's not something that they can objectify. It's not something that they can quantify. The main thing to help people make the decision to work with you, is the belief that you are a person that is reliable, serious, human, sensitive, seems like someone that they really want to have by their side. Even if they don't really understand what the process will be, they will feel confident in walking the path with you.

Shifting sentence
After giving the time for bonding you close this stage by introducing yourself briefly, giving a few sentences about Points of You®, sharing the objective of your meeting and passing the ball to your client – moving to the questioning stage.

This is what it looks LIKE:
So, I'm very happy to meet you this morning, let me introduce myself and Points of you briefly:
I'm Yaron, I have been a business coach for the last 15 years, working with companies of all sizes, mainly with c level executives… I'm also a Points of You Expert/practitioner…
besides that, I'm a father to 3 amazing boys.
In Points of You® we develop creative tools & training for inspiration, learning and development.
Our tools are available in more than 25 languages and are distributed in more than 150 countries.
We work with thousands and thousands of professionals worldwide, with organizations like Intel, Google, NASA… and with individuals.
Our tools and methodology are based on phototherapy, mindfulness, music, and storytelling. They are very innovative and powerful.
We have our Academy which is 4 levels of knowledge,
each level has its own unique training program.
My objective today is to learn more about you and the work that you do, to tell you about our Academy L2 training you inquired about – Creative Practice Workshop– and to explore together with you the opportunities to collaborate.
Lots of exciting business and professional opportunities!
(Pause 2-3 seconds)
So, this is a bit more about us, please, I would love to hear more about you…

2. Questioning

Storytime
A man who doesn't have good eyesight goes to the ophthalmologist.
He tells him "I don't see well." The ophthalmologist, without examining him says right away: "Oh, it's great that you're here, I have the perfect glasses for you!
They're perfect for you! Put them on!"
The customer puts them on and doesn't see anything and says, "No Sir, no Sir, I can't see anything!"
"Don't worry about it, just put them on, just look, everything is okay," says the doctor.
So, he looked and he didn't see anything. "Doctor, I don't see anything!"
"Listen, think positively. Believe it! You will see!"
But the man cannot see anything.

The moral of this story: We don't trust people who give us solutions before they've examined us or before they understand us.

Asking questions is how you do your examination and diagnose the person. What are the hurt places, the dilemmas, the aspirations of the person that you are sitting with? This is what gives you knowledge of the kind of solutions that you can give them.
But right now, you still do not give any solutions.
Something very important about this part is not to give the person the feeling that they are under interrogation. Be aware that you are not asking too many questions. Also, don't ask stupid questions. Don't ask rhetorical questions. Don't ask questions where the answer is silly, this will make you look silly.

This is a very active stage. I am now starting to understand the person very personally. This is where I am starting to understand the story of the person I am meeting. Not just the personal side but really to understand what kind of work this person is doing, where are they going... So, I am trying to collect as much information as possible. I am not giving answers, even if I have the best answers in the world, even if I have the best solution, I am not doing anything yet. I am asking the question and then I shut up.

Sit back - gather more info about your potential client:
What do they do? What are their real needs? What are they looking for?
What is important to them?
Be aware of their expressions and tone, body language, non-Verbal, positive presence.
Listen to the words closely to sharpen key statements with key questions.

Here are some questions to ask to understand where your potential client is today:
- Please share with me anything you want about yourself (freestyle, no explanations)
- Tell me more about the kind of work that you do...
- Qualifications? Connect current job to studies.
- Methods - your own or others?
- Are you using any tools in your processes?
- Do you work one on one or with groups?
- Who are the clients that you are working with?
- How do you reach your clients?
- What kinds of solutions do you give them?
- What are the challenges that you are facing the most today in your work?
- What are you not completely satisfied with?
- What things would you like to change?

• What is lacking, what is missing?
Sometimes you will get answers about their method/coaching schools/tools that they are using and that you don't know. It's ok to admit that you don't know and to learn from them. Another option is to ask your team and explore it after your meeting.

When you hear/feel from their answers that there is more than what they are telling, say:
It sounds interesting, can you please tell me more about it?

Whenever it's needed, use reflection:
Let me check that I understand you correctly, what you said is…. is that what you meant?

Here are questions about where they would like to be, it starts with this sentence:
I*f everything is possible and you have all the resources that you need, all the money, time, team… what do you really want to do?*
How would your practice/business look in 2020?

Encourage them to fly with their thoughts, ideas, DREAMS!
Make them feel that everything is possible.

The last set of questions can be about –
how to reach from where you are to where you want to be:
• What needs to happen in order for you to be where you want to be in 2020?
• What is missing in order for you to be where you want to be professionally/ business wise?
• Are you at a time in your life that you feel ready to go all the way and follow your dreams/ heart?

By asking the relevant questions you are already starting to work with the client, you are giving them service. You are turning the meeting with you into a meeting that really gives the other person added value.
Just think about it - for us, these questions may seem so obvious. But for someone that is in the process of a dilemma or is really struggling with something, you come and ask these kinds of questions, sometimes just by asking these questions, you can change someone's life. So, these questions are very important.
If you have questions that might be challenging, don't give them up. You might want to ask permission to ask challenging questions. But these questions are the ones that are very important that give the other person the best service. Just by giving the other person the best service, you are showing them that they can really work with you.
This is also part of the bonding. If you have something that is confronting just say:
"I have something that might be a little confronting, but I think it is important for you to observe it. Is it okay that I will share it with you?"
Once they approve, then ask. Just go with it.

If you have time for an experience and you think it's precise, here is a **Shifting sentence**:
"Thank you for sharing with me and for allowing me to get a glimpse of your life…
I feel privileged.
I would like to invite you for a taste of The Coaching Game, one of the tools we are using in the Hello Points Workshop and to play with me.
You can choose to focus this short session on one of the things you just talked about or anything else about which you would really like to expand your point of view. I will support you in the process and will do my best to help you gain some insights from it. What do you say, can we play together?"

3. Guiding

Now it's time to connect all of the info you collected about your potential client (current professional/ business status, needs, dreams…) with our solutions.
Interact with high energy and confidence… make them excited!
Through your guidance you can connect everything you say to what your potential client mentioned during your meeting – what they are dealing with/ looking for.

For example, if you are coming to sell or promote L.1 Hello Points Workshop / L.2 Creative Practice Workshop you might say:

Example 1:
Do you remember when you said that you find yourself many times being very verbal and logical? That you find yourself doing things that are very practical and you want to give more to the experiential side and make things more creative and juicier and fun? This is where the L.1 Hello Points Workshop can be very valuable to you. It's a light, exciting and fun experience and also very practical; you can use the tools you will get in different kinds of settings and very easily integrate it into the work you do today and upgrade it!

Example 2:
You mentioned before that you want to work with a big group but so far you are just working one on one. The L.1 Hello Points Workshop is a great platform for working with groups; In the workshop, you will experience and learn different templates for working with groups that you can integrate effectively into your practice. You'll find that it's easy and fun, yet very deep. Do your first steps with Points of You toward working with groups.

Example 3:
We believe that the best way to learn our tools is by experiencing them yourself.
This is why we have 2 parallel processes in L.2 Creative Practice Workshop:
You will experience our tools on your own personal/professional issues-
Lots of diverse workshops and activities that will give you deep observations and insights about your life. It's a rare opportunity to take a pause of 2 days and to really meet yourself and parts inside of you that you have forgotten about, or maybe didn't even know are there.
You mentioned before that you are looking for the next level in your practice and that you are really looking to find a new horizon for your business – the Creative Practice workshop can help you go deep into yourself, your dreams and passion and at the same time you will learn how to use our valuable tools and to make them a significant part of your tool kit.

Example 4:
You mentioned that as a team leader, you want more tools on how to facilitate and how to work with your team in order to have better communication between you. I have an amazing L.2 Creative Practice Workshop that gives exactly these kinds of solutions. You come for 2 full days; it's a sixteen-hour workshop + 2 hours of online training, and most of the participants are also team leaders, coaches, therapists, trainers. During these 2 days, I am going to teach exactly how to use The Coaching Game tool with your team, in different kinds of settings. How to use it for more dynamic work. How to create for your team the right space to open up and to share. How to do closures in your meetings. How to use it for interviews. This is exactly what we do in my L.2 Creative Practice Workshop.

This is the time when you connect your talk about your kind of work and your kind of solutions to the client. In this stage, you have to be aware of your energy level. This is where you need to interact with high energy; with excitement! You need to deliver this message with the words that you choose to share, but mainly with your energy.
You need to make the client excited. You do this by getting excited yourself. This is where you need to convince your client that you believe 100% in the promise that you are making; that you can really fulfill this promise.
At this stage, you might get some sales signals. Different kinds of questions that the client is going to ask you that will give you an idea that the client is ready to move forward. These tell you that the client is ready and that you can move to the next step.

Sales Signal Questions:
- So, how much does it cost?
- So, when is the next course?
- How many people are in this workshop?

In this stage, you should deliver again the idea that we are building a community, a tribe, and about being a marathon runner. To give the client the feeling that no matter what happens right now, they need to understand that even if they only plan to attend the first level; Hello Points Workshop, the relationship is just beginning.

You might say:
For me, our relationship is just beginning. It's not ending now when you are registered to my workshop. I am available for you, for anything that you need. For example, if next week or in two months after the workshop ends you want to deliver a session to your team and you need support, you are most welcome to email me or call me.
I can share some tips with you.
I want you to understand that I am going to be here and support you in anything that you need because again, I am building a community of people and inviting you to be a significant part of this community.

Again, this establishes trust. It gives the feeling to the other person that you are not just trying to sell and leave. This is not your purpose.

Notice if you established the bonding stage well. If the person on the other side doesn't feel any commitment to do work with you, it means you didn't touch their heart. Then, it doesn't matter what you are going to say. You can say anything, and if they do not listen then it's not going to work.

Shifting sentence:
How does it sound so far?
Any questions, thoughts?
Do you see professional/personal value in attending the Hello Points/ Creative Practice Workshop?

4. Closing the Deal

The purpose of this stage is to create clarity about how we move forward, or not.
Closing doesn't mean they agreed to purchase the tools or training.
It means there is clarity. Yes or No. If "yes," then what does it mean? to close all the details and be clear how to proceed.
And, if "no," then what does it mean - not relevant now and if it will be relevant in the future.

Most of the time, we need to take the client into the closing stage; they will not go there by themselves. Your job at this stage is to ask some kind of closing questions and to bring any resistance that exists to the surface, to make them feel comfortable to share their concerns (if they have any) and to address each and any issue they might have regarding moving forward and signing up.

This is the place where you need to lead. Don't sell something they don't need or want. Some people want to take part in that, but they need you to take them there a little bit.
You will need to find the best closing for you.
You might need to practice a little bit. But, once you do it, you will increase the people who tell you: Yes! That they want to join and be a part of the Academy and tribe.

YES has 3 options:
- Joining L.1 Hello Points /L.2 Creative Practice workshop and closing payment now.
- Wants to join, needs to check some details (days off work) pays now a deposit of minimum $200 to secure their spot.
- Not sure yet about the training but wants to have another meeting with you in 2 -3 weeks.

The decision they make should be logical but also emotional and from their guts!
Be precise to distinguish which YES you are aiming for and which way will be the best for you to bring your client to a workshop.

Use those techniques to know if the resistance is false or true. See page 36 for more info about resistance.

1. Agree on the principle and asked them to put money/time issues aside.
For example:
"The training is too expansive"
You: *Let's put aside the money for a minute – if you look at all the things we talked about; do you see value for you in this training? Do you think this training will help you gain X, X, AND X?*
If the client says that they don't see the value, then it means that this is a false resistance, that the client wasn't convinced and didn't understand the value and probably, even if you give it for free – they will not take it.
In that case, you need to go back and explain the added value the client will get from the training.
If the client says they understand the value and would really like to join – then the resistance is true and maybe offering the client a payment plan will do the job.

2. If…. Then…
For example:
the Client says: I need to consult with my partner about going to the L.2 Creative Practice Workshop.
You: *That's great. A question, if your partner were here and she said that the workshop is amazing and that you should go. Would you sign up?*

If the client says yes, then it is a true resistance, they understand the value but need to consult with their business partner.
If they say no, then it's a false resistance, the client doesn't understand the value and is just looking for a way to disappear. In that case, you need to go back to the bonding/questioning/guiding stage and make the value from the training much more concrete and clear.

You can also say:
- *We have clients who felt/thought the same… and today, after finishing the workshop…*
- *I trust myself enough to tell you – trust me….*

Your goal is to help your potential client to get into a point that they can really choose.
No matter the content of their choice (YES or NO).
Make them understand they have the power to choose and not to give excuses such as:
"I really want to, but I don't have the money/ I can't leave work…"
If they really understand the value of how this workshop can contribute to them – we can find solutions together and make it happen!
Make them excited about this process and about the journey we are going to do together… make them confident and excited about saying yes!

Important:
If needed – set up another meeting and make sure you send your potential client off to warm up with the decision, so when you do the 2nd meeting they are ready to choose YES!
Invite them to do different calculations till your next meeting, check hotel if needed, consult with their life partner/colleagues + invite them to be connected to their feelings about this opportunity, to be connected to their intuition and gut.
Ask them just to be with whatever comes up and that in the next meeting they will have the chance to share with you and choose.

After the video meeting:
- Write every detail you can in your client relationship management CRM system / Excel.
- Send your potential client a summary email / welcome email.
- Set up a reminder for follow up if needed.

Bonus Stage - The Experience

Enhance the bonding and connection you already have with your potential client and go deeper with them. Show them the power of our tool!
Start by giving some points about the game:

- It's not really a game, it's a powerful tool. We call it a game because when people are playing, they are taking more risks and feeling safe to open up and share their authentic feelings.
- You can take any issue your client is dealing with and through the game, observe it together from different points of view, gain clarity, focus on insight and motivate them to move forward.
- You can play the game with yourself solo, with another person and with a group of people. Each set of The Coaching Game can be used with a group of 65 participants!
- The games are based on coaching, phototherapy, storytelling, mindfulness and many more diverse approaches that bring a significant added value to the process and enrich it dramatically.
- It has different parts in it but during the meeting, we use only the 65 cards and the book. Show them using the camera and explain briefly about the cards and the book.

If your potential client has already experienced TCG, then you don't have to play again if you don't think it's important. In that case, just share with them the points above.
You can also ask them to share with you the experience they had in the first time they encountered the game.

After giving a short brief, it's time to define your potential client issue/question for the process. Don't continue until it's clear to you what their issue is and what exactly they are dealing with.

After they choose a card – take a minute or two to guide them on how to expand their point of view on the photo and on the title. Only after that, ask them to share how this card connects to them and their issue.

After allowing them to share with you their associations from the card – ask them if it's ok for them that you give them your own point of view. Be brave, authentic and intuitive.
Afterward, you can read them some text from the book, too.

At the end of the process – make sure to help your potential client focus on an insight by asking:
Please share with me in a sentence or two what are you taking with you from this process/our conversation so far?

Shifting sentence back to the Tachles:
That was only a small taste of The Coaching Game, it's not even 0.0001 of what you can do with this amazing tool.
Also, behind our tools, we have a unique experiential method and so MUCH more.
This is why we created our Academy training that goes into the depth of our tools and method and gives you all the knowledge you need to be very professional in using them + creating your own unique processes/workshops that are based on our tools.
Are you ready to learn more about our Hello Points Workshop?

Click here to learn more about how to facilitate the experience.

4. Experience during the call

5. Experience at the end of the call

Let's Play

Please read the following statements and connect them to the correct stage in the sales meeting.

Here are the stages:
1.Bonding
2.Questioning
3.Experience
4.Guiding
5.Closing

Statement:	**Sales Meeting Stage:**
Establish a relationship	
Give the client a taste and a value added service through the tool	
You should deliver again the idea that we are building a community, a tribe, and about being a marathon runner	
Even if I have the best solution, I am not doing anything yet	
You are turning the meeting into a meeting that gives the other person added value	
You will need to lead the client to this stage, probably they won't do it by themselves	
You are most welcome to give your own observations	
This is where you are going to come out with different kinds of solutions	
Collecting information just by observing and listening	
You need to interact with high energy; with excitement!	

Write Your Sales Speech

It's time to create a sales speech template.
Think about the objectives and values you want to put inside the text.

My L.1 Hello Points:

My L.2 Creative Practice:

Personal Action Plan

Let's get Tachles and start working.
Write down for yourself, how many potential clients you need to reach out to close your next workshop.
Dream big!

Set your Goals:	Till The end of the year	Monthly	Weekly	Daily
How many L1 participants am I going to sign up?				
How many L2 participants am I going to sign up?				

Leveraging resistance

The first thing to remember - resistance is great!
The client is sharing with us their dilemma and giving us an opportunity to solve it.
We want to encourage them to do so and to feel comfortable sharing with us
their thoughts and feelings.

A client that doesn't bring their resistance to the surface is a client that most likely will not buy.
The sales process really starts when the resistance is on the table.
When someone is considering spending a big amount of money and is asking questions –
We respect it and embrace their "resistance".
We need to make them feel confidence – by giving them more info if needed (logically)
and by listening, understanding, supporting and encouraging them (emotionally).

Reasons for resistance
Negotiating – interested to get a better deal
Sincere concerns – needs more understanding/confidence
Excuses – don't understand the value

What not to do when encountering resistance:
Panic
Argue/ get defensive
Dismiss

What to do when encountering resistance:
1. Lean back and breathe
2. Listen
3. Show empathy
4. Ask questions to understand – is it true or false resistance
5. Reflect back to the client what you understand
6. Give a relevant answer/solution
7. Go for closing

You go for closing after three attempts to break through resistance, before you give up on the client.

TIP:
Sometimes people are very associative and while you are presenting, they might have questions that look like resistance, but they are not really. Follow your flow and remember it is not necessary to answer every single issue they raise. You answer questions only when it is the right timing for you in the sales process. Tell the client you will answer their question later and if you forget they can remind you.

Here are examples of the resistance you might encounter:
Want to consult (colleague/husband, etc.)
Want to think about it…
Too expensive
I don't understand what's in it for me/it's not for me…
Paying method…
I work online / phone

Closure

Time for your tip:
We want to learn from you.
If you could give one tip to our practitioners, Experts, and Masters, what it would be?
It can be about sales, marketing, leveraging resistance or any other thing that you think is a wild card or Joker. Please write it here:

Do you have any questions about how to sell the Academy workshops?
Write it down and share with us during the next session

My questions for the next session:

1. --
2. --
3. --
4. --
5. --

Thoughts and Insights

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