

Shine Bright

SHINE AND RISE MASTERMIND
VALUE LED AUTHENTIC SALES

INSPIRE | MOTIVATE | GENERATE

TOPIC

Value led authentic sales and
objection handling

WHAT IS SALES?

- ❖ If you have a business, then you have to do **marketing and sales**. There is no two ways about it.
- ❖ Sales are super important to ensure we are **bringing revenue** into our business consistently. It should be your top priority each day – first thing I do follow up with all leads
- ❖ A lot of women have a **block and belief systems** around sales. E.g its sleazy etc and we associate it with sleazy car salesman!
- ❖ With all of the work we have done **through mindset, money mindset, messaging etc** and you really are setting yourself up for success when it comes to sales

WHAT ARE THE STORIES YOU NEED TO RELEASE?

- ❖ But the way we should do sales as women is from the heart and have an **authentic led sales approach**. For example only doing what's right for the client and not selling for the sake of selling. Also being transparent and honest!
- ❖ Only sell the things you **believe in** because otherwise you are going to find it super hard to sell it into the client.
- ❖ How do **you feel about sales? How do you feel when I say Sales?** I used to find it super hard but now I am always focused on the value and transformation I can bring.
- ❖ What are the stories you need to release when it comes to sales? Mine use to be **Asian women won't pay for my high end services!**

LET'S GET RID OF SALES BLOCKS

- ❖ A lot of us have **awful beliefs** around sales. Selling isn't spiritual or money is bad and greedy. NOT TRUE
- ❖ So many of us are **undervaluing and undercharging**. We need to raise our prices, but the branding and customer experience needs to be in line. Anything you do in your business needs to be based around what's the ROI? I have declined business this year!
- ❖ If prospective clients say **NO** then don't take it personally. This is something we massively struggle with. The quicker we can move on the better.
- ❖ Always remember that you are just exchanging something for your **gifts/services** and the clients that come to you need help!

LET'S GET RID OF SALES BLOCKS

- ❖ **2 min exercise** saying in your head that you are worthy of receiving XXX and you are enough. You need to allow yourself to believe it. Everyday and move up. Feel the knowing
- ❖ Then celebrate it and get into a state of **feeling good!**
- ❖ Go back to the **mindset training and the money blocks** training as this is linked closely
- ❖ **You need to energetically align yourself.** It comes from the inner core and outside. You must believe in your product and service and have that excitement of helping people. Selling is helping!
- ❖ You must come from a **place of service without attachment!** I go live on Monday's from a place of serving and I always get a DM!

THE SALES PROCESS

Website/Social Media Channels

Contact Form/Messenger/Call

Email

Respond within 24 hours (working day) or have an out of office on

Brochure/Proposal/Package Info

Clarity Call

Follow up – within a week - twice

Objection handle if you need to

Sale Confirmed

THE DIFFERENT SALES METHODS

- ❖ By now you know that building up your **content via your different social media channels and strategies** leads to enquires and sales
- ❖ **YOU NEED TO KNOW YOUR IDEAL CLIENT!** Photographer...
- ❖ There are so many ways to sell but these are the methods I have personally used to generate over six figures, a £40k launch and most of my most successful clients have used. **There are many roads to Rome!**
- ❖ I use the **80% 20%** rule outside of launches but if I am selling on social media or through blog posts I always add a CTA which is email or book a call
- ❖ There are methods such as clarity calls, sending out proposals or sending out initial brochures. Or even just stand-alone sales pages
- ❖ With DBD it was email>brochure>call>proposal but with AFEC it's email>clarity call. **You need to know your own sales process**

BUT BEFORE YOU EVEN HAVE THE ENQUIRY IS YOUR CONTENT SHIT HOT?

- ❖ Your website needs to be on **brand**. Your copy and branding should do the hard work!
- ❖ Is it easy to **contact you** on your website? Last year I looked at my website stats and I could see that my bounce rate on contact form was high. I converted to email address only. **Ensure the contact form is strategic**
- ❖ Your **social media channels** need to be brand and have the relevant links in profiles. Use Link tree for Instagram
- ❖ **Bank of videos/posts** they can refer to on Facebook. This will build the know, like and trust factor
- ❖ Consistently been **showing up** and there are no gaps. People are now booking with me who have been watching me for over a year or reading my blog!

PLAN TO FAIL AND FAIL TO PLAN



REALLY EXAMINE EVERY ELEMENT OF YOUR BUSINESS FIRST.

Your **website** is crucial and its normally the most overlooked part.

What is the customer **journey** when they land on your website

Does it **wow** potential clients as soon as they land. Are they eager to find out more about your business?

Is your mobile site optimised and **slick**?

Are they **excited** to hear back from you because you have WOWED them so much?

Is your blog **up-to-date**?

Is it easy to **reach** you?

Are there **clear** call to actions?

Do all your **links** work including social media?

CLARITY CALL POST – PAGE/PROFILE/IG

Hey lovely ladies!

I hope you are all well!

As you probably know that my amazing Spring mastermind has now started whoop whoop!

I have two mentoring clients finishing this month therefore I have two mentoring spaces for June onwards.

This is really for the woman who is ready to step up for the rest of the year and really wants to:
Work with me on a one to one basis to really accelerate her business forward in terms of her mindset and marketing. All the information is here - [ADD LINK](#)

Is ready to step up for herself and dreams to create a huge impact this year

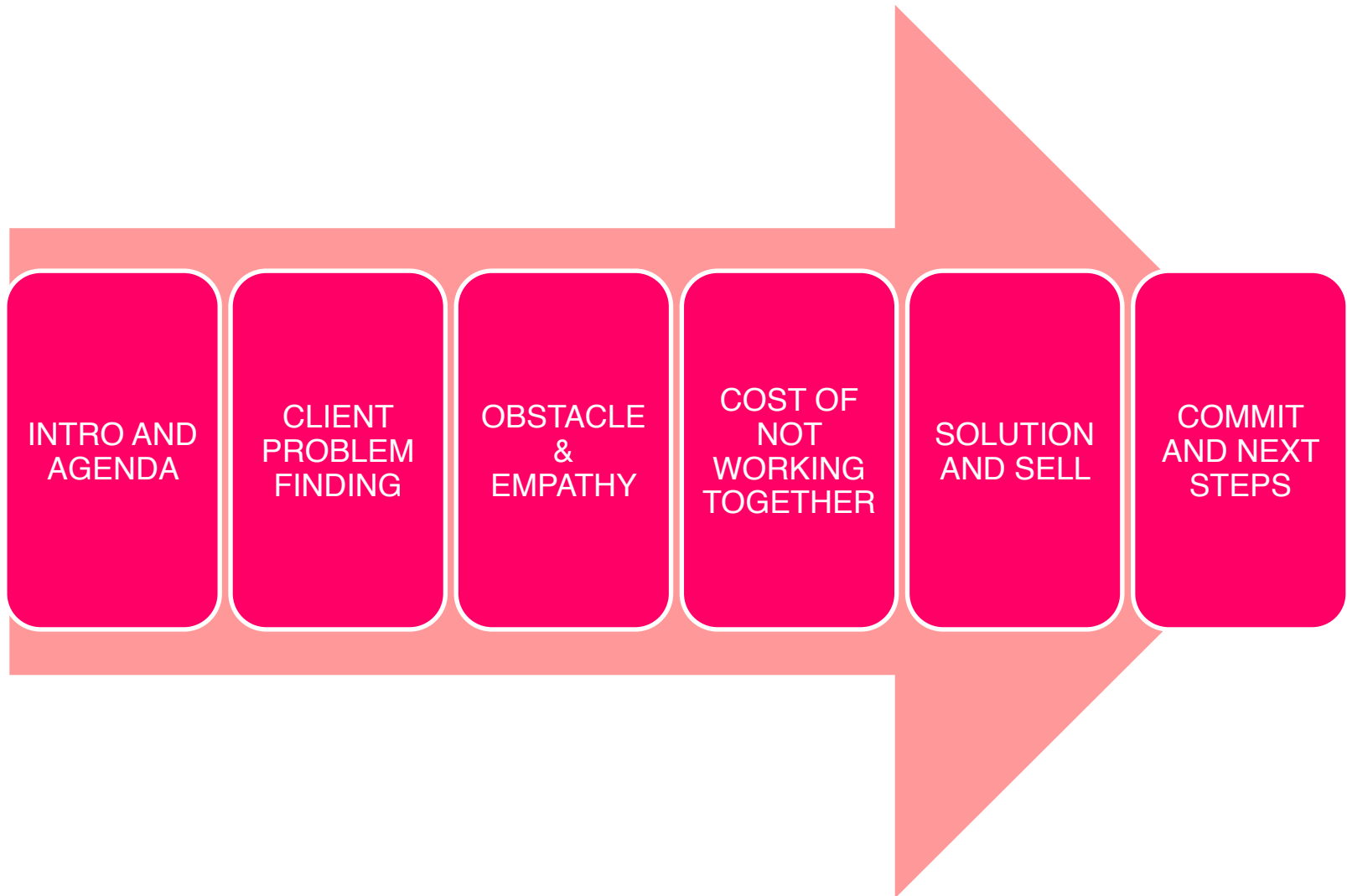
Ready to go ALL IN!

I am currently taking clarity calls next week and I only have capacity to speak to XXXXX women. This is a free clarity call session to see if we are a good fit for mentoring. My mentoring starts from XXX

Please email hello@afecollective.com to book in a clarity call and we shall get you booked in!

Only for the woman who is ready to show up and shine!

SELLING THROUGH CLARITY CALLS



SELLING THROUGH CLARITY CALLS

- ❖ “Brilliant, first things first, this is how I normally structure clarity calls. For it’s all about you. Can you explain how your dream life/big day looks like?” Take them there
- ❖ Then ask them what’s **blocking or stopping** them having that experience. Write down their problems.
- ❖ Then relate back and tell them how you have exactly dealt with that before and really **demonstrate your expertise**. The more you can show them that you are the expert the better!
- ❖ It’s all about the **benefits, benefits, benefits! Stress free wedding**
- ❖ **Then plant the seed of not working together!**
- ❖ Talk about the **pricing on the phone** but really sell them the value and what they will get. Be confident.
- ❖ Tell them that you will follow up with the proposal and then follow up. **Add in scarcity** though if it’s busy season. Tell them exactly when you will be following up and if that is OK with them
- ❖ Have a **sales consult script and practice!**

SELLING THROUGH CLARITY CALLS

- ❖ Ensure you are friendly and warming and listen to them
- ❖ Give them examples where you have done the same
- ❖ Don't make ANY assumptions
- ❖ Don't act like a know it all
- ❖ Be super honest If you haven't done anything like this before!
- ❖ Always give a little information about your business and what your story is. I always mention my media coverage etc and always let them know its my own company
- ❖ Be energetic
- ❖ Make sure its quiet and you are professional
- ❖ If they do say NO always thank them! I converted my Italy client last year from a prospective client
- ❖ Make sure you take the lead and there isn't too much small talk

WAYS TO BOOK MORE CLARITY CALLS

- ❖ Email Signature
- ❖ Email welcome sequence
- ❖ P.S on emails which are value driven emails
- ❖ Insta Stories and posts
- ❖ Testimonial on social media with a link at the end for a clarity call
- ❖ Facebook page – pinned post or About Me section
- ❖ Value driven Facebook live and then at the end explain it
- ❖ Timeline cover on Facebook
- ❖ Personal connection outreach – so perhaps someone who expressed an interest before. In July we will follow up with everyone who didn't book this time round

SELLING THROUGH CONNECTION OUTREACH

Can do this for a service you are **potentially offering or even a course as long as the lead has been acquired ethically** – don't just spam! I will be doing this for my wedding planning course or for people who expressed an interest in my mastermind this time round but didn't book. This can be adapted for previous warm leads, or someone you feel you can help! If you DM, you can see if they have read it or send a read receipt via email

Hey xxxxxx

I hope you are well!

I just wanted to personally reach out and let you know the wedding planning course is now ready to join! As you filled out the survey and were keen to develop your Asian wedding planning skills to break into the lucrative wedding planning market. I would love to offer this opportunity to you first before I roll this out to my audience. If you want the entire breakdown, please do let me know and I will send it across. Just to let you know the early bird offer is increasing from XXXX to XXXX on XXXX

I look forward to hearing back from you.

Thanks

Sharn

SELLING PROCESS - BROCHURES

- ❖ About them
- ❖ Our services
- ❖ Portfolio
- ❖ Testimonials and credentials
- ❖ Investment costs



FULL WEDDING PLANNING

This brochure will take you through the below packages:

1. Full Wedding Planning and Design
2. Wedding Day Coordination
3. Décor and Design Styling



Desi BRIDE DREAMS WEDDING PLANNING

It's your love story, personal style
and personality that will be visible on

SELLING THROUGH PROPOSALS

- ❖ Introduction
- ❖ Dream Day Brief
- ❖ What's included and the services we will provide
- ❖ The benefits of our service
- ❖ Investment breakdown
- ❖ Testimonials
- ❖ Next steps

Wedding Services Provided

Our wedding proposal includes the following services for both the pre wedding and wedding events:

- ✓ Venue sourcing and selection
- ✓ Research of legal requirements
- ✓ Sourcing and selection of Maharaj and music providers
- ✓ Catering
- ✓ Photography and Videography
- ✓ Design and Décor including AV and production
- ✓ Research and selection of stationery suite – this includes invitations, guest books and signage, seating plans and name cards etc.
- ✓ Cake
- ✓ DJ and Dancefloor
- ✓ Bridal makeup artist
- ✓ Transportation for guests
- ✓ Accommodation options for guests
- ✓ Compiling a detailed timeline and distributing to all suppliers for all events
- ✓ On the day coordination via myself and the team for all your events



TRACK LEADS AS FORTUNE IS IN THE FOLLOW UP!

- ❖ Have **one or two channels** of communication such as email or telephone and track all leads – simple spreadsheet is good

Name	Package Value	Current Status	Follow up date	Outcome

ARE YOU TRACKING ENQUIRIES VS CONVERSION PER MONTH?

- ❖ Last year my **conversion rate from enquiry for weddings** could have been improved so I did this through my website rebrand
- ❖ Make sure each month you are tracking the amount of **enquiries vs. conversion**
- ❖ Then list the reasons why you didn't get the client. I **ALWAYS** ask if they respond! It could be budget, competitor, change of plans etc
- ❖ When you do ask then that can be a **learning for you**. Then you know which areas you need to improve on
- ❖ Don't be **scared** to ask
- ❖ Once you have identified your biggest sale blocks then you turn them into **objection handling scripts**

CREATE YOUR OWN SCRIPTS BASED ON OBJECTIONS – MAINLY MONEY OR TIME

Hey xxxx,

I hope you are well.

Thanks for your honesty about where you are financially. I totally understand what you're saying, and I know how expensive Asian weddings can be.

I have been doing Asian wedding planning and coordination for years now and I know with certainty that without our coordination service our clients' biggest days of their lives would not have run as smoothly. Our clients say that we were the best investment they made for their dream day for this very reason.

I know you want your dream day to run smoothly and without any issues. Having a coordinator will ensure that you have the best possible chance of achieving that. It also takes the pressure away from your family and friends who should be enjoying the celebrations with you.

A lot of work that goes into the coordination package – such as checking your 6-page coordination checklist and identifying anything you may have missed. We spend around 20 hours before the big day itself creating the itineraries, checking logistics, seeing if there are any gaps and liaising with suppliers. Then of course there's myself and the team on the big day managing the venue, supplier team, guests and making sure everything is running according to plan.

Please do let me know if you have any more questions.

TIME IS MONEY

- ❖ List prices on website. This depends on which industry you are in but research suggests that people click off if they can't see prices. Or ask them to complete a form if they can get the funds
- ❖ Send starting prices on a brochure or proposal if you have a high-end service
- ❖ Only get on a clarity call if you feel they have the budget or they can get persuaded. Never assume! I won't get on the phone until they know my prices
- ❖ Don't go and meet clients for free!
- ❖ Get firm commitment as soon as you can. If the date/availability is limited then do let them know and send over contract and invoice ASAP!
- ❖ Have transactional sales pages or websites!

DOUBLING SALES TECHNIQUES

- ❖ Ask your audience what they want! **Do polls and feedback forms**. This is exactly what happened with the mastermind. Then you reach out to the warm audience. Your audience then feels valued and heard!
- ❖ Get back to prospective clients **quickly as possible! It should be the next working day and always FOLLOW UP!**
- ❖ Make sure everything from you **stands out** and it is easy for the client to digest
- ❖ The **fortune is in the follow up** so follow up twice, a week apart. Sometimes though conversions can take longer
- ❖ Do **social selling** which feeds into content strategy.
- ❖ If you sell online courses think about **payment plans** via Paypal
- ❖ If someone questions the price say “**we compete on value plus quality not the price**” and **list the values and benefits**

DOUBLING SALES TECHNIQUES

- ❖ Make sure you are **charging correctly!** Don't be a pushover. You are a businesswoman not a charity and you need to have boundaries in place. I have converted to thousands this year because I asked for the sale and valued my time. Don't be all things to all people and don't get on calls for free. I am charging £249 for 90 minute one to one's now and people are booking them
- ❖ Meetings - make sure **you look amazing and feel confident.** Make sure you are organised if you are booking in consultations. First impressions are everything!
- ❖ If people don't respond, then **call them!** Sometimes your emails can junk. List your requirement of a phone number on the contact form
- ❖ **Be selling weekly.** It's not how many offers but how often. So many people just put something out once then stop. So put offers out weekly

DOUBLING SALES TECHNIQUES

- ❖ If you are having a quiet month what offers can you be creating? I never use the word “discount” but I did use to do “special rates” when I first started
- ❖ Focus on 3 things that you think your competitors aren’t doing and do them REALLY well. Think about how you could differentiate yourself?
- ❖ Practice your sales consults and just make sure you are as knowledgeable as possible. I use to rehearse!
- ❖ You can have a common objections blog post and you can email this when you have objections example - <https://desibridedreamsplanning.co.uk/blog/what-does-a-asian-wedding-coordinator-do/>
- ❖ Reach out to previous clients and see if they need to renew! Go deeper not wider. It’s easier to sell to current clients than attract new ones
- ❖ Testimonials are really powerful for building trust and converting clients

IF YOU ARE NOT CONVERTING THEN....

- ❖ Is your branding, right? This is very relevant for cheap clients
- ❖ Is your content and social media strategy consistent?
- ❖ Do you have an engaged audience?
- ❖ Are you marketing yourself well? Online and offline
- ❖ Are you being visible and is your positioning in your industry and marketplace correct?
- ❖ Do people know what you do?
- ❖ Are you asking for the sale?
- ❖ Is your sales process epic?
- ❖ Is it that you don't like to sell?
- ❖ Is it that people aren't buying?
- ❖ You need to really dig deep on this and work out the why!

HOMEWORK

- ❖ What are your beliefs around sales and what stories do you need to release?
- ❖ What new empowering story do you want to create for your sales process?
- ❖ Map out your exact sales process and identify gaps where you can improve
- ❖ Is it crystal clear what you are offering and are you selling once a week?
- ❖ Create sales posts and pages using the AIDA model
- ❖ Ensure you have a lead tracking process and know your enquiry to conversion rate
- ❖ Create objection handling and clarity calls scripts
- ❖ Practice clarity calls if you need to!