



THE AUTOMATIC CLIENT
ENROLLMENT SUPER SYSTEM
MODULE 2

Preparing for the consultation

In the next section, we'll get into the actual steps to conducting a successful enrollment session from start to finish. First, we're going to go over some of the things you should do to set yourself up for success. Remember that this is not a random process. Everything you do has a reason, a plan, and a purpose behind it. As we stated earlier, preparation is key.

You've already done a good job of targeting your ideal client, so you have some general information about who they are and what they want. But you want more specific details about each individual who agrees to come in for a free consultation. The more you know, the better prepared you will be to ask the right questions and illustrate exactly how you can help the client solve their biggest problem.

What you want to do, ideally, is give the client some tasks to do before coming and for the free consultation. So maybe a few days prior, you're going to send out an email that asks the prospect to answer a few questions. We call these the "Big 3."

- What are the three biggest goals that you have right now? Or what are three changes that (if they happened right now) would have the biggest positive impact on your life and your future?
- What do you believe have been the biggest obstacles to your achieving these three goals before now?
- If you could choose to accomplish any one of these goals in the next three to six months and you knew (with absolute certainty) that you were guaranteed to succeed, which one would that be?

Getting your prospect to answer these questions is going to give you exactly what you need to close the deal. You will know their biggest goals, ambitions, and dreams. You will know exactly what the challenges are that you will need to reframe and resolve. And you will know which one of the client's goals is at the top of their priorities list; which one they would go for if success were guaranteed.

But your pre-session email does a lot more than just give you information. It also starts the enrollment process before it officially takes place. In order to answer these questions, your prospect must actually go inside and start to clarify what they really want. They must imagine what it would be like to achieve their biggest goal and also identify what's been holding them back.

By the time the two of you meet, the prospect has already started to consider the ways in which hiring you could improve their life. Of course, this works in your favor. Now, one day before the consultation, you're going to send another message. This is basically something that gives the prospect a little more information about what it is that you do. That second message is going to explain what coaching is and what it isn't. You're going to also include any information you believe will be helpful. You might even explain how the consultation works – what you're there for – and walk your prospect through the steps of what you'll do.

This will help the client feel a lot more comfortable about meeting with you and communicating their needs openly. It can be hard for a person to step into an unfamiliar situation (where they don't really know what to do, or what's supposed to happen) without feeling a bit guarded and defensive.

Automatic Client Enrollment Super System steps

This is what we're all here for. Now we're going to get into how it all works; the nuts and bolts of the Automatic Client Enrollment Super System. In the next few pages, we'll share with you a powerful formula for consistently converting a large number of your ideal clients into paying customers.

First, we'll explain each step in order. A little later in this course, you'll have a word-for-word script that demonstrates exactly how to conduct the enrollment session from start to finish.

Here are the steps that you'll use to turn many more of your prospects into clients:

- build rapport
- ignite desire
- amplify positive emotions
- expose challenges and obstacles
- increase the awareness of pain
- open up the possibility for change
- extend your offer

★ Build rapport

The first thing you want to do is build rapport. This is where you simply engage the client with a little bit of small talk. For a minute or so, you might go back and forth and talk about some pretty neutral ideas. This is so that the prospect can get comfortable with talking to you and it takes some of the pressure off.

Next, you're going to ask the prospect to tell you a little bit about themselves and what's been going on with their career, relationship, health, finances, or whatever you happen to be coaching on.

Let the prospect have their say; give them some time to express what they need to. For a lot of people, just having someone to listen to their side of things is a very valuable and important gesture. However, at a certain point, you may want to politely intervene, so you can move on to the next step, because people often get addicted to their stories. If you let the prospect talk about their problems for too long, they may get swept down a familiar path of blame, resentment, and self-pity.

★ Ignite desire

This is where you're going to ask the prospects to tell you exactly what it is they want. You're going to ask them to give you a detailed description of how things will change once they've achieved their goals; what they will see, hear, feel, taste, and smell.

The sensory information is important, because, when you get to this part, you don't want your prospect to simply give you a description. You want them to go inside and actually feel what it would be like to experience that ideal outcome as a reality. By asking for the details in sensory-based language, you are making it so they can't give you an answer without imagining it first.

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You can start that process by giving the prospect a hypothetical scenario. You might say something to the effect of: “So, (client's name), if you had your own personal genie, or some type of magic potion that can make everything exactly the way you want it to be, where would your financial situation (business, career, relationship) be in the next three months (or, four months, six months, a year)?”

★ Amplify emotions

Once the prospect is imagining what it would be like to live out their ideal scenario, you want to take all the good feelings they are experiencing and turn them up – make them as powerful as you possibly can. There are a few very important reasons as to why you do this.

First of all, you want the client to remember how much they really want to achieve that goal; how important it is to them and how good they will feel once they've got it. Often, people don't believe that they could ever really achieve what they want.

In order to feel okay about that, they end up treating the goal as though it wasn't that important in the first place; as though they're okay with not accomplishing it. So in this step, you are increasing the prospect's focus, clarity, and motivation, all at the same time.

You might start by asking, “Well, if _____ were exactly the way that you want it to be; if everything in that part of your life were going exactly as you've just described to me, how would things change for you as a result?”

There are many more things that you can say to continue building and increasing the prospect's desire. And you'll learn what those are in the enrollment session script that you'll read later in the program.

★ Expose challenges and obstacles

At this point, you're going to uncover all your prospect's reasons as to why they haven't achieved their goal yet. These may be a mix of real-world challenges that they have to figure out and internal barriers that have more to deal with their psychological or emotional state.

Either way, the information you gather in this part will clue you in to the specific challenges that this person will need to be coached on once they become a client. In the enrollment session, we are going to use this data as leverage for motivating your prospect to take action.

One of the ways to get this information is simply to ask, “What do you believe are the things that might be stopping you from getting what you want? After that, you will continue with some follow-up questions. Often, the client will be well aware of the main things that are holding them back.

However, in some cases, your questioning tactics will bring up issues that they had never really taken into account before that moment. This is where your enrollment strategy becomes very powerful, because just coming face-to-face with these kind of game-changing revelations will make the consultation a very valuable experience for the prospect.

★ Increase awareness of pain

In this part, you're going to do something similar to what you did in the “Ignite Desire” section, only you're taking things in the opposite direction. You want your prospect to really feel the pain of continuing to have poor health, being broke, failing in their relationships, not living the way they want to, or whatever it is that you're focusing on.

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This is where you might have to show a little tough love, because pain can actually be a good thing – especially when it motivates you to do something better. Remember that people get into the habit of ignoring their dissatisfaction and just not thinking about it. You want to bring that disappointment – that feeling of discomfort and dis-ease – right back out into the open for your prospect to just stay inside of it and really feel it.

The truth is that people do things for one of two reasons – to avoid pain or to gain pleasure. If someone experiences enough pain, they're going to want to do something about it.

★ Open up the possibility for change

What you are going to do in this section is demonstrate to the prospect that changing their painful situation is possible. You're going to show them that there is an alternative path; that they have options; that they can change the trajectory of what's happening and get back on course to achieve their greatest ambitions and goals.

Basically, you want this person to go inside and experience what life could be like if they were able to remove, eliminate, or navigate their way around the problems they are facing. You want them to see a bright light shining at the end of the tunnel; a silver lining that begins to show up on that cloud that was covering their life.

You would start by saying something to the effect of “If you could remove all of these barriers from your life; if you could overcome these challenges, or eliminate that thing that's been getting in your way, what would that do for you?”

It's very important that you follow these steps in order, because if you ask this kind of question too early in the session, you'll probably get a very mild response. Now you have intensified the pain to such a high degree, the possibility of finding a solution is that much more inviting and powerful.

Another thing that you're going to do in this part is let the prospect know that the problems they are experiencing are very normal and they're things that a lot of other individuals in their position face. For most people, this is a very comforting and assuring thing to know. When we have difficulty with solving a problem, we can start to feel embarrassed about the fact that we can't figure our way out of it. We may even start to think of ourselves as being defective or stupid. And it never even crosses our mind that other people might be going through the exact same thing.

As a segue into the next part of the system, you are going to tell the prospect that you have a solution for their problem; one you've used to help many other people overcome the same types of challenges. What you're doing is positioning yourself as an expert; specifically, at resolving the issues that have been causing the person in front of you so much pain. This is going to almost certainly pique their interest and make them want to hear more.

In fact, the very next thing you're going to do is ask the prospect if they'd like to hear more about your solution. If you've done everything you were supposed to up to this point, if you have followed through with all the steps, virtually every person you talk to will say, “Yes, I'd like to hear more.” If someone happens to say, “No thanks,” well, then, fine – no problem. Thank them for coming in and send them away with a brochure and your contact information in case they might ever need you for anything and wish them a great day.

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★ Extend your offer

Now you're going to launch into the final stage of this process, which involves extending your offer and closing the deal. Before you talk to your prospect about exactly how you can help them and before you discuss the cost of your services or anything else, there is one more thing you need to do.

You're going to ask the prospect what they found to be the most valuable part of your time together. In a lot of cases, people will probably say that they have gotten the most value from the level of clarity you helped them achieve in regard to their life, their goals, and their challenges. But, you may hear other things as well like "I got more motivated," "I learned to really appreciate what I have," "I learned that I'm the problem in my relationship, not my partner," or something else.

Here's the really important thing about this step. By answering that question, the prospect has just admitted that your consultation was **valuable** to them. They have openly declared that they have received a benefit from being there. This is a really good thing, because it does a couple of things that work in your favor.

First, it solidifies in the prospect's mind that coming to see you was a good thing. They can't at that point just go on with their day and pretend that the talk you two had didn't mean anything.

Second, you have stimulated the human needed to reciprocate. Giving the prospect something valuable for free means they will probably feel compelled to give you something in return. That may be to hire you, seriously consider your offer, or just listen closely to what else you may have to say.

From there, you're simply going to explain what you do and how your process works. You're going to go over timetables, scheduling, what's included in your coaching program, things like that. You'll talk about how you and your clients communicate with each other and how often. You also want to have a few different pricing options for your services and take some time to explain each one.

In the end, you want to make the prospect a recommendation for what you believe is the best choice for them. You don't want to simply lay all the options on the table and leave the prospect to sift through the data. That can be very confusing and may even discourage them from signing up because it's too much to think about.

Remember that you're the coach – the expert. You're there to be an adviser and a guide. Therefore, it's your responsibility (after you've explained everything) to give your expert opinion as to what the prospect **should** do next, which option they should choose and why.

That pretty much wraps up this overview of the Automatic Client Enrollment Super System. In the next few pages, you'll find a script that illustrates how this entire process is done. Before we get to that, we want to give you a list of some useful questions to ask your prospect at each stage of the process. You already know how each step works, but you also need an ample supply of stock phrases that you can rehearse and go to no matter what comes up. Having this list and memorizing it will ensure that you always have something to say and that you always have a way of moving forward in the conversation.

Questions for the client enrollment system

✦ Build rapport

➔ Can you tell me a little bit about yourself and your business? (Replace “business” with whatever you need to)

➔ What is it that you do there? (Or what is your primary job or what are your main responsibilities?)

➔ What's your background in relation to _____?

➔ How did you get into that?

➔ What's been going on in that area of your life?

➔ How long has this been going on?

➔ When did you first notice this was happening?

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➔ How have you been managing that area of your life until now?

Remember to reflect the prospect's words and make affirmative sounds and gestures from time to time. This is saying things like “uh-huh,” “okay,” “sure,” “right,” and nodding your head. This is just an opportunity for the prospect to tell their story and a way for you to build up rapport through nonjudgmental listening. Just don't let it go on for too long.

★ Ignite desire

➔ If you had a magic genie that could change everything into exactly what you wanted it to be, where would your _____ be in three months from now (six months, nine months, a year)?

➔ What else would you like to have happen?

➔ What is the one thing you'd go for if you knew you couldn't fail?

➔ What is the one thing you would go for if you didn't have to care about not getting it?

★ Amplify positive emotions

➔ If everything was exactly the way that you wanted it to be, what would that do for you?

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➤ What difference would that make?

➤ How would that make you feel?

➤ What changes would you notice?

➤ What kinds of things would you see and hear that you don't right now?

➤ What kind of opportunities would open up for you?

★ Expose challenges and obstacles

➤ What's stopped you from achieving this goal until now?

➤ What do you believe has been getting in your way?

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➤ What's holding you back?

➤ Do you believe that this has more to do with something that's happening in the outside world, or is it more of an internal challenge that you have to overcome?

➤ What's been slowing you down?

★ **Increase the awareness of pain**

➤ What kind of impact have these challenges been having on your _____?

➤ How much money have you lost out on by not resolving this?

➤ How much time/energy have you wasted?

➤ What's the worst part about this?

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- ➔ If you don't change this pattern now, what will your relationship (business, etc.) look like in the next six months? In a year? three years? five years?

- ➔ When you think about how much this problem has already cost you, and you imagine how much more you'll continue to lose if you don't change now, how does that make you feel?

★ Open up the possibility for change

- ➔ If you could finally resolve these challenges and start moving effortlessly towards your goals, what difference would that make for you?

- ➔ These problems are normal and I've worked with a lot of people who, at one time, were facing the same challenges that you are now.

- ➔ I'd like you to know that the type of problems that you're having are very solvable.

★ Extend your offer

- ➔ What do you believe is the most valuable thing that you'll be coming away with from our session today?

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➔ I created a program that's specifically designed to help people resolve the very same challenges that you're facing now and to get results that you want. Would you like to hear more about it?

➔ The great thing is that I'm including an awesome bonus for people who decide to take action now.

➔ What do you think would be the most valuable part of this program for you?

Client enrollment script

The following script will demonstrate how to perform this process from start to finish. Use this as an outline for conducting your own enrollment sessions. You may have to change the wording to fit your particular area of coaching and your client's individual needs, but the rest of the process should work just fine.

In this script, the words of the coach or consultant (you) will be in *italics* while those of the prospect will be in **bold**.

★ Rapport

Okay, Rachel. Thanks for coming in. I guess that I'd like to start this whole thing off by asking you to just tell me a little bit about yourself and what you would like to have some help with achieving or improving in your life.

Okay, sure. Well, I've been a supervisor in my firm for about five years now. We bid on and complete all different types of construction projects, and my career has developed to the point where I am now being offered the position of district manager. It's quite a move up in the ranks; a wonderful opportunity for me and I'm really excited about it. However, I'm also feeling quite fearful about making the transition into managing dozens of people, as opposed to the handful of individuals that are on my small team now.

Okay. So you've been a supervisor in your firm for about five years and your career has evolved to the point where you are now being offered the opportunity to move up in the ranks and assume a much larger responsibility in the position of district manager. Even though you've been very good at running your small team successfully, you've also been feeling some fear about making that transition into managing dozens of people. Is that correct?

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Yes, exactly.

All right, I think I get the picture. So when did you first notice yourself feeling the fear?

It wasn't right away. At first, I was just so excited about this opportunity that-when I thought about taking this job – all I felt were positive emotions. But, after a few weeks, as I started to imagine what my day-to-day operations and responsibilities would actually be like, that's when I began to feel the fear and it's been steadily growing over these last few weeks.

Okay. So, at first, you didn't feel the fear, because you were just so excited about having the opportunity and all your emotions were positive. But after a few weeks, you started imagining what your responsibilities would actually be like on a day-to-day basis and you started to feel the fear. And it's been growing since then, has it?

Yes.

★ Ignite desire

Okay, Rachel. Now I want you do just play along with me for a minute and imagine I'm holding a magic wand in my hand. If I were to wave this magic wand right now (wave hand) and instantly resolve this problem for you – resolve it completely, so you became exactly the kind of person you want to be in this area of your life – how will you be as a person once this problem is resolved?

I'll be very confident; very take charge. I'll be able to easily keep track of what everyone on my staff is doing and see the big picture of how the independent pieces work together toward achieving our common goals.

★ Amplify positive emotions

When you're like that – very confident; very take charge – and you're able to easily keep track of what everyone is doing and see how all the pieces fit together, what are you feeling?

I feel wonderful about myself; really accomplished. I have a deep sense of fulfillment and satisfaction with life.

When you're feeling that wonderful about yourself – when you're feeling accomplished and you have a deep sense of fulfillment and satisfaction with life inside you – what type of capabilities do you have as that type of person?

I'm very detail oriented. I have excellent communication skills and I can write up reports and project bids with perfect clarity. I have the ability to talk to my staff so everyone feels as though we're all one big tight-knit family.

Right, of course. And when you're very detail oriented in that way – when you have excellent communication skills and are able to talk to your staff in a way that causes everyone to feel like you're all part of one big family – what are you seeing that lets you know that you've become that take charge kind of person who's very confident and who can keep track of how all the pieces are working together? What are you seeing that lets you know you've become that person?

I can see the status reports of different projects on my computer, and every one of our teams is producing great results for the company and is also ahead of schedule. I can see letters on my desk, complementing my people on their work from companies wanting to hire us for new projects. And

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I can also see plaques hanging on my office wall; awards and different commendations that have been given to me by the executive staff.

How is that different from what was there before?

I don't have those little notes that I used to my desk, reminding me of how I needed to motivate certain people to pick up the pace. I don't have any promotional letters to send out to prospective clients about our company because there's so much referral and repeat business coming in. And my office looks like it belongs to someone who is really making a mark in the company; someone who is on the fast track to success.

And what lets you know that you have those abilities of being very oriented to detail, communicating excellently with your staff, and writing with perfect clarity? What's letting you know that you have those abilities now?

I'm listening to voice mails from clients who are expressing their appreciation for how attentive I was to their needs. My project bids are getting accepted with no revisions and everyone around the office is laughing and talking; going out together after work. It's great.

As you absorb that experience completely now, you're taking charge of your new position with ease. You've got everybody working together toward achieving your common goals – just like one big tight-knit family. And you fully understand now how all the pieces work together and, at the same time, you can clearly see the big picture..

You're getting awards and commendations. You're an excellent communicator; you've got everybody producing great results, even ahead of schedule. Clients are leaving you messages and expressing their appreciation for how attentive you are to their needs. When everything is like this – and you experience this reality now – what kind of effect does being this type of person have on other areas of your life?

Oh, wow. Well, I guess I'm a lot more confident in everything that I do. And I'm also more attuned to the needs of my family, so I'm communicating much better with them as well. I'm really connecting with them now, because I can better understand where they're coming from.

I guess I'd also be achieving many more goals, because I know that I have those abilities to manage big tasks with success. I suppose that my life is just better all-round, when I'm like this.

★ Expose challenges and obstacles

Okay, perfect. Let's just take this conversation in a different direction for a few moments. What I'd like to ask you now is what do you believe has stopped you from being this way before today?

Mainly fear; the fear of overstepping my comfort level.

Okay, so it's mainly fear. Aside from fear, what else do you think could be getting in your way, stopping you, or holding you back?

I guess that there's also an inhibition there about not knowing whether I can be just as good in the next job as I am in this one. I mean, I'm used to excelling in my position. It's as if a part of me feels like maybe I'll turn out to be just a mediocre district manager and then I'll have to admit that I was never really as special as I thought I was.

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Okay, so there's also some inhibition about knowing whether or not you'll be able to excel at the same level as you do in your current position. What else you think may be getting in your way, slowing you down, or holding you back? Is there something else?

A part of it is probably not feeling deserving of the opportunity, because I was really surprised that I got into the position I'm in now, simply because I didn't have any background in construction. And now, when it comes to taking the job as district manager, I'm thinking, "Am I someone who should really be at this level, when I'm surrounded by people who have all of these advanced degrees and years of training?" It's almost like I'm a fraud and everyone else is going to soon figure out that I don't belong.

So there's also an issue of doubting whether or not you deserve the opportunity; whether you belong in the same position as people have advanced degrees and years of training. You feel almost like you're fooling everyone and it won't be long before they figure out that you don't belong. Is there anything else that might be slowing you down or getting in your way?

No, I believe that's it. It's just different forms of the fear; of not feeling good enough, or deserving, that have been holding me back from what I can really achieve.

★ Increase the awareness of pain

Okay, thank you. When you think about feeling that fear – of not been good enough – that fear of not being deserving, the fear of stepping outside your comfort level, what kind of impact have these challenges been having on your life, especially in relation to your career and the amount of success you've been able to achieve?

Thinking about it, I guess I've been really holding myself down far below my potential. If I didn't have the fear, I might very well be running my own company by now.

How much of your success do you think has been bypassed by not resolving these fears?

Come to think of it, I guess that's why I didn't go to college. On some level, I knew I wasn't good enough to be there. That probably made me miss out on the opportunity to start my career in upper management, and that would have made a really big difference in the quality of my life over the last several years. I started at the bottom and every step of the way has been a struggle.

And how much money have you lost out on, by not resolving this?

I probably could be making triple my salary right now, if I hadn't always been fighting with these fears that are keeping me below my true potential.

If you don't change this pattern now of keeping yourself below your true potential, of feeling undeserving, fearful, and stuck within your comfort zone, what will your career look like in the next year?

I'll probably be stuck in the same position, working just as hard as I do now – or probably even harder. I'll also be disappointed that I let my internal issues block me from succeeding at what was a really great opportunity for me. I'll probably be extremely dissatisfied and disappointed, especially from seeing all of my peers getting promoted around me.

What's the worst part about all this?

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That I'll always have that knowing that I could have done it, if only I had taken the risk and put all of myself fully into doing the job.

★ Open up the possibility for change

If you could finally resolve these challenges and effortlessly and easily accept that new position, knowing with absolute certainty that you did deserve this, that you have all the skills, abilities and competencies to excel at even a much higher level than you ever have before and that you belong right up there with all the others and you feel completely comfortable operating at that level and even surpassing their achievements, what difference with that make for you?

Well, it would be incredible. I wouldn't let anything hold me back and I'd just keep on surpassing milestones and breaking through barriers.

I'm glad to hear that. I'd like to let you know that these problems you've been having – these fears about what you can do and what you deserve – are all very normal. They're also very, very solvable. In fact, I've worked with many people who were at one time experiencing the exact same types of internal fears and barriers to their success as you have. Within a very short time of working together, we were able to break through those barriers and they've gone on to surpass many milestones that are on much larger levels of achievement than they could have ever imagined accomplishing before.

★ Extend the offer

Before we go on, I'd like to ask you what you think is the most valuable thing that you will be taking away from our session today?

Probably just the process of really getting honest and clear about what's been stopping me; about what's really holding me back, how much I've been selling myself short and what I've been missing out on in life.

Okay, I see. The really great news is that I've created a program that's specifically designed to help people resolve the same challenges and fears that you've been experiencing and also, achieve the same type of success, self-confidence and inner strength that you want and need to be your best. Would you like to hear more about it?

Sure, of course.