



The Empowered Sales Process:

Connect and convert with ease

This is designed to be a guide - a system for you to follow on your sales calls and at pitch meetings so you can make sure you cover off all the points you need to during the conversation.

This isn't a script - so mix it up, have fun with it and if you're already using a way of selling that works, incorporate the parts you like and leave the ones you don't. The more genuine and 'you' the better.

How to use the guide

Start practising with this on any conversations you're having. Even if they're not sales calls. You can practice being genuinely interested and connected to anybody you're speaking with - anywhere.

When you do have sales calls to practice with, don't put on the pressure. If you mix up the order of the prompts, or say the 'wrong' thing, it really doesn't matter. The most important thing is to get the reps in, get practising and get the words out of your mouth so you can build confidence in the process and yourself. Have fun with it!

The Empowered Sales Process

I've spent 20 years in sales, and here's what I've learnt. The usual tactics, getting 'buy-in' and cornering prospects on a call so they feel pressured? Those days are gone. It feels terrible for the buyer and also not great for you - the seller.

It is possible to sell in a better, more empowering way. To help your clients make a decision that feels amazing, without compromising your own values or being pushy or manipulative. I've taken all I learnt in my sales career and broken it down to a process that's simple, easy to follow and results in higher conversions with better clients. This system creates amazing connection with your clients and creates a space for genuine curiosity and connection – and more sales. Converting at a high level demands more



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skills from you - listening, connection, understanding, curiosity and willingness to be wrong amongst them.

Before we start, here are a few mindset shifts to help:

- Commit to understanding your client much more
- Adopt a curious and enquiring outlook
- Commit to getting to understanding and clarity - and standing for your client and what
- they really want - regardless of them being a yes or no.
- Don't worry about going off-piste! Connection counts, not a scripted conversation.

What is Empowered Selling? "The ability to create safety and space for your clients to make powerful decisions with all the information they need"

Creating safety and space for your clients is the most important part of this process. In this guide, I'll introduce you to this system and give you examples of how you can use this today in your business.

This isn't a copy and paste script to go out and follow. This is rooted in the core values I hold for authentic selling that have seen me launch and grow my business and help dozens of other entrepreneurs do the same.

- Value first
- Connection always
- Be in service
- Be curious

The experience your clients have when they buy matters - your clients are seeing firsthand what it's like to work with you. It's part of your brand experience and customer journey.

The 6-step Empowered Sales Process

Building belief in yourself and your offer is crucial to being able to show up for your clients and able to help them. Write out all the ways that this offer is such a match for them before you have the call. Write out 5 ways you think you'll be able to help them. Allow at least 1 hour for these calls until you've practiced and can edit it down. The best



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thing is to get to a firm decision ON the call - but sometimes you won't be able to and will run out of time. If that happens, schedule a 10-15 min follow up within the next 48 hrs just to close the conversation out.

Step 1: Connection and Belief (15 minutes prep before the call)

Take some time to write out all the ways you can help your client. What are the solutions you can offer? How much do you believe you're the right person to help? Why? The clearer you are on this the more confident and prepared you'll be to help them on the call. Find some time to really think about them and their problems and feel the connection to your prospect.

Step 2: Set the Agenda (2-3 minutes)

As the sales person, you're in charge. After connecting and chatting for a moment, lay out how the call will go, and see if your expectations are aligned. Do they expect to be making a decision about working together? Are they clear this call is to talk about that? This is a great time to make sure you're on the same page. When your client feels reassured they don't have to do anything other than answer questions, they can relax and will be more open.

Step 3: Discovery (20-30 minutes)

This step is where you take a temperature check of all your client's current challenges and what they'd rather have. What do they want? Why do they want it? What's standing in their way? Why does it matter to have this right now - or does it not matter? Get very curious here to unearth all the things they're experiencing and what they want.

Step 4: Diagnose and Solve (15 minutes)

Are you clear on their problem and how it's showing up for your client? Do you know what would be a straight out win for them? If not, spend more time in Step 2 until you do. If it is clear- great. Now you tell your client how you'll help them solve the problem. Describe what they'll be doing and how it will work. The simpler the better. Talk about the results they'll have when they do this - and how doing this together will create them.

Step 5: Ask

This is where you ask them if they can see themselves doing this. What could stop them? Is it all clear? Ask if they would like to do this together and talk about the investment. Offer to start working together.



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Step 6: Allow

Allow time for surfacing objections and questions. They will come. Have answers for them! Be curious about why your clients are asking these questions. Ask them what they're thinking about and why. Curiosity is your superpower here. They're not 'right' or 'wrong' in anything they tell you. It feels true for them. Your job is simply to discover the cause behind a yes or no and help your client explore it all equally so they can make a clear decision.

Objections are obstacles they'll put in their own way between what they want to have and where they are right now. Figure out those obstacles and see if there's been a misunderstanding in the information you've given. Or if they've assumed something that isn't true.

Final thoughts

The aim of the call is to get to a decision - that feels great for them. Allowing them to explore the reasoning behind that decision helps them make it faster and clearer.

Reach Out

For more help with objection handling or to implement this empowered sales process, please head to the Meg Roundell Greene Sales Coaching page in the Trusted Supplier Directory and I can help.