

Show Number: CCS Episode #47

Show Title: [Coaches Connection #47] Lost the sale? What NOT to do after a prospect say's 'No'.

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 47. My name is Annemarie Cross, Small Business Marketing & Mindset Coach.

Do you ask the question - How can I grow my coaching practice? What are the secrets that will help me fill my practice? And, what marketing should I be doing to attract new clients. Well, you're in the right place.

Whether you are just starting up your coaching practice or you've been in business a while this podcast is devoted to helping you take your results to the next level.

I'll teach you the right business and marketing strategies you should have in place to communicate your meaningful message in a powerful way so you can stand out and finally grow a successful, profitable coaching practice.

Let's get started...

Welcome:

Hi there and welcome to another show.

Have you just had a conversation with a prospective client and they've just said no to hiring you?

It can be like a stab to the heart – can't it. Your self-esteem, your confidence, your courage to go out and

Announcements:

Before we dive into that - I have a few announcements I'd like to share.

1. I want to do a shout out to Christy Copeland, she is a Mom, Singer, Songwriter and Runner. You'll find her over on twitter @SimplyYielded

Christy tweeted Great show...as always. Thank you for your help. You are so welcome Christy, I'm so glad you are enjoying the show. And, thank you for letting me know - I love getting feedback like this so I know that the information I'm sharing is of value to you.

2. Another thank you and shout out to Stacie Walker. She tweeted about the show, sharing it with her community. Thank you Stacie - much appreciated.

Now, if you'd like me to do a shout out to you just like I have with Christy and Stacie - there's a couple of ways you can do that.

Firstly, you can shout out online - but make sure you tag me to let me know otherwise I don't know and cannot say thank you to you.

You can pop on over to www.ambitiousentrepreneurnetwork.com/ccpconnect Our direct phone numbers there so you can leave a message and I'll play them on an upcoming show. So leave your name; your company name and a brief message about why you like the show. Alternatively, we have Speakpipe there where you can record a message directly from your computer.

And of course, last but by no means least, subscribe to our itunes channel by going over to www.ambitiousentrepreneurnetwork.com/ccpitunes While you're there rate the show and leave a comment. And share the show with your friends and colleagues. I would so appreciate this as you will help me get this podcast into the hands of as many other coaches and helping them grow their business so they can in turn help as many people as possible. Thank you so much for helping me spread this podcast.

3. Just a reminder for those of you who are in Melbourne and would love to be more confident in your networking and speaking in public, I encourage you to come to my one day workshop Network & Communicate with Confidence. www.NetworkWithConfidence.com.au

It's a hands-on day where we'll be identifying your Signature Brand and core message that is uniquely you; we'll be creating your introduction that will

Speak directly to your ideal client and wow them so they'll want to learn more; how to deliver your introduction with confidence – even if you are speaking in front of a crowd of people you've never met before; we'll be mapping out your follow up strategies so you can begin to really leverage your new connections. We'll even be reviewing your business card, with our business card makeover to see how your current business card reflects your Signature Brand and message, and much more.

Go to: www.networkwithconfidence.com.au

Tip of the week:

If you're on Instagram and you love sharing inspirational quotes, yet, you're not a graphic designer but you'd really like to share your inspirational quote on an image, or have some nice fonts so it stands out and looks great, then I have a great app for you.

It's called WordSwag.

WordSwag allows you to create really cool images with text. They have a number of backgrounds, formats and layouts you can choose, and all you need to do is select the background you want; the format you'd like to use; and then type in your text, and voila it's ready to save and send.

What I normally do is create an image in WordSwag and type some text into area where Instagram allows you to do that and you're ready to send. Usually I will write a little more information as well as a question or other insight. And then it's ready to share.

So, if you're looking for a great app that will allow you to create terrific looking images with quotes – then WordSwag is a great option. Check it out on the app store of your iPhone.

Now, do you have a tool that you're using in your business which you love? Let me know what it is – even in the comments section below and how it has benefited your business so I can check it out. If I feature the tool in this segment, I'll be sure to do a shout out to say 'thank you', so it's a great opportunity for you to gain a little exposure for your business on this show.

Again, just leave a comment in the comment section below, sharing the tool you love and how it has benefited your business.

Words of Wisdom:

Hearing 'no' from a prospect can be difficult.

Especially for a heart-centered coach and entrepreneur who wants nothing more than to be of service to her clients.

In fact, a 'no' can be a devastating blow to her self-value and self-worth as she perceives the 'no' to be a rejection, not only to her services, but also - to herself.

What then follows is a barrage of negative emotions and strengthening of unhelpful beliefs, such as: "I'm not worthy", "No-one will hire me", or "I'm just not cut out for this", to name a few.

Is that something you can relate to?

If so, and you're a heart-centered entrepreneur, it's important to realise that having sales conversations with prospective clients is a fact of business life AND a crucial one.

After all, if you're not signing up new clients, you're not generating income. And a business can't survive on dreams and hope alone - you need cash flowing in too!

So, along with the excitement of hearing a 'yes' and being able to celebrate having just signed on a new client, there will also be times of disappointment where a prospect will say no. And, it's important to tell yourself that this too is ok.

If you're like hundreds of other heart-centered entrepreneurs who dread having a sales conversation here are three things you DON'T want to do should you receive a 'no' from your prospect:

1. Don't take it personally

There are many factors that can influence a prospect's decision making process - the least of which is YOU.

- Their own beliefs and whether they believe they are worth the investment

- They may not yet be ready
- They still have questions they need answered
- They generally tend to take longer in their decision making process
- And the list goes on.

Don't assume that they've said 'no' because they don't like you or your services. Don't take it personally because it's NOT personal.

Let me leave with a quote I often share with my clients:

"Has a prospect just said no? It's not personal. They may not be ready YET. Be there when they are!" @AnnemarieCoach

2. Don't take yourself out

How does a heart-centered solopreneur keep herself safe so she doesn't have to experience disappointment?

She avoids any situation where the likelihood of disappointment can occur.

- Are you avoiding having that sales conversation with a prospect?
- Do you speak about everything OTHER than how they can work with you?
- Do you end up giving away WAY too much of your time and your Inner Brilliance (i.e. expertise and intellectual property) because you just don't want to tell your prospect that for any more support and information they need to hire you? So you just keep giving, giving and giving?

STOP!

If you're unsure whether you've got all the right steps in place to strengthen your sales process so you can have an influential conversation that converts –learn! In fact, go ahead and apply for one of my [Business Breakthrough Strategy Sessions](#) and I'll help you identify the gaps and show you what you need to do.

3. Don't resort to discounting

While you may be tempted to lower your price, quote a significantly reduce fee, or offer a discount as ways to get a prospect to say yes – don't.

This will only serve to strengthen your belief that: "You're not worth it and the only way you can get someone to hire you is to devalue and discount your services."

- Are you attracting the right client who values their own self development and therefore is will to invest in themselves?
- Have you distinguished your services and built a strong and reputable name in your industry with a powerful, authentic Signature Brand?
- Do you continue to build your influence and impact factor by showcasing social proof and testimonials from clients who've invested in you and achieving incredible results?

You should be!

Let's recap each of these steps:

1. Don't take it personally
2. Don't take yourself out – in other words, don't stop having conversations with prospective clients
3. Don't resort to discounting as a way to get someone to say 'yes' to your services

Do you find yourself doing one (or a combination) of these three things? What will you do to change this moving forward? Go ahead and share. It's always great to hear from you!

Today's Inspirational Tip

"How you start is important, but it is how you finish that counts. In the race for success, speed is less important than stamina. The stickler outlasts the sprinter." – B.C. Forbes

[Outro]

Go ahead and give us a shout out - we'll make sure we shout back!

If this was an episode you really enjoyed and got value from, I want to encourage you to head over to iTunes over at: www.ambitiousentrepreneurnetwork.com/ccpitunes and leave a comment and a rating.

I'd so appreciate this as this as this really makes a huge difference and helps me get the message out to as many coaches as possible. And you can play an incredibly important role in helping me by rating, commenting and sharing the show with your friends and colleagues.

If you have a question you would like me to answer in an upcoming show, head on over to:

www.AmbitiousEntrepreneurNetwork.com/CCPConnect

Leave your name, your business name, and your question, and I look forward to answering that for you in an upcoming show.

Till next week, bye for now, this is Annemarie