# Module 8 – The Introduction Session

Your introduction session is your opportunity to show your skills and establish the trust that you can deliver. It's your opportunity to make a sale.

How do you do that, though? That's what this module focuses on.

## The 5-step Sales System (Tad James)

The 5-step sales system by Tad James is one of the first tools I learnt when I started with my own business. It gives an outline of the structure of a session for you to follow.

First, let's take a closer look at the steps. After that we'll take a look at how to integrate the Axes of Change model with these 5 steps for greater effectiveness.

1. Rapport

Your rapport building doesn't start in the introduction session. It starts at the beginning of your marketing funnel. When your client sits down with you, there should already be a level of rapport.

Then the first thing you want to do is make your client feel comfortable. He or she might be nervous about talking with you or worried that it's going to be a sales conversation, that they are going to be pressured into something. Or their mind be in a completely different place. The very first thing you will focus on is their state and making sure they are comfortable and ready to focus on the conversation.

Setting frames at the beginning of the conversation helps put your client at ease and it also helps to set the expectations. A few pre-frames I set at the beginning of the conversation:

a. We have 30-45 minutes together and this time is entirely for you. I will be asking you lots of questions about where you are and

   where you would like to be. Afterwards there'll be time for you to ask me any questions you have for me.
   
   b. If I feel we are a fit and one of my products is a solution to where you are at and want to be, I will let you know. If not, I'll help you figure out where to go next. Does that work for you?
   
   c. My aim is to help you to your next level. So that means we are going to get to the heart of things and I might from time to time give you feedback on what I am hearing. Is that ok?

2. Ask questions

   Knowing what questions to ask is key in running a successful introduction session. The main aim of the intro session is to establish a gap of where your client is and where he/she wants to be. They wouldn't get on the call with you if they didn't have a need or a desire, so ask questions about that.

   Your questions are going to be focused on the outcome that your client wants. So you will be asking Well Formed Outcome questions. The Axes of Change will then help you with generating enough motivation in your client to want to make the change.

3. Find a need and establish value

   Once you have established the present and desired state, there will be a gap. Is that gap something that your program bridged? Does your company offer a solution to the problem? Or is it something that you don't provide. If it does, great! If it doesn't, or if the person isn't your ideal client, then move on. You can refer them to someone else or let them know how they can solve their problem. If there is no need, DON'T SELL.

4. Link need to solution

   Assuming that your client is a fit, then you want to link the solution (your program) to their need. You'll want to personalize it and use the words that your client has been using. After all, it's all about what is important to him/her.

5. Ask for the sale

This might be the step where it gets a bit scary! At least, that's the feedback I get from a great deal of coaches and trainers. "What if they think the price is too much? What if they can't afford it? What if they don't think I'm worth it? What if…?"

Lots of what ifs and mind reading.

Being confident about your product and the price you have set makes this step a whole lot easier. If it's new to you, though, there still might be some feeling of discomfort. That's perfectly natural as you start out with this. If you have a strong fear around closing the sale, then it's worth it to get some coaching around this topic.

The frame that I have when it comes to asking for the sale, is that if I don't help my client make a decision on something that would solve their problem…I'd be robbing them of that opportunity. I need to take the lead in this process. Especially since it might be a big step for my client to make this buying decision.

## Integrating The Axes of Change

Somewhere in your client's inner world lies the energy to make a change. There's desire to move towards something as well as a desire to move away from something else. However, this desire may be dormant. Or it might be covered by fear and the safety of their comfort zone. That's why so many people stay in an unfavorable situation for so long.

As a coach, you use questions and your ability to induce states to help your client unleash this emotional energy. You also help your client become aware enough to be able to make an informed decision as to whether or not to change.

If you can do this (create enough motivational energy and the decision to change) in your introduction session, closing the sale is going to be easy. Why? Because you will have established the value that you have to offer. Value that is intrinsic to your client. With making a decision to change, they will be ready to go.

That said, it doesn't mean that they'll buy from you right away. Sometimes your client needs to think about the decision or discuss it with their partner. To me there's no need to sell in that conversation. The sale might come a few days after. You can agree on a time that you will call them back. Or you can check in with them to see if they have questions or need more help. I know that many marketers will say that you need to push for the decision right there and then. I will challenge my client if they seem afraid of taking the leap. But in an ethical way, not through bullying or scaring them.

## Self Reflection

Your success at the introduction session is dependent on your state and how congruent you are. Let's take stock of your inner game with regards to selling.

1. What is your state when you prepare for an introduction session?
2. What is your state during an introduction session?
3. What is the quality and intensity of those states (before and during?)
4. What states would you like to be in instead?
5. If the state is "negative", what triggers it? Is it something you see, hear, say to yourself? Ask yourself some meta-questions about the trigger: What do you believe about that? And what do you believe about that belief? What does it say about who you are?