

# 5-STEPS TO CONVERTING ENQUIRIES

A ROAD MAP FOR SUCCESS



## Before you START... REMEMBER

This sequence is created to help the prospect get a FUZZY FEELING.

Your emotional state also makes a difference.

How do you want them to feel when speaking to you?

GET INTO THAT STATE YOURSELF FIRST!



START

## SETTING AN AGENDA

GIVE THEM A MAP of what's to come on the call...



### TIPS:

- Use a transfer of info
- Introduce yourself
- Tell them what you will cover
- Keep language positive
- Length of call
- Get agreement

Agenda

## BUILDING RAPPORT

### TIPS:

- Ask a big open question
- React empathically
- How would you react to a best friend if they rang you with a similar issue?



Rapport

## QUALIFYING Q's

REMEMBER... having every single case detail for someone who doesn't want to use your firm is NOT useful.



### TIPS:

- What's the minimum information you need in order to know whether this is something you could help with?
- Then move on...

Qualifying Q's

## PROCESS

- How are you going to help them?
- What is required of them?
- How long is the likely process?

### TIPS:

- Avoid Jargon
- Keep it simple

## COST

### TIPS:

- Fixed Fee If Possible
- Avoid Hourly Rates
- Don't compete on prices that aren't yours (third party costs)

Process & Cost

## ASKING FOR THE WORK

This is about asking a direct question (that requires a response) to move things proactively forwards.

Use a 2-step close:

- 1) Statement of confidence
- 2) The moving forwards question

### TIPS:

- Avoid "IF"
- Think about tone... sound certain (command tonality)



ASK!!!

## ENDING



IF it's a YES? - Gather more details (if needed) and give more comprehensive information on process.



IF it's a NO? - Use objection handling skills to direct it forwards or at least keep the ball in your court.

END