

Master the Enrollment Conversation

Win New Clients
without Being
Salesy

with


Loren Fogelman



Free Resource

Successful Enrolling Conversations Script

Text: 474747
Keyword: SNH



Business Success Solution
Step Into Your Greatness
Loren Fogelman

Guided Engagement Conversation

- When utilizing this guide, sections that are in brackets and highlighted yellow are [areas where you insert your language] to make this conversation your own.
- Sections that are **bold** are Loren's examples of what to insert.
- Items that are in brackets and highlighted green are [items that you need to identify and insert by listening to your potential client].
- Items that are **bold and italicized** are actions for you to take.

Opening / Set the Intention

Hi, **Sandy** [insert name]. Thanks for meeting with me today. My intention for our conversation is to identify the one thing that will give you the best insight regarding your **business finances, cash flow and tax planning**. [insert outcome you provide/problem you solve] First I will ask you some questions and then we'll take a look at where to go from there.

Before we get started do you have any questions for me? Great, let's get started.

What made you decide to invest the time today to talk to me about your **cash flow and taxes**? [insert the solution they want that you solve].


Tap Into the Pain / Expose the Gap

Exactly what was your **gross income** last year and how much would you like to **make this year**? What are your specific plans to make your **business more profitable**? [insert other specific measure of success related to the problem you help solve]

Exactly how much time and money have you spent to **improve your cash flow and keep your books up to date for tax planning** this year? [insert pain point of other things they may have tried to fix problem you solve]. Is that paying off? If not, why?

75% of Business Majors

A close-up, shallow depth-of-field photograph of a student's hand holding a yellow pencil, writing on a white notebook. The student has long, wavy blonde hair and is wearing a green shirt. The background is blurred, showing another person in a plaid shirt sitting at a desk in a classroom or lecture hall.



Are you...

About Loren



Los Angeles Times

YAHOO!

AMERICA'S
SBDC

amazon.com

ASHLAND AREA
CHAMBER
of COMMERCE



HubSpot

intuit.

KSKQ



NATIONAL ASSOCIATION OF
INSURANCE AND FINANCIAL ADVISORS

inspired • women • lead
WOMEN'S
LEADERSHIP CONFERENCE

SHRMTM
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

What You'll Learn Today

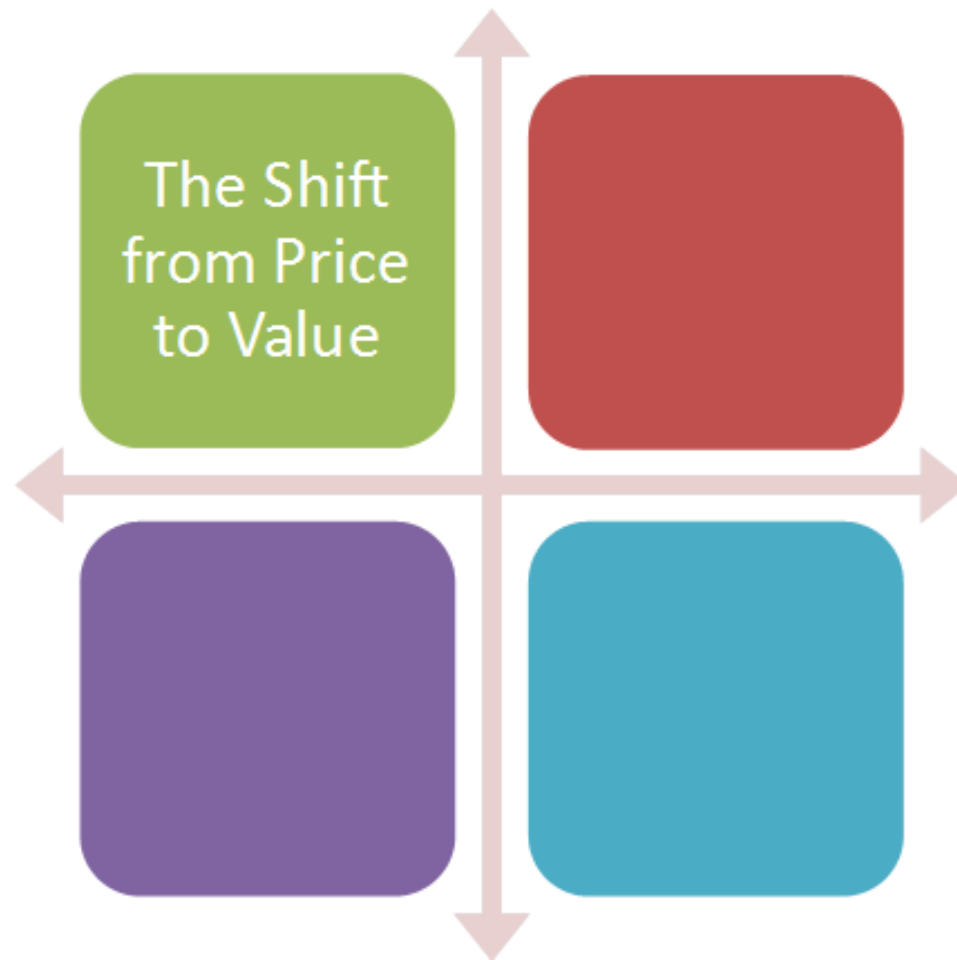








Let's Get Started







Cost or Investment

Why You?

3 Benefits from Working with You

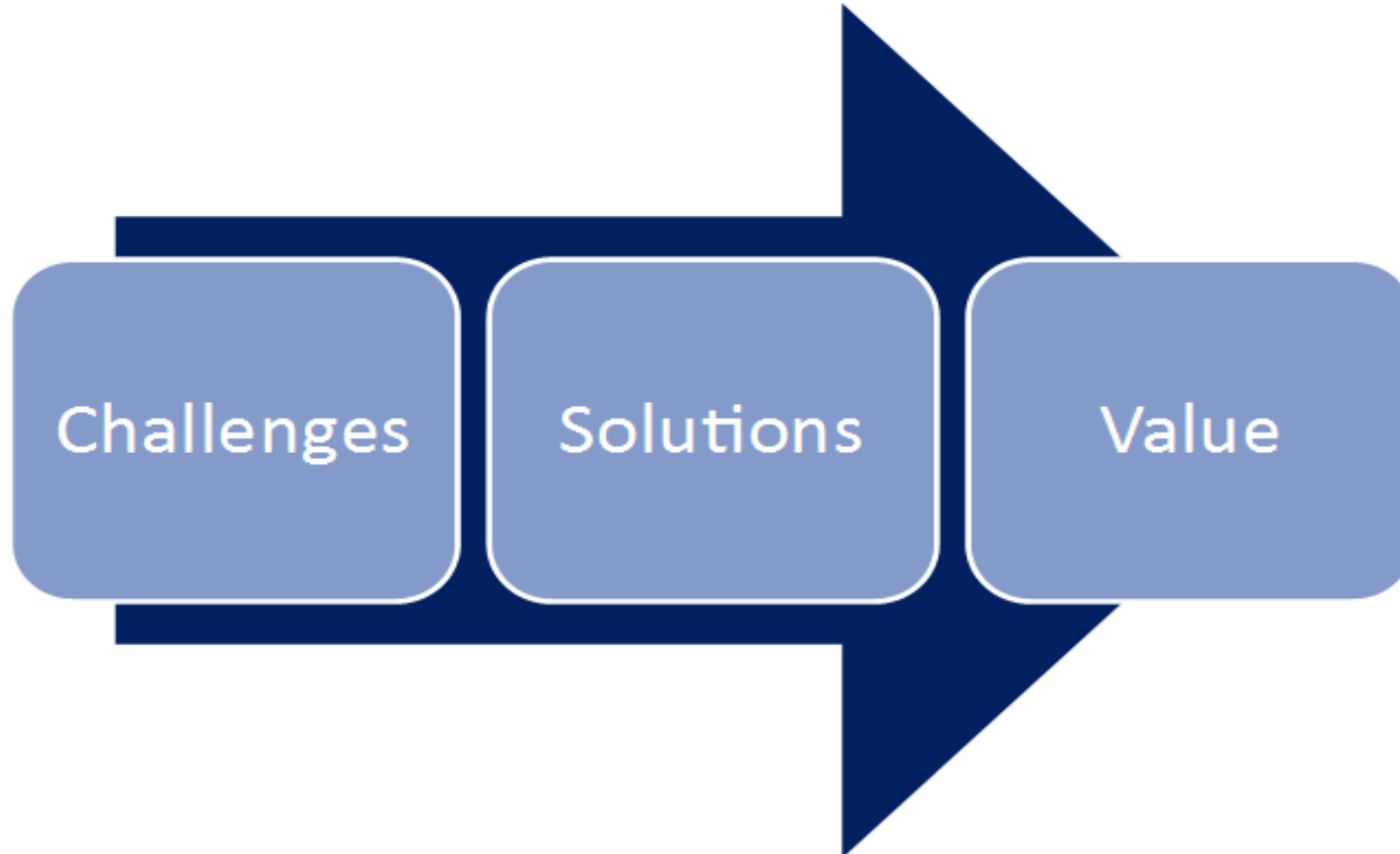
What's Next



Generalist or Specialist



Solve a Need





70 / 30

Discovery Questions

Quantitative

Qualifying

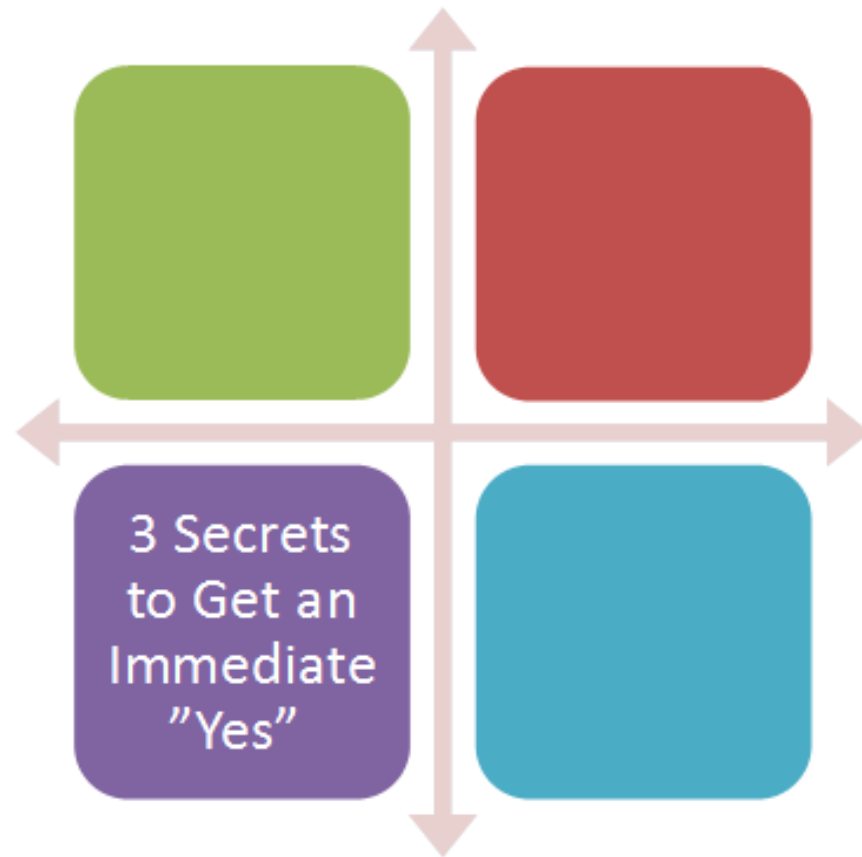
Qualitative

Doubled my
business after
cutting away
30% of my
clients.

Ingrid Edstrom,
Polymath
Bookkeeping



Moving Forward



Stop Chasing



Your Invitation



Not Attached



If I didn't coach
with you, I
would have
paid down my
debt in 5 years
instead of 4
months.

Justin Botillier
Rogue Tax
Professionals



Wrapping Up



Common Objections

5 Steps for Dealing with Objections



1. Acknowledge
2. Ask
3. Assess
4. Assume
5. Affirm

Nationally ranked in
the top 1% of loan
originators.

Currently #6 in the
country.

Brian Case,
Guild Mortgage



What We Covered



Today Only!

Complimentary
Grow Your Ideal Business Strategy Session!

<https://BusinessSuccessSolution.com/letstalk/>

Business Success Solution.com

Loren Fogelman
Business Success Coach

