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Initial Consultation Script

An initial consultation is where you have a conversation with your potential client to establish where they are now, where they want to be, and how what you have to offer, can serve them in their life.

The conversation comes from a place of understanding, love and being fully present to the client.

Prior to the call an Intake form or survey has been filled in and you are satisfied they meet your requirements for the call. For example:

- They are clear on what they want
- You are clear on how your offer can help them
- You are clear on any clarifications you might have
- They are 10/10 committed.

1. Pre Call Preparation

At the start of every day write down the 3 things you grateful for, the 3 things you want forgiveness for and meditate for 30 minutes, empty yourself like a channel and plug into the Universe.

Ten minutes before the call, do all of the following:

- Make sure that you are in a quiet room with no interruptions
- Clear the space in the room, freshen it and have water and tissues ready
- Meditate for 5 minutes before beginning. *I like to breathe in and out and feel myself like an empty vessel, surrender myself as an instrument and plug into the universe.*
- Read your notes about the person, their survey and intake form and bless them and intend for them to get what they want
- Have your device on which you are going to conduct the call ready with a good working internet (if you are prone to power cuts have back up internet and power and have a back-up device and number ready)

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- Use your device with headphones so that your hands are free for taking notes and expressing
- Make sure that you are recording the phone or video call (you are welcome to let them know you are recording the call for your training purposes)
- Have a copy of the survey questions or intake form in front of you (I prefer to avoid printing and have it ready on my laptop so I can see it – this saves time and paper)
- Have a pen and notepad or some system of taking notes in front of you
- Release all attachment to the “YES” and put all attachment onto “listening, understanding and serving.”
- Lose all the emotional baggage from the day or previous calls, be tranquil and focused
- Have the number or on-line link ready to dial and make sure you dial the very moment the clock hits the minute
- Have the dial in link ready, in case they message you for it

The main outcome in this section, is to be ready for the person you are calling.

2. Hello Hi& Rapport

Ask some very informal and casual questions to have rapport and get on the same wavelength. Some options you use to greet and have rapport are:

- *“Hi, how are you?”* Wait for answer. *“It’s wonderful speaking with you today...”*
- *“Hey XXX,”* (Address the person in keeping with their status and what they would expect being either more formal or informal), *“how’s your week going?”*
- *“Where are you calling from today?”*
- After they respond, *“Thank you for sharing XXXXX, shall we get started with the Discovery Call/ this Call/ this Meeting/ this Consultation?”*

The main outcome in this section is to greet and have rapport.

3. State The Purpose Of The Call

Meet them where they are at, while taking a lead, having rapport and listening from a place of soulful service:

- “So, the purpose of the call is to understand what you want and how I might be able to help you. How does that feel? Is there anything you would like to get out of this call?”
- In case you are not going to cover what they want, then just manage their expectations and be honest and check if they want to proceed or not.

The main outcome in this section is to be clear of the purpose of the call

4. Figure Out What They Want (Desired Situation)

In this stage establish what they want and clarify anything you are unsure of:

- Begin by acknowledging them for filling in the survey or intake form
- Share with them what you love about it in the language that they will understand. I might say something like, *“I love how you were clear about your 3 priorities”*
- Playback to them what they want and check if you got it right. If you need to go deeper, ask,
 - “What do you mean by.....?”*
 - “Tell me more about that.....?”*
 - “Why do you think this problem exists?”*
 - “What else have you tried to do to fix this?”*
 - “How long have you been dealing with this?”*

The main outcome in this section is to be clear of what they want, or what is their desired situation.

5. Understand Their Current Situation & What Has Stopped Them

The next step is to understand their current situation and what has been preventing them from getting to where they want and what have they done so far:

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- *“So if I have understood you correctly, where you want to be is,” (...play back to them their words....)? “Is that right?”* They might refine it and that is wonderful. Do play it back to them so that there is alignment.
- *“Now I am curious to know, where are you currently? How would you describe your current situation?”*
- *“What prevents you from getting from your current situation (where you are now) to where you want to be?”* Listen out for beliefs, limits, blocks, and circumstances in their own control and out of their control.
- Then playback to them what they shared and get confirmation or re-check your understanding. If what they shared is out of their control, then ask them questions to establish, what prevents them from making the change. Check in with yourself silently if what you have to offer can help them. Resist the temptation from sharing your offer!
- Then ask, *“What have you done so far to get from where you are now, to where you want to be?”* Establish what has worked or not worked so far.
- *“What will staying where you are, cost you? What else will it cost you? How does that make you feel?”*
- *“What would your life be like if you could transition from where you are now to where you want to be? How would that make you feel?”*
- Play back to them what they share,

“So if I have understood this correctly, you are currently (...here...) and want to be (...here...) and this situation makes you feel (.....) and you would love to feel (...). If you were to do nothing it would mean that (...the cost of doing nothing..) and if you moved from (...where you are now...) to (...where you want to be...) that would change your life by (....add their words...).”

Get their confirmation and sometimes, they update it which is fabulous.

The main outcome in this section is to understand their current situation and what has been preventing them from getting from where they are to where they want to be and what are the costs of staying where they are and the benefits of getting to where they want to be.

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6. Clarify The Real Reason They Have Not Been Able To Do It On Their Own

“So, tell me then what might have been stopping you from achieving what you want on your own? And if you could have it now would you take it? What’s it worth to you?”

Listen for cues that imply:

1. Inability to do it on their own.
2. Wanting to do it faster.
3. Wanting to follow a proven system and have guidance by somebody who has actually done it or has experience working with people

The main outcome of this section is to be clear on the reason they have not managed to do it on their own so you can work out if you can fulfill the gap with what you have.

7. Acknowledge TheGap and Introduce Your Offer

*“Ok, so I understand where you are now and where you want to be and the reason you have not been able to get there is” (...their reasons shared in section above...)
“and you would feel” (... Their feeling of what it would mean to them to transform from where they are now to where they want to be ...).*

Now share what you do in the language of the person you are speaking to.

I help _____ to _____ through _____.

I typically work with _____ and I help them to.

“How does that feel?”

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When you state your help statement in the terms of what the person you are speaking to wants, it's like magic. They will say things like,

"That's me"

"That's my situation right now"

"I definitely want to achieve that"

Just stop speaking and let them keep speak, because they will convince you the reason what you have to offer is right for them and listen...listen...listen. Do not share anything more at this stage. Let them take it in, because they have found the answer to their prayers.

They themselves will ask you to let them know more. Or you can ask them once they have confirmed this is what they want, whether you can share more with them.

Never share what you have to offer, unless the person is interested and has desire.

The main outcome of this section is to acknowledge the gap and introduce what you have to offer.

8. State your Offer and How It Works

- Explain how what you have to offer will help them in their language based on their pains, needs, prayers, desires and the number 1 problem that they want to solve.
- Share your story of the reason that you help people in this area and how this work and has changed your life
- Share 2-3 relevant testimonials of people you have worked with in a similar situation, and what they got from it and how it helped them
- THEN SILENCE, the max you can ask is, how does it feel? Most probably they will ask a question, if not your next step is to explain how the program works
- When they are ready explain how many sessions you offer, over how long and the frequency of the sessions. If they are in a hurry to complete, offer weekly sessions over 6 weeks, if not a session every 2 weeks. Once a month is too long. Explain the kinds of techniques you use only in the context of what they want.

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The main outcome of this section is to acknowledge the gap and introduce what you have to offer

9. State Your Offer Making the Value Clear

Explain what you have to offer in monetary terms. *“My normal charges for a one-off session is Rs XXXX and currently I have a package which is Rs XXXX per session for a package of X sessions which comes to, saving Rs XXXX.”* You can also explain that for those who are able to make the decision straight-away you have a more discounted offer as you find that those who move forward quickly, achieve the results that they want quickly.

If you have a bonus that you can offer like being part of a WhatsApp group to get a weekly tip or a weekly meditation that you can offer as part of the package it makes things feel even better.

- We're waiting for any words that mean let's move forward with this:
 - “What's the next step?”*
 - “Ok well what's next?”*
 - “Ok how do we get started?”*
 - “Ok let's do it!”*
- When they are ready to move forward say:
 - “Awesome! Well we can get you started right now if you want.”*
 - “(OK well how do we do that... OK how do we do the payment... Words like this....)”*
 - “We can do credit card over the phone, I can send you the Google pay link now or bank transfer details (the best payment method is the quickest one).”*
- What we will not accept
 - Any words that do not mean YES or NO. This decision is BINARY not a grey area.
 - “OK well can you send me something via email?”*
 - “OK well how do I get back in touch with you if I decide to move forward?”*

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- “Ok I’m going to need to think about this”*
- “Ok I’m going to have to ask my business partner, wife etc.”*

For those who are a clear No, ask them the reason as it might give you fabulous feedback on how to improve your offer. Offer to add them to a WhatsAppGroup where you can send weekly messages, that’s of value to them and definitely friend them on Facebook. If you use Instagram when you have a live event on their send them the link on the whatsapp group. This will allow you to nurture any “No’s” and “Maybe’s”. This is known as a nurture sequence.

The purpose of this section is to explain the value of what is being offered and what is your special pricing and to move forward with the Yes’s, get feedback from the No’s and add to a nurture sequence and for the maybe support them with their objections.

10. Handling Objections

I need time to find money

Objection: I need time to find the money and look over my finances. I just don’t make decisions on the spot. I need to check with partner or spouse.

“Okay great. When specifically will you be talking with your partner or spouse?”, or “When will you be looking over your finances”, or “When will you be sitting down to think about it?”

“Perfect. So you will have spoken with your spouse/partner (or looked over your finances) by noon eastern tomorrow...”

“Awesome, I just friended you on Facebook, just reach out to me there and get enrolled by noon tomorrow and I will hold those savings for you until then.”

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

I have no money

Objection: I have no money.

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"Okay..."(Silence) "We understand that finances can be a challenge, and we always do our best to work with people in this scenario."

"So how can we make this a reality for you?"

I don't have money

Objection: I don't have the money.

"I understand you do not have money right now. If money were not an issue would you want to join this program?"

If No, thank and add to nurture sequence

If Yes, *"So how can we make this work for you?"*

Once I make some money

Objection: Once I make some money then I want to work with you.

"If money were not a barrier, would you want to join the program?"

If No, thank and add to nurture sequence

If Yes, *"So how can we make this work for you?"*

I need some time to think over it

Objection: I need some time to think it over.

"I get that... and I encourage that. We want this to be a great fit for everyone."

Or...

"How will you know when it's time to start doing and having the things in your life that you just told me were so important?"

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I need to check with my partner or spouse

Objection: I need to check with partner or spouse.

“Yes, I totally understand. That is very important. So let me clarify here. Are you saying you are in, and you just need to get a ‘sign-off’ from your spouse/partner, and then we are moving forward? Or is there something else?” If yes, say, *“Okay great. When specifically will you guys be able to talk?”*
“Perfect. So you will have spoken with your spouse by noon eastern tomorrow...”

“Awesome, I just friended you on Facebook, just reach out to me there and get enrolled by noon tomorrow and I will hold those savings for you until then.”

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Note: OFFER to get on the phone with the spouse and discuss, too. It works really well when you do. Just be sure when if they do come on the phone that you don't start making it about you but focus on what they want.

“What SPECIFIC outcomes would you need to see to make this TOTALLY worth the investment of time and resources? What would make this a complete NO BRAINER for you?”

“That’s exactly what we will be addressing”

Do you have a guarantee?

Objection: Do you have a guarantee?

“Absolutely. We guarantee that if you keep doing what you’re doing, you’ll get the same results. So that’s our guarantee.”

“Now with that said, we also guarantee that our system works. But if you’re looking for an out before you begin, then we’re probably not a good fit for you because that’s really not the energy that will serve you or us.”

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"It's all good either way. Let's just be clear that you should either commit to this with the attitude that this is going to work for you fully and completely or you decide that it's not right for you at this time. If it's not a good fit, that's totally ok."

"But I can assure you this, people who are looking for a reason for something not to work, usually find it."

"I do offer a no questions asked money back guarantee for my private one to one sessions, because I believe in them whole heartedly. If anyone asks can I guarantee results like a healing outcome – I cannot. Yes if I take a client on and I know I can support them then I stand by my guarantee."

If they are on the fence

The Magic Question...

Use this magic question if your potential client is on the fence:

"Look, the REAL decision you are making isn't whether or not to coach with me or anyone else out there. That's really irrelevant."

"The REAL decision you have to make is whether, or not, you are ready to commit to (having the things they said they wanted to have in their life, health, work and so on), or whether, or not, you want to continue... (Having all the problems and challenges they just told you they had)."

"THAT'S the REAL DECISION you are going to be faced with, until you are ready to change."

THIS is magical. It makes the decision about gaining what they want in life, not about coaching with you.

REMEMBER: They are not making a DECISION to work with you, coach with you, or "buy your service", they are making a DECISION on whether or not they want to stay stuck where they are, or move forward and gain the things in life they really want."

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