5 Strategies to Convert Your Prospects to Paying Clients

A prospect is someone who has expressed interest in working with you but has not yet committed. A client is someone who pays you for your services.

These top tips will help you convert a prospect to a client. You can use these guidelines for a one-on-one sales consult or incorporate them into a sales page to sell a group program. You can also use the same concepts in a webinar or live talk to sell your services.

These tips will help you stay in control of the sales process and create a sales system with very clear objectives – to convert prospects into paying clients and then into raving fans who will help spread the word about you.

During this Sales Consult you need to:

1. Gather information quickly so you can determine if you are a good fit for this prospect

   You can do this much more easily if you’ve already done the work to define your niche and your ideal client. If you accept clients who do not fit your niche you will spend hours and hours of unpaid time developing a program and you will become less excited about your work. Identifying your niche and ideal client helps you say to the prospect, “yes, I deal with exactly this situation and here is how I can help". Your prospects are more likely to convert to clients because you convey authority. Develop a referral network so that you can make a few recommendations if the prospect is not a good fit.

   Here are a few ways to gather information quickly and convey authority:

   a. What are the top 3 areas of your lifestyle/wellness that you would like to work on?
   b. How serious are you about addressing these issues right now?
   c. If I were you, I would …
   d. These are the program options I offer

2. Offer your prospect enough information to convince them you can help them, but not so much that they never come back

   Sometimes this is called “giving results in advance”. You might give them a quick tip or a job to do. For example, you can say “write down everything you eat over 2 days so that when you come back for your initial consult we can go through it and find out exactly where the problems are”.

   Sometimes people like to have prospects do some upfront work (like a diet diary) and use that as a tool for the sales consult. You can also create handouts, direct them to a page on your website or to a recorded webinar for more information. Just be careful - a sales consult should only take about 15 minutes of your time and leave your prospect wanting more.
3. Convey your personality and your uniqueness

With so much free information widely available, really the only reason a prospect becomes a client is because they like YOU, trust YOU and want YOUR guidance. Don’t be afraid of showing your true colours in this consult. Let them know exactly what you expect from them and what they can expect from you. Some people will self select themselves out of working with you - and that’s fine. You want clients who are ready and willing to do the work you expect of them.

4. Outline exactly how you will proceed with them

People like to know what to expect. You can’t guarantee results, but you can outline a process. It’s helpful in the early days of your practice to spend some time defining your “process” so that you can clearly convey it during your sales consult.

5. Offer an explanation of your payment structure

Practise boldly stating your prices without apologizing. It is helpful to get to a point where you have multiple payment options - maybe a less expensive online DIY program, a more expensive but still reasonable live group program and then the most expensive, 1:1 coaching.

Power Questions/Statements:

These are helpful things to say to people who are on the fence:

- Why do you want to… (be healthier, lose weight….)
- Imagine your life after you’ve reached your goals….
- Your health is really in your hands and I’ll teach you what you need to know and do to….
- When you come in for your initial consult we’ll take a look and deal with exactly that.
- What are the factors you’ll be considering in making this decision?
- Is there anything we haven’t talked about that will affect your decision?
- What do you think is the next best step for you?

Clients need to feel they have a measure of control in the relationship. Always present options in a manner so they can have choices, whether they are considering your services or they are trying to implement your suggestions, once they are a client. This creates a strong relationship and happy clients.

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