

# THE **PERFECT** CONSULTATION FRAMEWORK



## **ABOUT ZANDER AND THE HIGH-IMPACT COACHING TEAM**

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- ▶ **Back in 2016, I quit my job in the corporate world making over \$200k a year to start my own coaching business. I went over \$30k into debt to learn from the best in the world in the areas of marketing, sales, online business, and mindset.**
- ▶ **As scary as it sounds, it was the best money I'd ever spent, because I learned the major shifts and strategies that allowed me to launch my business fast. I had built a 6-figure business within three months and had a team of four and my first 6-figure month within my first year.**
- ▶ **Now, I've help hundreds of experts and coaches learn how to build their own 6-figure businesses and increase their impact even if they don't have a big brand or audience.**
- ▶ **So, pay attention, because the shifts below will allow you to help a TON of people, without the \$30,000 of debt I had to deal with ;)**

**Sh\*t You Don't Learn in College**  
 2 hrs · Gilbert, AZ · 📍

Omg you guys, now that Zander Fryer has shown me how to set up calls with women, I just have an avalanche of women reaching out. I have 3 calls scheduled today before the 4 pm call and I'm just a ball of nervous energy. Can you help me calm down? Ahhh!

Like Comment

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ABOUT DISCUSSION PHOTOS ALBUMS

January 31 at 3:11 PM ·

My mentor [redacted] and I have been working on selling a \$3500 speaking coaching package for the last month with ZERO success. We've spent thousands on Facebook ads built a list and got on 40 phone calls with ZERO enrollments.

So we called Zander for help. After 1 day of working with him we increased our fees to \$5k and enrolled the FIRST person we got on the phone. WTF?! Planning on getting 15 clients this month for a total of \$75k. Thanks for all you do Z man!!!!

P.S. I said "Gentleman" b/c I sent this to Zander and Josh right after the call lol... #STOKED

How to Make your first \$5000... with Sofia [redacted]



and 10 others 5 Comments 4

Verizon 9:40 AM 77%

last seen yesterday at 7:33 PM

Another sale man biatch 7:35 PM

35k lol I have 2 days left! 7:35 PM

Made\* 7:35 PM

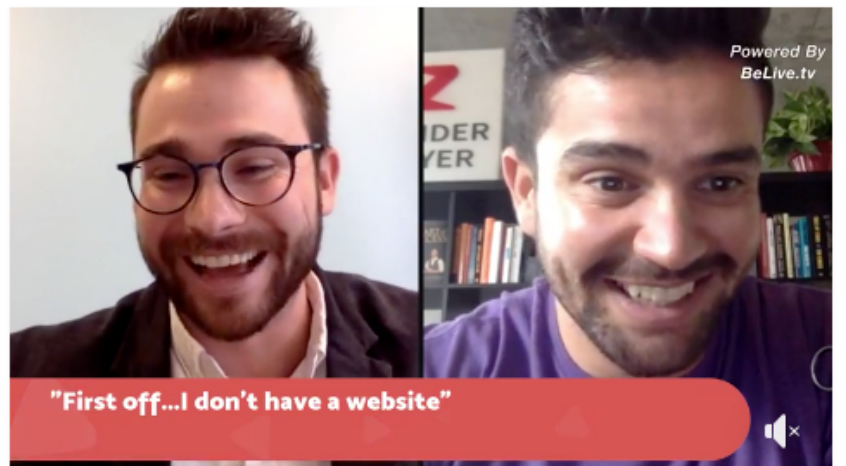
Yeah budday! It's happening. 9:12 PM ✓

2 calls tomorrow 9:19 PM

Throwing it down 9:19 PM

Zander Fryer was live. Admin · January 19

Make \$3k a WEEK on the side - LIVE with Alex [redacted]



25 Comments 554 Views

11:47

last seen yesterday at 6:34 PM

Yesterday

ZANDER!!!!!!!!!!!! 4:50 PM

I got my next client just like I said I would and I could my price again!!!! 4:51 PM

2k baby! 2 fucking k! 4:51 PM

Yes! Yes! Yes! 4:58 PM ✓

## 1. MINDSET (5-10 mins.)

### Outcome:

Most sales conversations are lost before you even pick up the phone. If your mind isn't right before you start a call, then the rest is lost. Potential clients need you to lead them forward. If you show up at a 10/10, they will show up at an 8. If you show up at a 7, they will show at a 4.

### Steps:

- o Research your potential client online.
- o Watch motivational videos or do something to get in the right intention.
- o Take a couple minutes to visualize the "yes" so you feel confident BEFORE you get on the phone (or into the room).

## 2. RAPPORT (1-5 mins.)

### Outcome:

People will only work with people they trust. Bad rapport leads to conflict and resistance. Good rapport leads to great conversations and open-minded prospects.

### Steps:

- o Match their energy (high, medium, low).
- o Get their name right.
- o Ask engaging questions, be curious, and find connections.

## 3. FRAME (90 secs.)

### Outcome:

Would a doctor let a client run the flow of an appointment? NO! Many experts let their prospects dictate how the conversation runs...Don't.

### Steps:

- o Frame the journey of how the call will go.
- o Keep them under YOUR structure and flow.
- o Ask the first "opening" question.

## 4. DISCOVERY (10-20 mins.)

### Outcome:

This is one of the most important steps in a consultation. People don't buy into things. They buy their way out of a problem. If they aren't honest about what their problem is costing them, then it'll be hard for them to understand the value of your service.

### Steps:

- o Ask probing questions to get clarity around the situation they're in (and why they're in it).
- o Ask expanding questions to help them understand how this problem is REALLY affecting their life.

## 5. VISION (3-5 mins.)

### Outcome:

Juxtaposing where they are now with where they want to be. The dissonance between where they are now and where they want to be is the true value of your service. They must feel this vision can be real.

### Steps:

- o Ask probing questions to understand where they want to be and what the goal is.
- o Ask them specific questions to "make it feel real."

## 6. CONDITIONS (2-3 mins.)

### Outcome:

For you to be successful there are certain requirements the client must meet. Most experts forget to make sure their potential clients are willing to meet these expectations. But if you set these expectations up front you get trusting, committed clients.

### Steps:

- o Ask 2-3 qualifying questions around conditions they need to meet or actions they need to take to work with you.
- o Get an agreement that they're committed to the outcome and willing to put in the work.

## 7. REVIEW (1 min.)

### Outcome:

Recapping the discussion is a great way to show you're listening and also heighten the need for action.

### Steps:

- o Review details they've given you so far (using their language).
- o See if there's anything else you may have missed that's important.

## 8. PITCH & PROCESS (5 mins.)

### Outcome:

THIS IS WHERE 90% OF SALES ARE LOST - Provide a clear, concise, and specific outline of your service: who it's for, who it's not for, and the outcomes that can be expected. Most people talk themselves out of a sale here.

### Steps:

- o Provide social proof around why you're confident this will work for them.
- o Detail who this service is for and who it's not for.
- o Outline your "method" to get the outcomes you've outlined (be concise).

## 9. AGREEMENTS (1 min.)

### Outcome:

Reset expectations for success before getting into pricing.

### Steps:

- o Ask the same 2-3 questions from the "Conditions" section in succession to get agreement again.
- o Make sure they understand success is only certain when they meet those expectations.

## 10. PRICING (2-3 mins.)

### Outcome:

Position pricing in a way that it's impossible NOT to understand the full value.

### Steps:

- o Chunk up – provide proof for what this service should cost to position it as 10X the value of the price.
- o Chunk down - to the full MSRP.
- o Provide a fast-action discount for committed action takers.

## 11. OBJECTION HANDLING (0-20 mins.)

### Outcome:

For most high-end services, there'll be some form of initial objection or questions. Being ready to handle these and help clients move forward will double your sales, without any more leads.

### Steps:

- o Regain rapport after an objection.
- o "Feel, Felt, Found" framework.
- o Destroy questions to show objection is illogical.

## 12. TUCK-IN (5 mins.)

### Outcome:

Make payment easy and make sure they're comfortable moving forward. The LAST thing you want is a client with "buyer's remorse."

### Steps:

- o Get payment.
- o Get contracts signed.
- o Frame the journey they're about to go through.
- o Get them into immediate action to prevent buyer's remorse.