



# Glenn Dietzel

Mentor to the World's Highest Paid Business Coaches, Consultants, Experts and Advisors

## CONSULTATIVE SELLING:

### **The 10 Step Template for Flipping the Sales' Process... AND Have Clients *Instead* Sell Themselves to Hire You!**

Here is the most powerful and scientific way to present your ideas to maximize your influence as a Trusted Advisor in the post-information age. This template will allow you to leverage *\*deductive messaging*, which is a way of talking about what you do to get your prospective clients into a YES state with you.

Whether on public or private Google Hangouts, boardroom settings, webinars, one-on-one consults done on the phone or live over a cup of coffee, keynote addresses et cetera, this 10 step template is the most effective way to package your advice leveraging the power of education-based selling.

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#### **Key Terms:**

\*Deductive Messaging/Training = The specific words and actions you use to build the **context and a sense of anticipation and urgency** for your programs and services.

\*Inductive Messaging/Training = The specific words and action you use to teach **key content items for your system which builds confidence** that your solution works and provides ROI (return-on-investment or the results your prospective candidates are after).

**KEY PRINCIPLE:** Use deductive language patterns and actions to frame inductive training.

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To thrive and sell a lot more of your services a whole faster as a trusted authority, you absolutely must focus on becoming more marketable and sellable. Traditional marketing and selling methods are increasingly becoming less effective in the Advisory Age. What matters more than anything today is that you frame and speak about what you do in the exact way your potential clients want to hear your advice. This means you must know how to create allure and the correct context for your advice.

In the training, *Super Rich Coach Mindset Development*, I share with you the secret to creating 'YES' messages that automatically bypass your potential client's conscious mind and automatically allow you entrance to their non-conscious mind. When you know how to do this, you make it very difficult for your potential client to say 'no' to you. This means that they will more readily say 'yes' to what you have to offer.



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You will remember, if you have been through my training, that the conscious mind can say 'yes' or 'no'. The non-conscious mind can only say 'yes'. This template will assist you to rethink how you explain what you so that do to create an in-demand service, even if you are just in start-up mode. A word of warning... *This is very influential and high-velocity process to qualifying and converting clients to purchase from you.* Also, it's perfectly suited for those who want to command maximum fees.

The sale is always made first in the listener's mind as I mention in ***The Ultimate Offer Formula™***. However, before you sell, you must register a sequence of impressions in your listener's mind. The goal is to make your listeners want what you are offering more than the money or trouble it costs them.

To get potential clients for your programs and services into action, you must elevate their emotional state so that pay attention to you. The fuel to making this easy for yourself or for those you are influencing is DESIRE.

Arousing desire is known as persuasion.

So what is persuasion?

Persuasion is nothing more than finding the specific motive that will cause your listener to do as you want. The key is to leverage specific motives to the point where it is stronger than his or her inertia of not doing anything. I cover this a lot further in the training, ***7 Figure Word Patterns to Create an Audience Buying Frenzy.***

You can prime the DESIRE pump more efficiently if you focus on the BENEFITS (what your clients will obtain) and ADVANTAGES (what your clients will be able to do that they currently cannot) of what your clients will receive. However, before you discuss with prospective clients, you will want to create the correct frame/deductive context for your advice.

Because ***speed*** is crucial in today's market place... "***It's no longer the big that eats the small, but the fast that consume the small.***" ... you must have crucial conversion processes established to assist you to get your clients to make faster decisions. The company with the fastest conversion systems win in today's market place. This means that you must become a lot more influential than your competitors and be able to exert this type of 'unfair competitive advantage' quickly in your sales process using education-based-marketing.

The good news is that it is possible if you have more strategic systems to attract qualified leads to want to work with you...and you only.



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This 10 step consultative selling process is designed to exert this type of persuasion.

## Here are a few keys to note...

Steps 1-4 of the consultative process are focused on assisting you to create the proper context for your advice with a specific focus on using deductive language patterns and building proper context.

Steps 5 & 6 are best framed using a competitive advantage diagram which reflects clearly the advantages of your system. The inductive training that you do should be framed properly by following carefully my recommendations for Steps 1-4.

Step 7 is the critical transition step from using this education-based consulting template to having your ideal clients ensure they qualify to work with you based on a set of vetting criteria what you create.

Usually I will record training to cover Steps 1-7 as pre-training for a consultation with me. The selection criteria ensure that I talk to those who are qualified based on my vetting conditions. (I personally have five criteria.) You will want to do this as well once you have crafted your message using both deductive and inductive training.

There is so much more to teach on this, but the following is meant to be a template for you to refer to over and over again.

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**NOTE: You will want to print out Steps 1-10,  
and refer to them over and over again.**

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## DEDUCTIVE CONSULTATIVE TRAINING (STEPS 1-4)

1. The Novel/Big Thesis.
2. The major change in the market place. (Leads to trending data and Bold Prediction in Step 7.)
3. The major problem that your service solves. Organize the problem you solve into three core areas that will allow you to differentiate yourself and your company using three avatars...or archetypes...of clients in Step 4. Use a 'Venn diagram' approach to build the problem which clearly showcases the 'gap' in the market place which you solve.



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4. Nail the problem from three archetypes or avatars of clients you work with. Include the following:
  - i. The key value proposition (from your USP) so it's clear to the person you are consulting what differentiates you and your service.
  - ii. How your service works with a brief description using client case studies which you will want to leverage for each of your three to five teaching points in Steps 5 and 6.

**NOTE:** I strongly recommend you use a USP building system to create your market differentiators. It's crucial you use a system to create this. My **USP Iteration Process**, which all of my clients use, is an internationally recognized process for creating a company's market differentiation. It's designed specifically to assist you to re-engineer your positioning based on the negative perception that your ideal clients have of you competitors. Your USP can then be properly targeted to fill this 'gap' in the market place.

You will want to make sure you gather the correct marketing/feedback data so that you can confidently distinguish yourself with a proven and measurable method. The best data comes directly from your clients and this is why I always have my clients used another tool I created, **The Client Interview Action Plan**. Why not let your clients assist you to ensure with 100% certainty you know how to reach your specific avatars.

## INDUCTIVE CONSULTATIVE TRAINING (STEPS 5-6)

5. Use the leverage by diagramming your competitive advantage to showcase the advantages of what your program or service does
6. Use the leverage by diagramming your competitive advantage to highlight the features and benefits of your service.

**NOTE:** NOTE: Steps 5&6 are best positioned when you combine them to communicate distinctively your competitive advantage. Refer to the training, **How to Diagram Your Competitive Advantage**, for communicating your competitive advantage by learning how to create a visual/spatial representation for your idea that clearly distinguishes you from your competitors. Choose three to five 'inductive' teaching points and leverage your case studies from Step 4.



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You can create an entirely higher level of influence by combining both qualitative and quantitative data to support your visual/spatial representation for your advice as it distinguishes you clearly from your competitors.

## **TRANSITION (STEP 7) TO HAVE YOUR POTENTIAL CLIENTS SELL THEMSELVES TO YOU (STEPS 8-10)**

7. Clearly communicate your *Bold Prediction* in the context of trending data before you mention the investment point. This will allow you to anchor Steps 1-4 and ensure your market feels the urgency of desiring a consultation with you.)
8. Next Steps – In the consultation process, now you are going to focus on having your prospective clients qualify themselves to you.
9. Only after Step 8 will you send your Executive Summary to those who qualify (Vetted directly by you based on your five vetting criteria.)
10. Book follow-up time to close the deal.

### **FINAL NOTES:**

As I mentioned, this is a template to work from to get you started in the re-engineering how you teach, train and consult your prospective clients. Refer to the other trainings I have created which have assisted leaders in business to scale their companies using my predictable and measurable processes.

This process has allowed me to sell multiple millions of dollars in coaching and consulting with no sale's team, no hype, no high pressure sales' tactics and strategies. When you know how to position your advice as a Trusted Advisor, you/your team can do the same!

Following this process you will be well on your way to stop the frustration of selling your services and instead have your potential clients sell themselves to work with you.

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