

# Connekt + Convert

COMMUNICATE. CAPTIVATE. CONNEKT.



World Leading Sales Mastery  
21 Years of Sales Excellence in 3 days

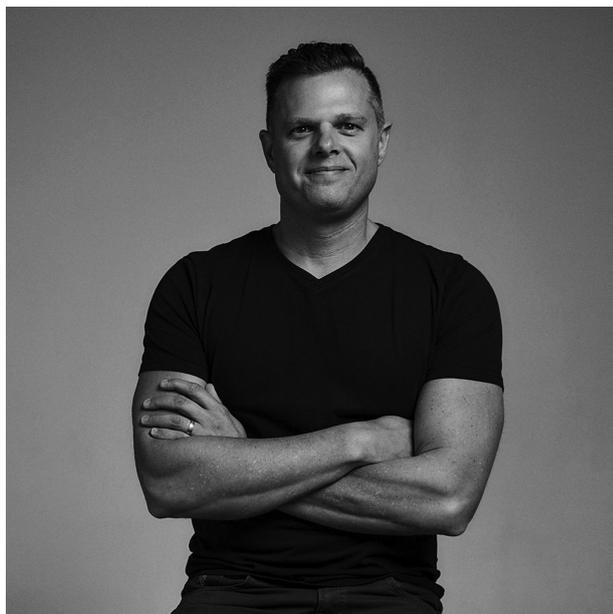
**CONNEKT**  
7 COACHING

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**By choosing this training, you're taking the first steps on a transformative journey, a journey that commences with this manual. Within these pages and during your immersive training sessions, you'll discover the profound impact of Conor Healy.**



Spanning over two decades, Conor's dedication has birthed "The Connekt + Convert Sales System", revolutionising the traditional sales landscape. With a remarkable closing ratio of over 100%, Conor's approach has directly resulted in sales exceeding 40 million. Coupled with his team's contributions, this number escalates to an impressive 100 million.

Yet, Connekt + Convert isn't merely a sales tool. It's an ethos, a philosophy of transformation, turning mere transactions into profound personal growth experiences and achieving unmatched results.

Globally, Conor's influence is profound. He's catalysed growth and set benchmarks for coaching and training entities across the world. Whether it's mentoring head trainers from Thailand to the UK or the Americas, his global footprint is undeniable.

Amongst his many achievements, Conor's key role in creating the world's premier NLP and Hypnosis Training company stands tall. But it's not just about establishing benchmarks; he has been the linchpin in sculpting the industry, guiding more trainers than any other worldwide.

A significant chapter in this narrative was his alliance with Kallum Hock. Kallum's tenacity in documenting, questioning, and refining over a decade, crystallised Conor's vision, resulting in "The Forever Client Matrix™" we're unveiling to you. Together, Conor and Kallum have fine-tuned this method, simplifying the strategy into three intuitive phases that anyone can replicate.

This means for the very first time, you, too, are poised to harness the same results that have elevated Conor, Kallum, and countless others they've privately mentored.

This approach is unparalleled. For the first time, we present a method articulated with such depth and clarity. Over an intense and transformative two-day journey, you'll not just observe but be immersed in the knowledge through action. It's a hands-on experience that encourages you to internalise, embody, and bring to life every shared concept.

"The Connekt + Convert Sales System™" is more than pedagogy. It aims to weave the Matrix™ into the very fabric of your being. Designed for versatile application, it sets you on a path to success, service, and lasting client relationships.

As you teeter on the brink of this exciting expedition, remember: true mastery melds knowledge with action. This isn't just a methodology; it's a clarion call. Delve in, be transformed, and let Conor's enduring passion ignite your path.

The road to exceptional success and transformation awaits. Seize it. Plunge in. Allow "The Connekt + Convert Sales Mastery Method" to guide you. The world beckons your unique contributions. The moment is ripe. Embrace this odyssey, and together, let's 'redesign the paradigm', one meaningful connection at a time.

# The Convert 100% Plus, Belief Protocol™

# The Convert 100% Plus, Belief Protocol™: Mastery Through Modelling

## Modelling & Its Genesis:

Dr. Richard Bandler and John Grinder pioneered the concept of modelling in NLP, where excellence is distilled into a replicable process. This involves a deep and meticulous dive into an individual's conscious and unconscious behaviours, patterns, and strategies, as well as their Values, Beliefs, Decisions attitudes and much much more. Converting them into a step-by-step blueprint that can be copied and followed to achieve the same result.

## Objective & Methodology:

Our aim is to decode and adopt Conor's exceptional mindset, pivotal in 'The Connekt + Convert Sales System' and 'The Forever Client Matrix™'. This isn't just about sharing a strategy. We provide an immersive experience that, with your consent, imprints 'The Convert 100% plus, Belief Protocol™' mindset into your very neurology. The outcome? A potential to achieve a staggering 100%+ closing ratio.

## Differentiation:

While traditional sales methods teach, we transform. We don't just hand you the tools; we ensure these tools become an intrinsic part of you. This integration is what sets us apart, moving beyond mere knowledge transfer to a deep-rooted embodiment of the method. It also reframes the sales process into one of inspiration and transformation. It becomes a personal development experience, that changes you and your core.

## The Power of Belief:

Belief is the foundation of successful sales. Just as a hypnotherapist's success is tied to their genuine belief in positive outcomes, sales hinge on the seller's convictions. Your beliefs, values, and intentions are the driving force behind achieving optimal results.

André Muller Weitzenhoffe a world-famous hypnotist and authors expressed that a client in hypnosis will not actualise what a hypnotherapist does not believe to be true or possible. And this is the same in sales mastery. That is why your beliefs must be rock solid and limitless because the degree to which you limit your clients and their resourcefulness you limit your results.

## Proven Efficacy:

This isn't a theoretical venture. Conor's strategies have been refined over two decades and tested extensively by his team and by his private network which has collectively produced of 100 million in sales. The consistent results speak for themselves.

# Your Journey to Mastery Through Modelling

The process involves:

1

## Identifying Excellence

Pinpointing behaviours and strategies worth modelling.

2

## Eliciting the Model

Pinpointing behaviours and strategies worth modelling.

3

## Self-Installation

Immerse, internalise, and embody the model.

4

## Dissemination & Growth

Design, conduct, refine training, and empower the next wave of trainers.



# Modelling

## Steps In The Modelling Process

### 1 Find a Model of Excellence:

Find a person or a behaviour that is worth Modelling.  
Find a model of excellence deserving of being modelled.

### 2 Create the Model:

Elicit the model. Find out the:

- a. **Physiology** - Since you already know how to match physiology (you learned it when you learned rapport), this part is easy - just match & mirror.
- b. **The Filter Patterns** - (Including Meta Programs, Meta Model patterns, Values & Beliefs) - They provide the motivation to do the behaviour, and answer the question, "Why?" You need to find out the enabling and dis-enabling patterns.
- c. **Strategies** - Elicit the strategies, and the other information about internal process.

### 3 Install the Model in Yourself:

Try on the behaviours, etc. and see if they work and produce the same results in yourself.

### 4 Create a Training that Installs the Model in Others:

This is the design step.

### 5 Present the Training:

If it's the first training, then get the bugs out.

### 6 Train the Trainers:

Train the people who are going to present the training.

## Who It's For:

Primarily designed for coaches and trainers, and service-based businesses that put people at the centre, this method champions profound transformation.

## Achievements & Anticipated Growth:

The method is underpinned by countless success stories and tangible outcomes. We envision it as an ever-evolving system, maturing and enhancing its impact through continuous feedback and refinements.

**In conclusion, the journey ahead is one of profound transformation, not just in understanding but in becoming. Embrace this pioneering approach, let Conor's legacy guide you, and redefine what success in sales truly means.**

# Values

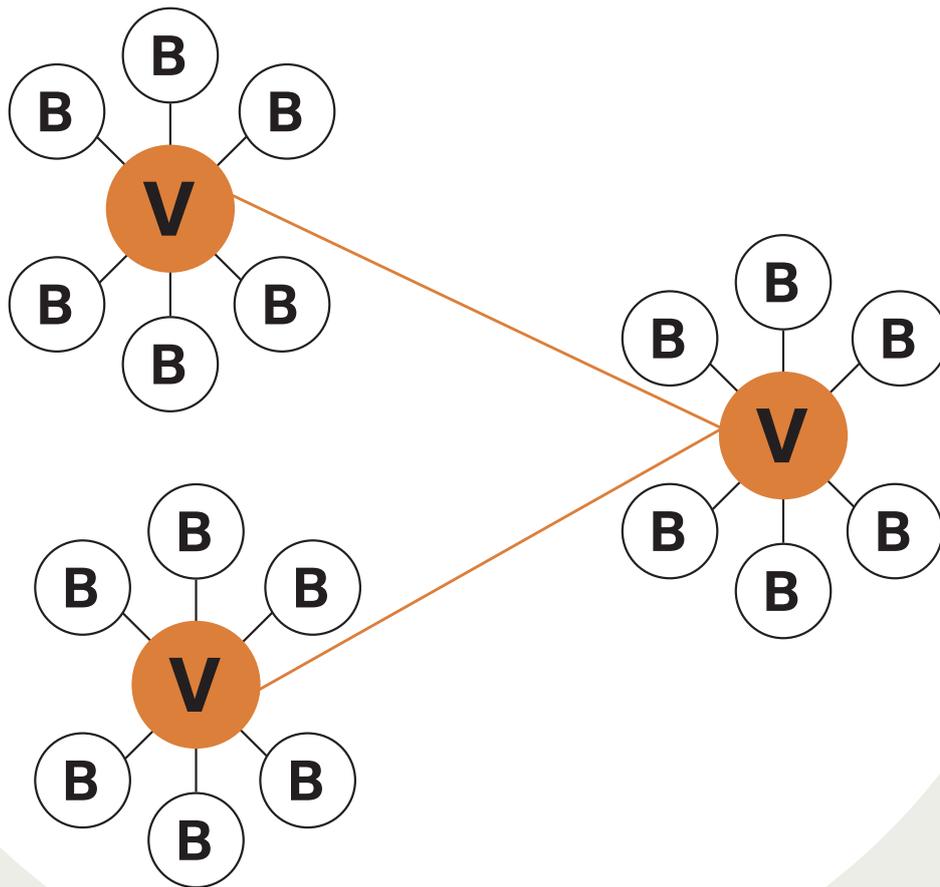
**Values** are the things in our life that we spend resources on and what motivates us at the unconscious level.

Values are not good or bad - they just 'are' for us - what is important is that we recognise our values in any change work and in this instance, I share my Values in the context of sales, so you (if you agree) can have them installed.

When we have them installed, your actions, thinking and energy in the context of sales will be motivated by these values.



## Values - Organisation



# Conor's Values in Sales

**1** **Connexion (trust)**

**2** **Making Sales** (results / money / fun)

**3** **Service / Nurturing**

**4** **Quality of product / service**

**5** **Longevity**  
(holding in mind they are with me for 10 years +)



# Decisions: Mental Hurdles I had to Choose to Overcome (C>E)

## I DECIDED to overcome the following:

- 'Fear of 'NO' and rejection in sales'
- Beating myself up with not getting a sale.
- Being taken seriously as an expert / credible business person.
- People don't have money.
- State control, my own limiting beliefs about what is possible for others.
- I have the ability to change my projection at any time.

### What Mental Hurdles Do You Have about Sales?

1

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2

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3

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# Beliefs for Sales Success

- 1 People buy people.
- 2 People love to buy (I love to buy!).
- 3 Everyone has the resources they need to get what they want.
- 4 Leads come in because they WANT what we have – my job is to service them and give them a big enough reason to move forward and buy.
- 5 Andre Muller Weitzenhoffer (famous author & hypnotherapist) - *the client will not actualise what the hypnotherapist does not believe to be true.*
- 6 The universe will give back what you put out.
- 7 Everything is feedback rather than a failure.
- 8 When I'm selling to someone, I know I'm not just selling them, I'm selling to their entire inner circle. Because I know that people often require acceptance and permission from others in their life.
- 9 Respect for the other person's model of the world.
- 10 The meaning of the communication is the response you get.
- 11 There is no failure, only feedback.
- 12 There are no resistant prospects, only inflexible sales professionals.
- 13 Have 100% certainty.
- 14 They are talking with me because they want to BUY (otherwise they would not be talking with me).

## My top three beliefs to hold are:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_



# Self Talk

- 1** Push through it will make you better.
- 2** Be Present, be yourself, listen and come from a place of 'how can I help them?'
- 3** Bring the best out in people.
- 4** Change happens in an instant; it is the motivation to change that takes time.
- 5** My job is to help people focus on what they want.
- 6** Look for ways to make people feel good.
- 7** Until you set your goals high enough you won't know what's holding you back.
- 8** Flesh out resistance early on and pre-frame.
- 9** See the person 2-5-10 years down the track.
- 10** Build rapport and build urgency by being urgent.
- 11** If you don't have hurdles, you are going nowhere.
- 12** You don't need to know how electricity works to turn a light on.
- 13** Get into their model of the world, look through their eyes.
- 14** Future pace!



# Attitudes

- 1 **The most expensive piece of real estate is the space between your ears – your mind – the competition for your attention, engagement and trust is as old as living civilisation.**
- 2 **Don't be an energy drain:** how many times do you speak with someone, and you feel like you have been drained of all your life's force? And others you feel like you could run a marathon? Yes, be the person that gives others energy, and they will ALWAYS come back for more – maybe straight away, maybe next week, maybe in 2 years, they always come back to the positive K you give them.
- 3 **Act as if you are meeting them face to face.**
- 4 **Have visual cues all around me**  
(post it notes of learnings, brand essence wheel – show & explain).
- 5 **Must be in Flow State before any sales engagement** (Centre back court).
- 6 **A painting masterpiece is not one stroke of the brush, but many.**
- 7 **Good NEWS: towards focused in my mind.**
- 8 **Practice C > E** (even if it is a game, you only play when selling).
- 10 **KNOW YOUR PRODUCT: the full journey the customer can make.**
- 11 **Memorise the fixed information to capitalise on low hanging fruit.**

## IMPORTANT

**“Think what you want your client to do *as you are saying it to them*”**

Tad James, *Hypnosis a Comprehensive Guide*, 2000.



# The Metaphorical Selling Toolkit™

## An Introduction to Metaphors and Analogies:

# A Historical and Cognitive Perspective in Sales

**From the ancient poets of Greece to modern-day advertising campaigns, metaphors and analogies have played a crucial role in shaping human thought and communication. Historically, they've served not just as mere rhetorical devices but as fundamental building blocks of language and cognition.**

Metaphors and analogies in sales are powerful linguistic tools, having roots in ancient literature, philosophy, and even day-to-day discourse. The Greek philosopher, Aristotle, in his seminal work "Poetics," described metaphor as the act of giving a thing a name that belongs to something else, demonstrating its timeless utility in drawing comparisons.

In sales, these tools are employed to convey complex or unfamiliar ideas in a more relatable and easily understood manner. Their strength lies in their ability to bridge the cognitive gap between the unfamiliar and the familiar. When used effectively, they can overcome resistance by allowing prospects to see the value or relevance of a product or service through a lens they already understand.

On a cognitive level, metaphors and analogies serve a crucial function. They assist us in creating

new mental stories, helping us synthesise fresh connections between previously unrelated domains. This reshaping of connections can lead to a profound shift in our belief systems. For instance, if a product is likened to something a customer deeply values or trusts, they might be more inclined to view the product with the same trust or value.

Moreover, by linking unfamiliar concepts to known experiences or values, metaphors have the power to inspire new behaviours and actions. A compelling metaphor can ignite passion, resonate with deeply held beliefs, or even challenge existing notions, prompting individuals to act or think differently. When connected to personal values, these metaphors become even more influential, as they tap into the core motivations and desires of individuals.

In conclusion, metaphors and analogies are not just persuasive tools in sales but are deeply embedded in the fabric of human cognition and history. Their ability to reshape thought, influence beliefs, and inspire action makes them indispensable in communication, especially in fields like sales where understanding and persuasion are paramount.



# Philosophy behind 'The Metaphorical Selling Toolkit™'

During the decade Kallum collaborated on Conor's 'Forever Client Matrix™' model, he discerned a unique approach in Conor's client interactions. Conor simplified complex dialogues using masterfully woven Metaphors and Analogies. Often conjured in the moment, these stories seamlessly shifted and invigorated the perspectives of clients and students alike.

Conor possessed a metaphor or analogy for every situation: aiding focus, unveiling hidden resources, encouraging out-of-the-box thinking, reframing perceptions about value, and crafting narratives that both motivated and persuaded.

Yet, amidst this variety, a consistent formula underpinned each story. This structure was the key to their rapid, effortless creation. Through meticulous observation, Kallum deduced that these tales were tailored to swiftly alter the client's focus and internal imagery, all while steering towards a specific desired outcome.

In the subsequent pages, you'll gain unprecedented access to Conor's 'Metaphorical Selling Toolkit™' formulas. Additionally, numerous examples of the metaphors and analogies he employed will be at your disposal. The goal is twofold: empower you to craft your distinctive narratives that drive similar results or offer you the option to adopt Conor's tried-and-tested examples.

Metaphors are designed to be engaging, stirring the imagination and dissolving resistance. However, their application must be ethical. We trust that as you harness these tools; you'll do so with the utmost regard for your client's best interests.

## What are some metaphors you already use in your sales conversations?

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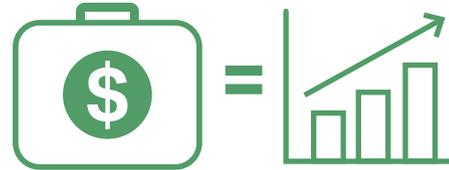
# Some of Conor's tried and tested metaphors

## Metaphor 1

### Suitcase of money in another country

**Intention**

Reframe objection of money & lack of resources or gets to the real problem.



### Formula

**Comparison frame**

(meaning: when comparing one thing to another as either being the same or different).

This will reveal the underlying concerns: you'll ascertain whether they believe they'll receive the value promised by your product or service.

Imagine this scenario: if someone were to invest the same amount of money they'd spend on your training, product, or service, and they immediately cleared their schedule to plan and organise for the coming week and by doing so they received an almost instant return of 10 times their investment.

If your offering provides a value that exceeds 10 times its cost, and you present a compelling analogy to illustrate its worth in a way that is compelling and irresistible then the customer will be convinced to purchase.

## Metaphor 2

### All expenses paid holiday to Fiji

**Intention**

Reframe objection of time



### Formula

Giving someone what they want on a platter and having them realise as they listen to the metaphor, that they can create the time to do what they want. In order to do this, you must make what is on the platter so desirable it is impossible to refuse even if it means investing time.

Showcases time is not a resistance if you can satisfy the right criteria for them, they will have the conversations they need to have in order to make it happen.

## Metaphor 3

**You are your biggest investment in life and the only investment that can guarantee you a ROI**

**Intention**

**Overcomes lack of self-worth as well as any uncertainty that your client investing in themselves will give them a positive outcome/ROI in their life.**



**Formula**

Creating a compassion frame; with regular investments we make in life, that are well known to give a monetary ROI, however the investment the client makes in themselves is greater than and more secure because no one can take it away from them.

This highlights the apparent reality: we often opt to invest in blue-chip companies, accepting less than a 10% return, while having minimal control over outcomes and ownership. Yet, it also brings to light a less-considered fact: the ROI when investing in ourselves often exceeds 10% and is an investment that never diminishes.

## Metaphor 4

**Travelling salesman - Dog sitting on nail**

(WARNING: This will create Away from motivation - Only to be used with a procrastinator, someone who is in a stuck state or someone who has been sitting on the fence for a while)

**COMFORT ZONE**



**Intention**

**Have a client take action to buy your trainings/product or services now - by helping the prospect realise that they don't have to wait for things to be severely painful before they take action and make a change.**

**Formula**

Making the prospect aware of the pain they are in but showing them that the pain they are in now, is much less than the pain that is coming if they don't make a change i.e. if people can see there is a bigger nail coming, they will change now.

This causes the prospect to face what they have been avoiding, it prepares them for change and forces them to acknowledge that their comfort zone is actually causing them pain whether conscious or unconscious.

## Metaphor 5

### Familiar Room in the Dark

Client is walking into a room they have been in a thousand times, but the lights are out, they tip toe, hoping not to bump into anything. As a coach as a trainer, our job is to turn the lights on for them, people walk around the room easily.

Often prospects will choose to instead tiptoe and fumble their way through life and finally get somewhere after years which could have taken months, weeks or days with the help and guidance from you.

If you lose money, you can always make more, you can never make more time, from time lost forever.

#### Intention

**Shed light on how much time, energy and life is wasted if you operate from the place of uncertainty and not having clarity on what you are doing – we have one life, don't spend it fumbling, use my services/buy my product, attend my training and relish the time you now have that you can spend with your loved ones or growing your business etc.**



#### Formula

Shortening the time frame of success from where you are now, to your success – by offering a direct pathway, avoiding all obstacles by giving clarity (in this example shining the light). In order to make this work, the client needs to see the room to have certainty, so it requires an element of future pacing and painting the picture for them.

## Metaphor 6

### Going to Harvard University

Now going to Harvard doesn't guarantee you are going to get a top paying job and become a leader in your chosen industry, but it certainly helps. There are no guarantees in life, with anything, but there are ways on increasing your chances, it comes down to you HOWEVER training / working with 'Connekt Coaching' or (insert company) will give you the best chance at longevity and success.



#### More metaphorical tools for the tool kit below:

7. **The best sailors are not created in the harbour.**
8. **Can't control the wind but you can control sails.**
9. **Growing up and being supported to advance through each year at school.**
10. **New computer working at 100%.**
11. **Jellyfish in the ocean.**
12. **Lobster breaking out of shell.**

# The Client Core Resistance Framework™

## (How it works in sales)

In sales, many professionals address objections and how to navigate them. Yet, they frequently miss that objections arise from an inner resistance present within the prospect. This isn't always solely about their stated objections. Often, it emanates from a deeper unfulfilled need or a perception of something missing within themselves. At Connekt Coaching, we term this 'The Core Resistance Point'. You might also know it as the 'Prime Concern'. What is it that they feel they cannot Be, Do or Have? Identifying this is vital, as discerning a person's 'Core Resistance Point' is the cornerstone of transforming them from just another prospect or one-time purchaser into a 'Forever Client'.



## **Our journey towards the 'Core Resistance Point' involves three distinct phases, which we'll delve into later in this training. At this juncture, it's essential to understand that you'll nearly always face two significant metaphorical 'resistance bands' before you touch the 'Core Resistance Point'.**

These bands symbolise the protective and avoidance strategies crafted by the prospect's conscious and unconscious mind. When these are challenged, the prospect might feel vulnerable, often manifesting resistance in various ways — losing rapport, becoming distant, introducing irrelevant conversations, posing non-specific questions, or even concocting excuses to avoid a purchase

Such signs of resistance should be welcomed, not dreaded. If you don't encounter resistance, you're probably not delving deep enough into the relationship. This is where reframing our own perspective on resistance becomes pivotal. It's not a mere obstacle; it's a signpost that you're penetrating layers, approaching the core.

Engaging with this resistance turns sales from a transactional exchange into a transformational journey, akin to a personal development evolution. It facilitates a shift in the prospect's mindset, enabling them to expand and grow. By fostering heightened conscious awareness, you empower them to recognise and confront what's holding them back and discovering resources and learnings they previously were not aware of.

As you deepen your rapport, your prospect will start by giving you the surface level 'why' or reasons for wanting to do your training, purchase your product or use your service. When you move past the surface structure you will navigate the first resistance band and you will start to reveal justifications that your prospect will only share with their inner circle. Overcoming the second band, you'll uncover truths they might not even have acknowledged to themselves, or they have avoided for such a long time they have buried these reasons deep inside of them.

Expertly guiding a prospect through this transformative process often leaves them feeling genuinely seen and heard, perhaps for the first time. They'll feel that you've touched the very heart of their resistance, adeptly diffusing it, and in the process, charting a crystal-clear trajectory for them to realise their aspirations.

We'll discuss strategies to effectively navigate and address these resistance bands in subsequent sections, ensuring you're equipped to harness resistance as a catalyst for deeper connections and transformative sales experiences.

An example of what we mean could First resistance band could look something like, your prospect saying they need more money / resources, before they can buy, but once this resistance band is handled we get to the second phase of the deeper resistance band, for example it could be they don't feel confident to talk with partner / boss etc. about attending training or service, once we uncover the lack of confidence we can reframe where it comes from, which takes us to the second resistance band which is they don't feel confident because they believe they are worth investing in.

Once you've tapped into 'The Core Resistance Point', it becomes instinctive for the prospect to gravitate towards the solution you offer. This remedy directly addresses their 'Core Resistance Point', empowering them to achieve, embody, or acquire what they desire by being able to Be, Do and/or have what they want.

# Your **Personal Authority (PA)** in Conversations

## REMEMBER:

People buy people – what is YOUR Personal Authority?  
 What do you have that NO ONE ELSE in the world has?  
 Even if you don't think something is special, IT IS!

- 1 **Past experiences: in life** (family, achievements, personal bests)?
- 2 **In your career: any travel** (living in different places, cultures)?
- 3 **Combination of qualifications achieved?**
- 4 **Accomplishments** (In all areas)?
- 5 **What are you an expert in, the best at, have a keen interest in?**
- 6 **Anything else you are proud of?**
- 7 **Be aware of your tone of voice: question, statement, command** (the more question you use when not asking a question, then less credible you will become).

In the conversation, you will need to explain what your PA means in the context of the conversation. Use the phrase "and that means" or "so you can see".

## Some of Conor's Personal Authority

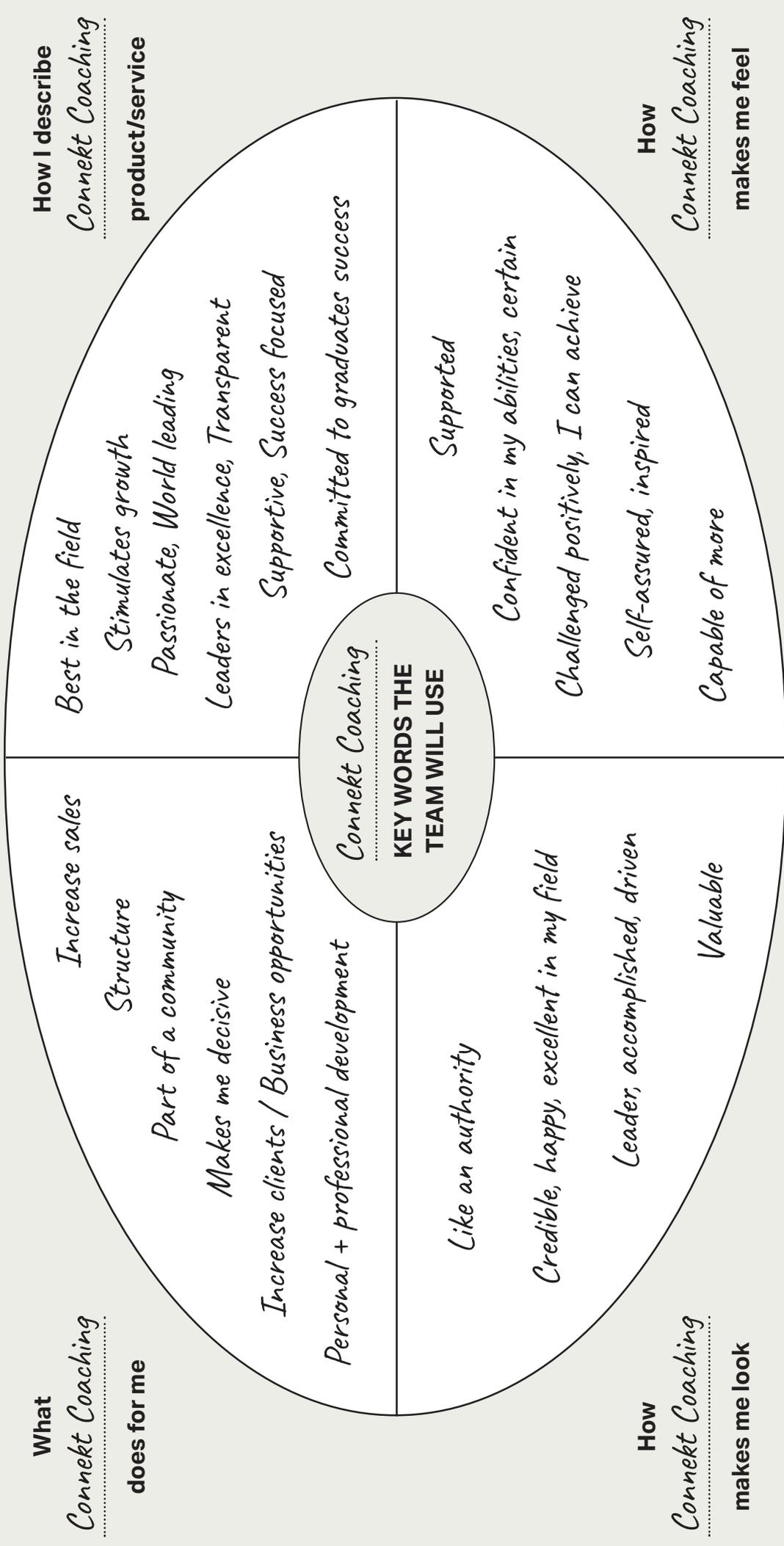
- Lived in many different counties in the world.
- Can understand the difference in dialect between all Asian languages.
- Have 20 years' experience in selling high end Training and Coaching packages.
- Have sold \$40M of courses (most in NLP history).
- Have trained teams to sell \$60M.
- Have hired, trained and installed all sales, operations and retention procedures for world leading training school.
- Have a beautiful wife and 3 kids.
- Physically active by doing weights and walking nearly every day.
- Love all sports, represented different countries in sports when growing up.
- Worked with and have helped thousands of Master Coaches and Training Schools from around the world get their businesses up and running.





# Connekt Coaching Brand Wheel

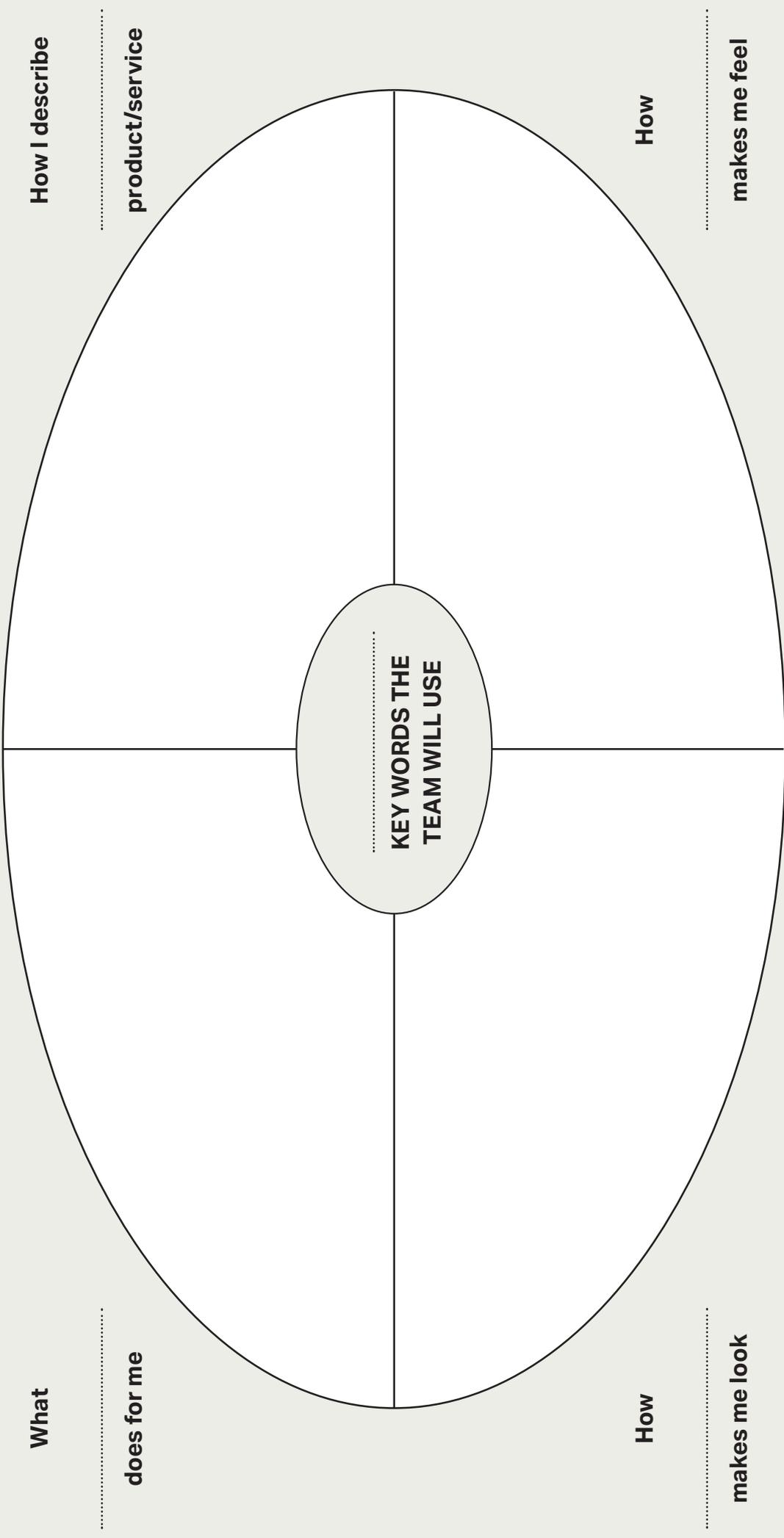
Fill out each quadrant through the eyes of your ideal customers





# Brand Wheel

Fill out each quadrant through the eyes of your ideal customers





# Features

## Definition

A feature is a characteristic, function, or attribute of a product or service. It explains **what it is** or **what it does**.



# Benefits

## Definition

A benefit describes the value or advantage a customer receives from the feature. It answers the customer's question, **"What's in it for me?"** or **"What does this mean for me?"**



# Outcomes

## Definition

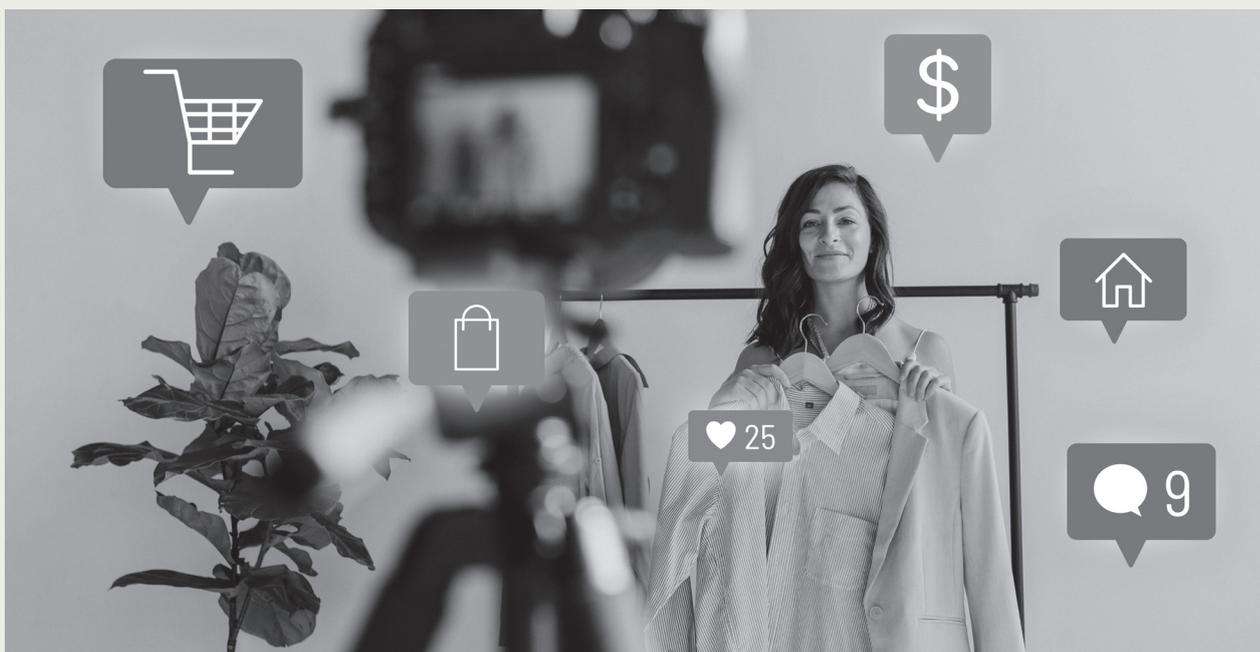
An outcome explains the **real-world result** or **transformation** the customer will experience. It connects the feature and benefit to a tangible, impactful **end state** that matters most to the client.



# The Relationship

"Features tell, benefits sell, and outcomes compel."

While features describe **what a product does**, benefits explain **why it matters to the customer**, and outcomes show **how it transforms their life**. Together, they create a complete and persuasive sales message.



# Examples

## 1. Smart Phone

**Feature:** High-resolution camera with optical zoom.

**Benefit:** Capture life's important moments with crystal-clear photos, even from a distance.

**Outcome:** Relive cherished memories with stunning, professional-quality pictures that you'll treasure forever.

## 2. Electric Toothbrush

**Feature:** Rotating bristles with a built-in timer.

**Benefit:** Achieve a dentist-clean feel every day and ensure you brush for the dentist-recommended two minutes.

**Outcome:** Maintain healthier teeth and gums, avoid costly dental work, and feel confident about your bright smile.

## 3. Online Course Platform

**Feature:** Interactive quizzes and instant feedback mechanisms.

**Benefit:** Enhance your learning experience by immediately understanding your strengths and areas for improvement.

**Outcome:** Master new skills faster and apply them confidently, accelerating your personal or professional growth.

## 4. Ergonomic Office Chair

**Feature:** Adjustable lumbar support and breathable mesh fabric.

**Benefit:** Enjoy extended working hours without back pain, and stay relaxed and comfortable throughout your day.

**Outcome:** Boost productivity and focus while preventing long-term health issues caused by poor posture.

## 5. Eco-friendly Laundry Detergent

**Feature:** Made with 100% natural ingredients and free from harmful chemicals.

**Benefit:** Keep your clothes fresh and clean while ensuring the safety of your family and the planet.

**Outcome:** Enjoy peace of mind knowing you're protecting your loved ones and contributing to a healthier environment.

By addressing **features, benefits, and outcomes**, you connect logic, emotion, and vision—empowering clients to see why your product or service is the ultimate solution for them.

# How to Translate Features into Benefits:

To translate features into benefits, ask: **"What does this mean for the client?"**  
The answer reveals the benefit.

To uncover outcomes, take it further and ask: **"How does this benefit impact the client's life or business in the long term?"**

## CONNKTU Features, Benefits & Outcomes

Features	Benefits	Outcomes
<b>12 months in a powerful community</b>	<ul style="list-style-type: none"> <li>• Constant accountability with your results.</li> <li>• Allows for a realistic time frame to get business success.</li> <li>• Thriving community that supports and builds each other up.</li> <li>• Be around other people who have created success for themselves before.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve sustainable results with the consistent support of like-minded individuals who push you to grow.</li> <li>• Build lifelong professional relationships and friendships that inspire ongoing success.</li> <li>• Transform your mindset, habits, and business approach to align with proven success strategies.</li> </ul>
<b>Business model framework that produces Forever Clients &amp; Forever Businesses</b>	<ul style="list-style-type: none"> <li>• Increases the lifetime value of every client.</li> <li>• Builds deeper relationships with the people you work with.</li> <li>• Become rock solid and clear on your business model and growth trajectory.</li> <li>• Create more time for the people, places, and things you love.</li> <li>• Make more money with a sustainable business model.</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoy financial freedom and stability while spending more time doing what you love.</li> <li>• Build a legacy business that grows and thrives long after implementation.</li> <li>• Experience a business that works for you, rather than the other way around.</li> </ul>
<b>Weekly Accountability Sessions, Weekly Business Master Classes, 1:1 Coaching Sessions</b>	<ul style="list-style-type: none"> <li>• Helps you maintain accountability.</li> <li>• Gives you the touch points you need to get answers when needed.</li> <li>• Weekly connection with the Connekt Coaching team.</li> <li>• Always be plugged into the Connekt Coaching community.</li> <li>• Have the wind constantly in your sails.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve faster results by staying on track with regular expert guidance and community motivation.</li> <li>• Develop confidence knowing help is always available, leading to smarter decisions and quicker wins.</li> <li>• Master the art of consistent action and focus, ensuring long-term business success.</li> </ul>

Features	Benefits	Outcomes
<p><b>Regular access to Kallum &amp; Conor</b></p>	<ul style="list-style-type: none"> <li>• You get the model of how highly successful business minds work with over 32+ years behind them.</li> <li>• Access to nuanced solutions for your specific industry.</li> <li>• Learn from leaders who have walked the path before, harnessing the discipline needed for great success.</li> </ul>	<ul style="list-style-type: none"> <li>• Gain clarity and confidence from personalized advice that eliminates guesswork.</li> <li>• Avoid costly mistakes and grow your business with proven strategies from seasoned experts.</li> <li>• Cultivate a mindset of excellence by modelling the habits and principles of accomplished leaders.</li> </ul>

By pairing **features, benefits, and outcomes**, you communicate not just the utility and value of your offering but the **transformation** it delivers, making it irresistible to clients.



Features What it is	➤	Benefits What it means	➤	Outcomes The result
	➤		➤	
	➤		➤	
	➤		➤	
	➤		➤	
	➤		➤	
	➤		➤	
	➤		➤	
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	➤		➤	

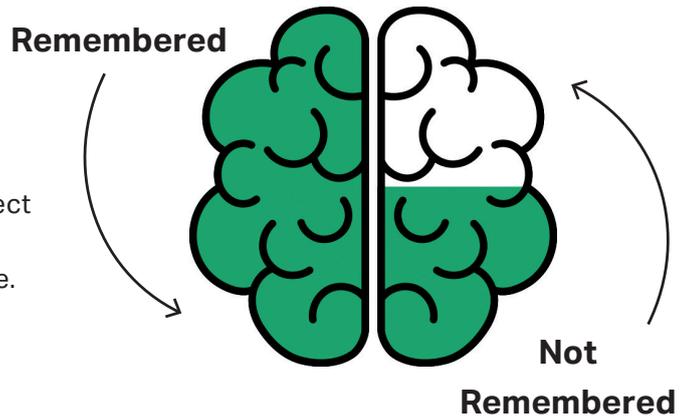
# Psychological Phenomena

## Phenomena 1

### Zeigarnik Effect:

#### The Power of Incompletion

Originating from the observations of Russian psychologist Bluma Zeigarnik, the Zeigarnik Effect suggests that individuals remember unfinished tasks more effectively than those they complete. This innate human trait can be a potent tool in a salesperson's skill set.



#### Application in Sales:

This effect can be seen in the world of digital content, where "teasers" or "previews" attract consumers with a snippet, leaving them craving the complete experience. Sales professionals can also use this by offering free trials, limited-time demo's, or sample products. By giving potential customers a taste without complete satisfaction, the desire to "finish" or "own" becomes a compelling motivator to purchase.

Additionally, engaging customers in conversations by telling stories that you don't finish or not immediately pushing for a sale can leave an open loop, making it more likely they'll return to complete the transaction.



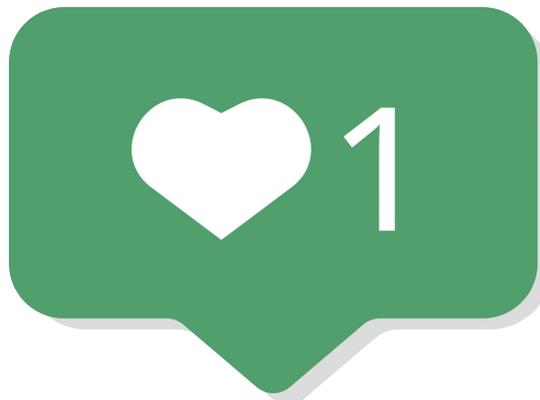
### How I can apply this to my business?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

## Phenomena 2

### Ben Franklin Effect: Favours and Affinity

The Ben Franklin Effect is a psychological phenomenon where people who perform a favour for someone are more likely to do another favour for them, even if they didn't particularly like them initially. Benjamin Franklin himself noted that by requesting a person to do a favour (like lending a book), that individual's fondness for him seemed to increase.



#### Application in Sales:

Sales professionals can harness this by subtly asking small favours of potential clients. This could be as simple as seeking feedback on a product presentation or asking their opinion on a market trend. The act of doing the favour can endear the client to the salesperson, increasing the likelihood of further positive interactions or even a sale.



### How I can apply this to my business?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

## Phenomena 3

### Halo Effect: First Impressions Matter

Coined by psychologist Edward Thorndike, the Halo Effect is our propensity to let our initial judgment of a person (good or bad) influence our assessment of their other traits. If we perceive someone positively in one area, we're inclined to view them favourably in other areas too.



#### Application in Sales:

The initial interaction with a customer becomes paramount. Whether it's the first product they encounter or the first sales pitch they hear, ensuring a high-quality introduction can pave the way for further positive interactions. By impressing a potential client from the outset, subsequent products or pitches are more likely to be received favourably, thanks to the 'halo' created by the initial positive impression.



### How I can apply this to my business?

1

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2

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3

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## Phenomena 4

### Reciprocity:

The concept of reciprocity was extensively researched by the social psychologist Robert Cialdini. Reciprocity refers to the social norm where people feel obliged to give back when they receive something from others.



#### Application in Sales:

1. Free Samples and Trials
2. Gifts and Incentives
3. Helpful Content and Resources
4. Personalisation and Customer Service
5. Referral Programs
6. Social Responsibility and Philanthropy
7. Exclusive Access

### FREE ONLINE COURSES

Register now



### How I can apply this to my business?

1

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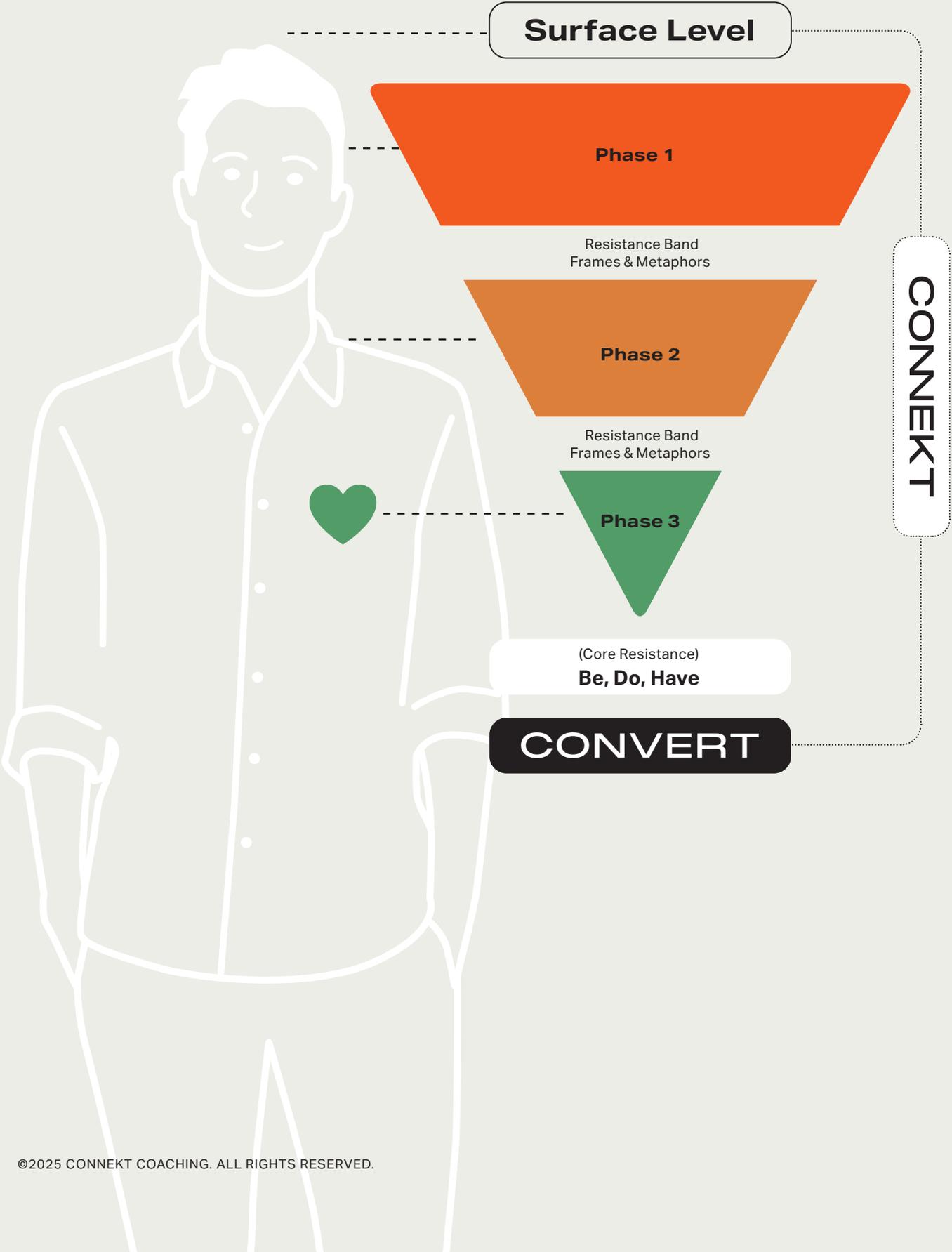
2

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3

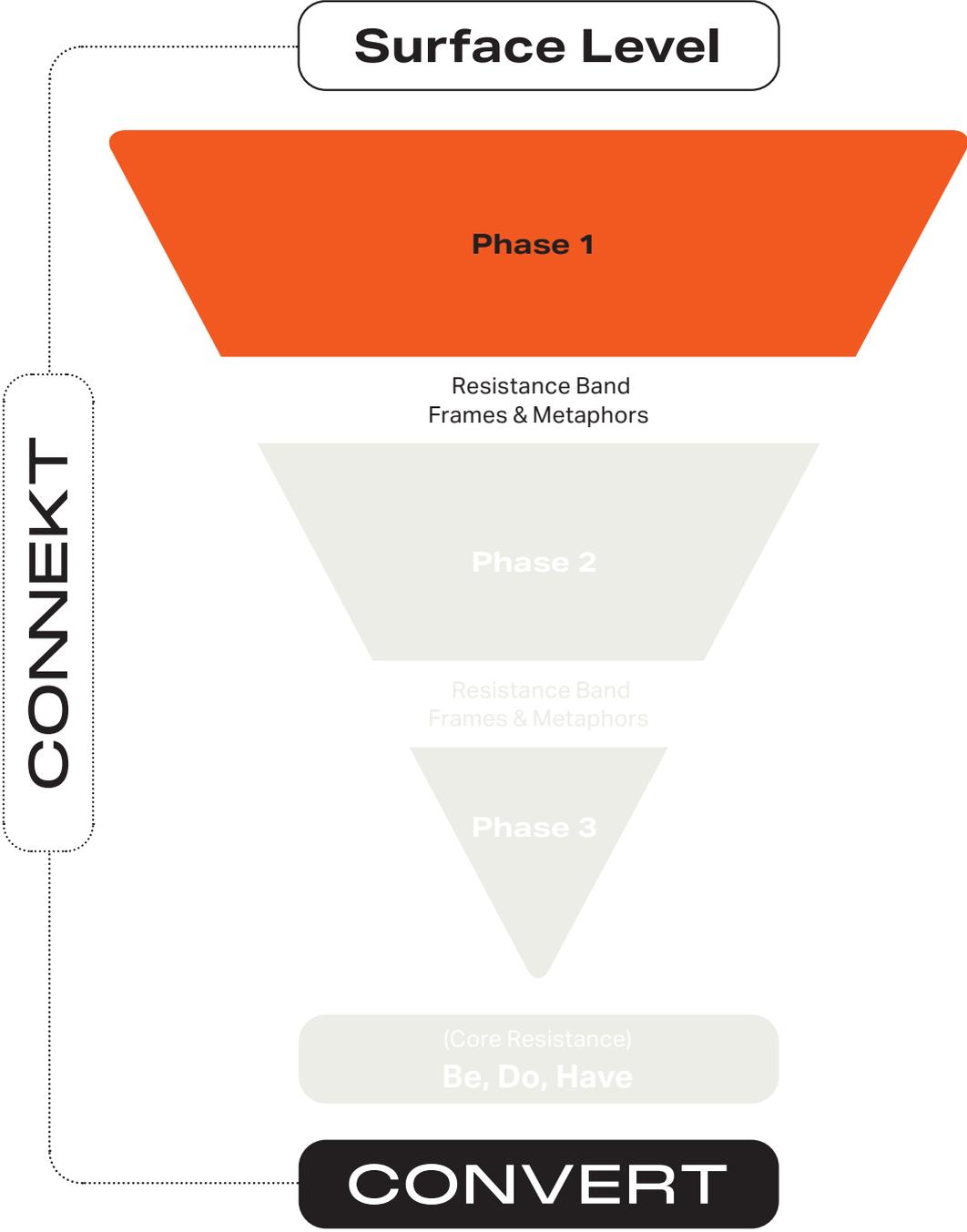
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# The Forever Client Matrix™



# The Forever Client Matrix™

## Phase 1



# The Preparation

Before making call / meeting the person face to face,  
selling by chat or running your course / webinar

- 1 Be 100% clear and plugged into your **WHY** - 6am vs 3am.
- 2 **Research the person and profile them.**  
E.g. if you see they were skiing lately what would that tell you? Use your observation skills.
- 3 Be **VERY** clear on your **Unique Selling Proposition (USP) and Personal Authority (PA)** – why should they train with you / why they should work with you and not spend their money on TVs, holidays or with other training providers.
- 4 **KNOW WHAT YOU ARE SELLING Inside & Out**  
(prices, dates, times, logistics, features & benefits).
- 5 **Get into your Flow state** (present & resourceful).
- 6 **Be at cause / be fully accountable for all communication.**
- 7 **Act as if you are meeting them face to face** (if you are on the phone).
- 8 **Once you have all profiling info etc. – bring up positive imagery in your mind of what you want to happen and away you go!**
- 9 **Imagine the interaction happening exactly how you want it.**
- 10 **Visualise it in your mind and run through the visualisation three times successfully while you are in a powerful positive state.**
- 11 **Be aware of your tone of voice:** question, statement, command (the more question you use when not asking a question, then less credible you will become).

## NOTE:

Conor never used full scripts – structure is important and needed but the **WORDS** are different with every phone call so he always favoured **Key Phrases**.

# Create Trust

- Be yourself.
- Match their energy & tone of voice (be reasonable)
- Listen to their words...**NO REALLY LISTEN.**  
 These are key **Describing Words** people use to describe what they are talking about (see Appendix 1).
- Layer in some of your **USPs and PAs** that are relevant in the first 5 minutes.

**What are three ways you build trust already?**

1

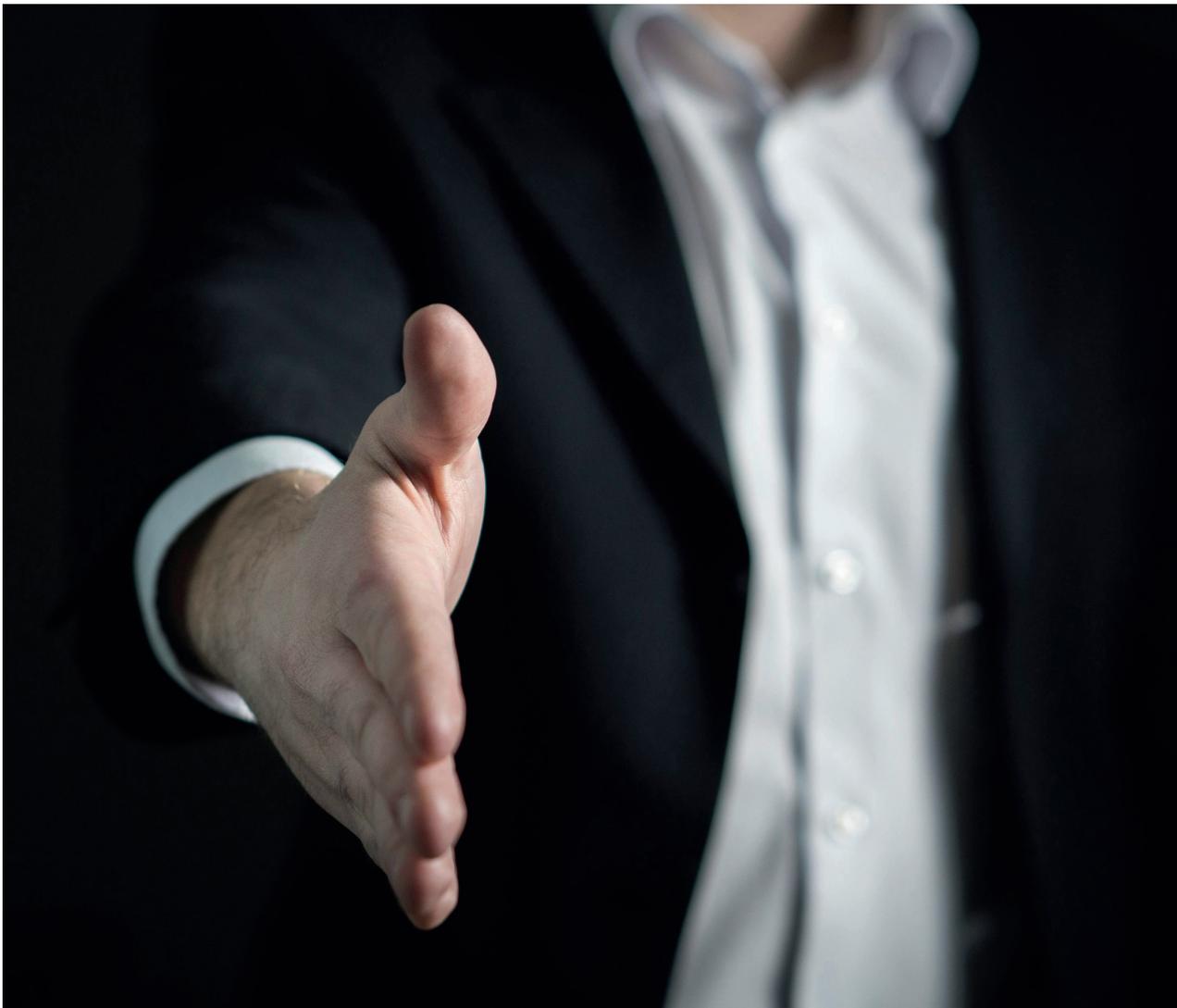
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2

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3

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# Get to know your prospect on a human level and **Connekt with them**

Ways to Connekt	Examples
<p><b>Find their WHY!</b></p>	<ul style="list-style-type: none"> <li>• "I've been doing this for X years (or include another PA) and always love knowing why someone wants to (insert name of product or service)"</li> <li>• "What motivated you to (click on the link/fill in your details/call us today)?"</li> <li>• "Why are you interested in attending / booking into...?"</li> </ul>
<p><b>Find something in common - people like people who are like themselves.</b></p>	<ul style="list-style-type: none"> <li>• Draw upon common interests or past experiences from areas such as <b>Career, Family, Health, Travel, Hobbies &amp; Interests.</b></li> </ul>
<p><b>Reassure them they are talking with the right person / company, and they are a good fit.</b></p>	<ul style="list-style-type: none"> <li>• "People who attend <b>trainings at (company name) / book my coaching programs</b> - believe they are capable of more or have more potential within them and they are looking for the <b>[guide / roadmap / steps]</b> to get them there fast - do you feel this is you?"</li> <li>• "Great, people who attend trainings / take coaching programs with <b>(insert school / company name)</b> do so because <b>(insert their why).</b>"</li> </ul>
<p><b>Find Values - Find What's Important to them.</b></p>	<ul style="list-style-type: none"> <li>• "Here at <b>(insert name)</b>, we are interested to know what is important to our clients as to why they are looking to attend our courses, what is important to you?"</li> <li>• Share relevant information about yourself - you want the prospect to look (in their mind) and feel you are a real, trustworthy person. <b>REMEMBER Ecology.</b></li> <li>• Share a story about your past that compliments what they say about themselves.</li> </ul>
<p><b>IF you know Clare Graves Values, at this point start to profile their level of thinking and start to use key words based on their values levels thinking.</b></p>	<ul style="list-style-type: none"> <li>• <b>See Appendix 2</b> for guidance on key words that each Values Level uses.</li> </ul>

Question to Ask	Follow Up Questions
<p><b>What do you do?</b></p>	<ul style="list-style-type: none"> <li>• "How long have you been doing it?"</li> <li>• "Do you like it?"</li> <li>• "If yes, what do you like about it?"</li> <li>• "If not, what would you rather be doing?"</li> </ul>
<p><b>What is your vision for the future?</b></p>	<ul style="list-style-type: none"> <li>• "Do you have any idea where you WILL be or where you WANT to be in say 3-5 years?"</li> <li>• "10 years?"</li> <li>• "Why?"</li> </ul>
<p><b>Great – what will it mean to you when you achieve that?</b> (Empathetic tone, slow &amp; steady)</p>	<ul style="list-style-type: none"> <li>• "How will your life be different?" (Empathetic tone, slow &amp; steady)</li> </ul>
<p><b>As you know you have more potential &amp; capabilities, what's been stopping you / holding you back from actualising this?</b></p>	<ul style="list-style-type: none"> <li>• THIS is a VERY important question - the first answer they give may not be the real answer, so dig deeper is the answer is 'flaky'.</li> <li>• You can dig deeper by asking in an empathetic tone - "oh, is that the only reason, anything else?"</li> </ul>
<p><b>If you could paint the perfect picture of how you want things to play out in your life, what does that look like?</b></p>	
<p><b>Listen out for indirect resistance and do your best to find solutions now</b></p>	<ul style="list-style-type: none"> <li>• E.g. "It's been busy at work lately."</li> <li>• E.g. "Those dates sound similar to the kid's holidays."</li> <li>• E.g. "I don't know if I have enough annual leave to take that long off."</li> </ul>

# Resistance Bands

**Resistance bands in 'The Forever Client Matrix™' are places where tension is held and is almost like the gatekeeper of the next phase.**

Resistance bands may be conscious or unconscious to the client, but how we deal with them is the same for both ways. See page 21 for more details on 'The Client Core Resistance Framework'. As a rule of thumb, use the word feel (or believe) instead of 'think' (and pause after using the word for most weight).

**The best way to overcome resistance bands are:**



## Trust

Comes with being genuine, knowledgeable and positioning yourself as an expert.



## Rapport

Works by the prospect seeing you as being like them, think people like people who are like them. You can match and mirror your tone of voice, use key words and values see appendices for examples.



## Frames, Pre-Frames and Re-Frames

With the right use of frame, you can get away with saying anything and therefore you have the tools to overcome any resistance, limited thinking or objection.



## Metaphors

As you learnt yesterday are powerful narratives that can transform thinking and transcend any resistance the prospect may have.

(See page 18-20 for formulas for each metaphor and their purpose and intention)



## Analogies

Much like metaphors these are simple comparisons and connections that can shift a prospect's thinking to be more empowered and help them understand how to be more empowered and resourceful.



## Remind

Remind them of their values, motivation & vision.

**What are some resistance bands you come across in your business and what frame or quote would you use?**

Resistance	Response
1.	
2.	
3.	
4.	
5.	

# Frames & Quotes that **ALWAYS** produce results and displace resistance.

## Powerful Frame 1



Use when the prospect wants to move forward but has a few hurdles they need to overcome.

### Perfect World Frame

*"As you really want to attend, and you have a few hurdles in the way, in the perfect world, what has to happen for everything to fall into place and for you to attend?"*

## Powerful Frame 2



Use when the resistance they give you may be a little 'light' and you want to bring their limitations to their awareness, whilst maintaining rapport.

### Coaches Hat Frame

*"When my clients work with me, I charge a high rate for my coaching services because I offer a guarantee / I work with them until we get the result, I'm clear with my boundaries and my greatest intention is to serve them and it is important I don't buy into their limitations if I see there is more within them, even if they don't...do you mind if I put my coaches hat on for a second?"*

## Powerful Frame 3



Use when someone gives resistance, and you want to re-frame it later - generalisation that this has happened to everyone before buying.

### Reassurance Frame

*"Many people have been in the same position as you before, its normal and we can work through anything."*

## Powerful Frame 4



Use when you want to deliver information and have the prospect look forward to hearing it.

### Good News Frame

*"Hi XXX, well I have some good news ... I was able to ..."*

## Powerful Frame 5



Put them in a positive state so they are talking about something they like or an experience they felt good in and then map that across with your course.

### Associative Frame

E.g. if someone loves Tony Robbins and loved the course, ask them how the course made them feel, then say that they will get that feeling and much more at your course.

## Powerful Frame 6



I have never had someone tell me they wish they had waited; I have only had people tell me they wish they had done it sooner or wished I had pushed them harder to attend sooner.

### Sooner Frame

## Powerful Frame 7



You can always make more money, you can never make more time, the time spent with this new growth is worth more than any amount you invest.

### Money Vs Time Frame

## Powerful Frame 8



I believe in you, even if you may not right now, you will have me in your corner backing you up every step of the way.

### Belief Frame

## Powerful Frame 9



It's not that you don't have the money, is that you have not yet created the neurology needed to create more money ... that's why we are talking.

### Neurology of Money Frame

## Powerful Frame 10



Do you know how long it takes for a walnut tree to grow? 10-12 years.  
Do you know when the best time to plant a walnut tree is? 10-12 years ago.  
Do you know the second-best time? Now.

### Walnut Tree Frame

## Powerful quotes

1

### Einstein Quote

Use this when prospect has tried to create change themselves with no real gain.

*"We cannot solve our problems with the same thinking we used when we created them."*

2

### Henry Ford Quote

Use this when prospect is sitting on the fence to move forward.

*"If you always do what you've always done, you'll always get what you've always got."*

3

### Ginni Rometty Quote

Use this when you feel the prospect is slightly out of their comfort zone but wants to purchase.

*"Growth and comfort do not co-exist."*

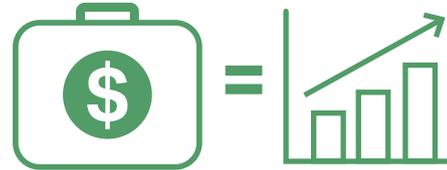
# Some of Conor's tried and tested metaphors

## Metaphor 1

### Suitcase of money in another country

**Intention**

Reframe objection of money & lack of resources or gets to the real problem.



### Formula

**Comparison frame**

(meaning: when comparing one thing to another as either being the same or different).

This will reveal the underlying concerns: you'll ascertain whether they believe they'll receive the value promised by your product or service.

Imagine this scenario: if someone were to invest the same amount of money they'd spend on your training, product, or service, and they immediately cleared their schedule to plan and organise for the coming week and by doing so they received an almost instant return of 10 times their investment.

If your offering provides a value that exceeds 10 times its cost, and you present a compelling analogy to illustrate its worth in a way that is compelling and irresistible then the customer will be convinced to purchase.

## Metaphor 2

### All expenses paid holiday to Fiji

**Intention**

Reframe objection of time



### Formula

Giving someone what they want on a platter and having them realise as they listen to the metaphor, that they can create the time to do what they want. In order to do this, you must make what is on the platter so desirable it is impossible to refuse even if it means investing time.

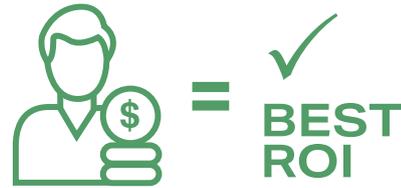
Showcases time is not a resistance if you can satisfy the right criteria for them, they will have the conversations they need to have in order to make it happen.

## Metaphor 3

**You are your biggest investment in life and the only investment that can guarantee you a ROI**

**Intention**

**Overcomes lack of self-worth as well as any uncertainty that your client investing in themselves will give them a positive outcome/ROI in their life.**



**Formula**

Creating a compassion frame; with regular investments we make in life, that are well known to give a monetary ROI, however the investment the client makes in themselves is greater than and more secure because no one can take it away from them.

This highlights the apparent reality: we often opt to invest in blue-chip companies, accepting less than a 10% return, while having minimal control over outcomes and ownership. Yet, it also brings to light a less-considered fact: the ROI when investing in ourselves often exceeds 10% and is an investment that never diminishes.

## Metaphor 4

**Travelling salesman - Dog sitting on nail**

(WARNING: This will create Away from motivation - Only to be used with a procrastinator, someone who is in a stuck state or someone who has been sitting on the fence for a while)

**COMFORT ZONE**



**Intention**

**Have a client take action to buy your trainings/product or services now - by helping the prospect realise that they don't have to wait for things to be severely painful before they take action and make a change.**

**Formula**

Making the prospect aware of the pain they are in but showing them that the pain they are in now, is much less than the pain that is coming if they don't make a change i.e. if people can see there is a bigger nail coming, they will change now.

This causes the prospect to face what they have been avoiding, it prepares them for change and forces them to acknowledge that their comfort zone is actually causing them pain whether conscious or unconscious.

## Metaphor 5

### Familiar Room in the Dark

Client is walking into a room they have been in a thousand times, but the lights are out, they tip toe, hoping not to bump into anything. As a coach as a trainer, our job is to turn the lights on for them, people walk around the room easily.

Often prospects will choose to instead tiptoe and fumble their way through life and finally get somewhere after years which could have taken months, weeks or days with the help and guidance from you.

If you lose money, you can always make more, you can never make more time, from time lost forever.

#### Intention

**Shed light on how much time, energy and life is wasted if you operate from the place of uncertainty and not having clarity on what you are doing – we have one life, don't spend it fumbling, use my services/buy my product, attend my training and relish the time you now have that you can spend with your loved ones or growing your business etc.**



#### Formula

Shortening the time frame of success from where you are now, to your success – by offering a direct pathway, avoiding all obstacles by giving clarity (in this example shining the light). In order to make this work, the client needs to see the room to have certainty, so it requires an element of future pacing and painting the picture for them.

## Metaphor 6

### Going to Harvard University

Now going to Harvard doesn't guarantee you are going to get a top paying job and become a leader in your chosen industry, but it certainly helps. There are no guarantees in life, with anything, but there are ways on increasing your chances, it comes down to you HOWEVER training / working with 'Connekt Coaching' or (insert company) will give you the best chance at longevity and success.



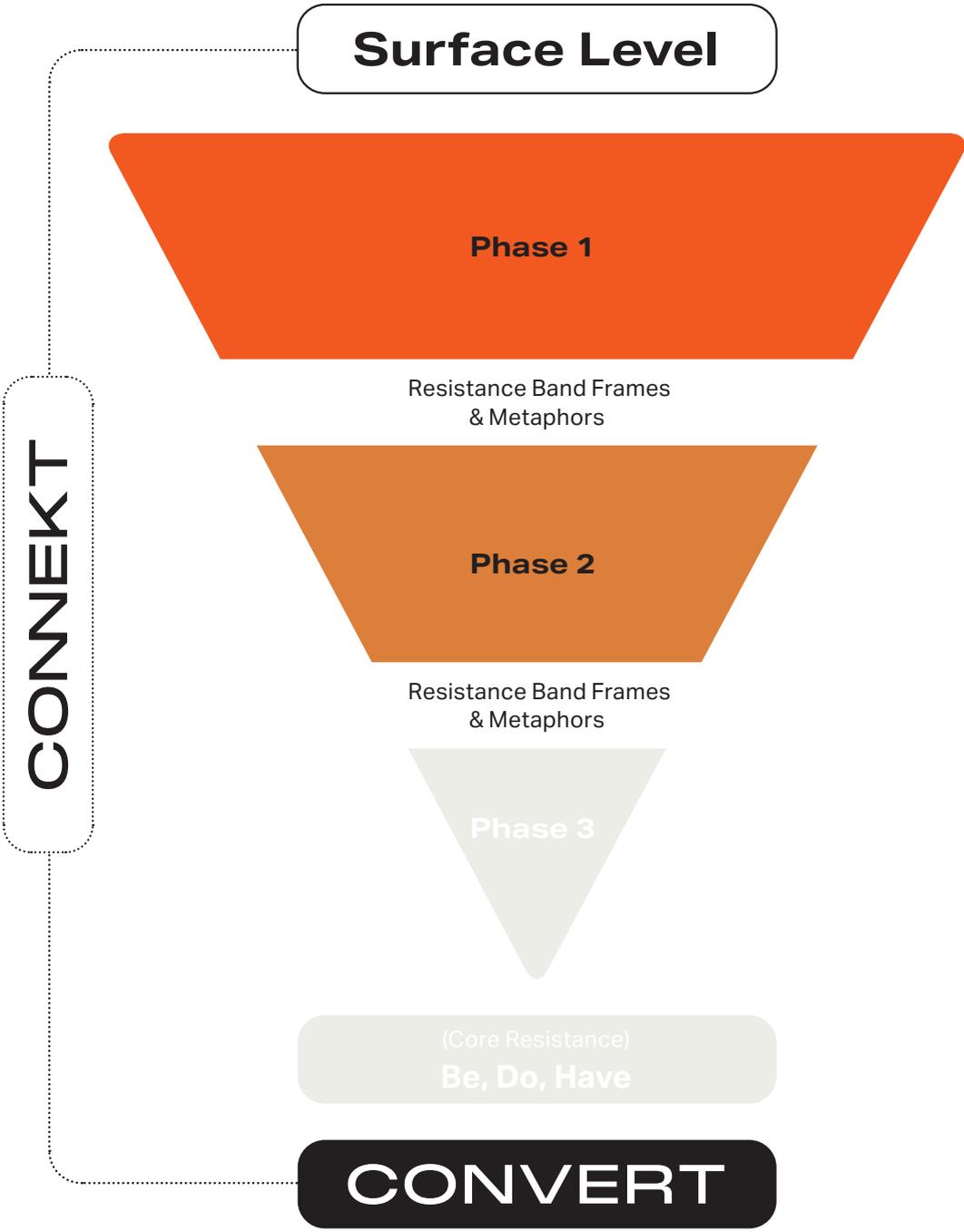
#### More metaphorical tools for the tool kit below:

7. The best sailors are not created in the harbour.
8. Can't control the wind but you can control sails.
9. Growing up and being supported to advance through each year at school.
10. New Computer working at 100%.
11. Jellyfish in the Ocean.
12. Lobster breaking out of shell.

# The Forever Client Matrix™

## Phase 2

### Going Deeper



# Find the Deep Need

In Phase 2 this is where the prospect starts to really open up with you and starts to give you information that they would normally only share with close friends or family. In this Phase they trust you and their 'guard' is down which means they will really start to consider the things you say.

## Key rule of thumb here:

The client is not being doing or having what they want. Your question to yourself after building a clear image of their model of the world and associating into it IS, HOW could that be? HOW is that Possible? And WHAT Questions can I ask to unveil this?

**Phase 2 is also where we really start to understand their deeper 'need' with your product or service, or what their 'pain' is that they want to overcome.**

## THE PROSPECT MAY HAVE

In terms of motivation to take action in life, we are either motivated by the Carrot or the Stick. In other words, we are either motivation Towards what we want (the Carrot) or Away From what we don't want (the Stick).

In sales, some prospects will love everything you say, have very little resistance and buy. These prospects we can say in this scenario are Towards motivated - they know what they want and buy it.

In my experience, some prospects need a little **Away From motivation** to move forward with the purchase - this is not good or bad, it just is - rather like there are some people who file their taxes early (Towards motivated to get this done) and some wait until the very last minute to file their taxes, otherwise they may get a fine (Away From motivated to not get a fine).



**Remember, you know their motivation, their values AND they have said yes to wanting to step into their potential and capabilities, so we are simply using communication to help them take action towards something they want.**

In the instance you need to use Away From motivation with a prospect to take action - you do this by bringing light to the 'pain' they have currently as to why they want to buy the product or service in the first place, then you ask them a few consequence based questions that should be enough to move them forward.

**AWAY FROM MOTIVATION**

**"You said you want to improve your communication, and you have been wanting to improve this for 3 years, this is a long time to want something?"**

**THEN YOU CAN EITHER ASK:**

**1 "What do you think will happen in the next 3 years if you don't change now - does that feel / look good to you?"**

**2 "Can you tell me how things will be 3 years from now if you keep on the same track and don't change - Surely you don't want that?"**

**3 "How bad do things need to get before you are OK with actually making a change."**

**Often the client has never spoken the words before of what this lack could be.**

## You can ask questions such as the following:

"Hey X, I'm really interested in peoples thinking and behaviours so do you remember when your motivation to make a change started?"

[ANSWER]

- "What was happening in your life at that time?"
- "What would it mean to you if you were able to truly step into your life's potential?"
- "What is your vision for the future?"
- "What has been holding you back more than anything else has in your life?"
- "You know you are capable of more, can you share with me, what is the one thing that you've been avoiding but you need to step up and do it? And if you overcame it would make the biggest difference in your life?"
- "Great results in other people can only be recognised in us is because its already residing within us. There is a notion by Carl Jung the grandfather of modern-day psychology who talks about perception is projection, so what is it that you see in them that you want to have in you?"

*If you haven't already done so, cover these topics in Phase 2:*

- **Logistics (times, dates, location).**
- **Layer in urgency with strategy that fits the business.**  
E.g. Early Bird time frame or number of Early Bird seats left (In my opinion Early Bird time frame is better for higher priced options and number of Early Bird seats left is better for lower priced options - almost like impulse buys)

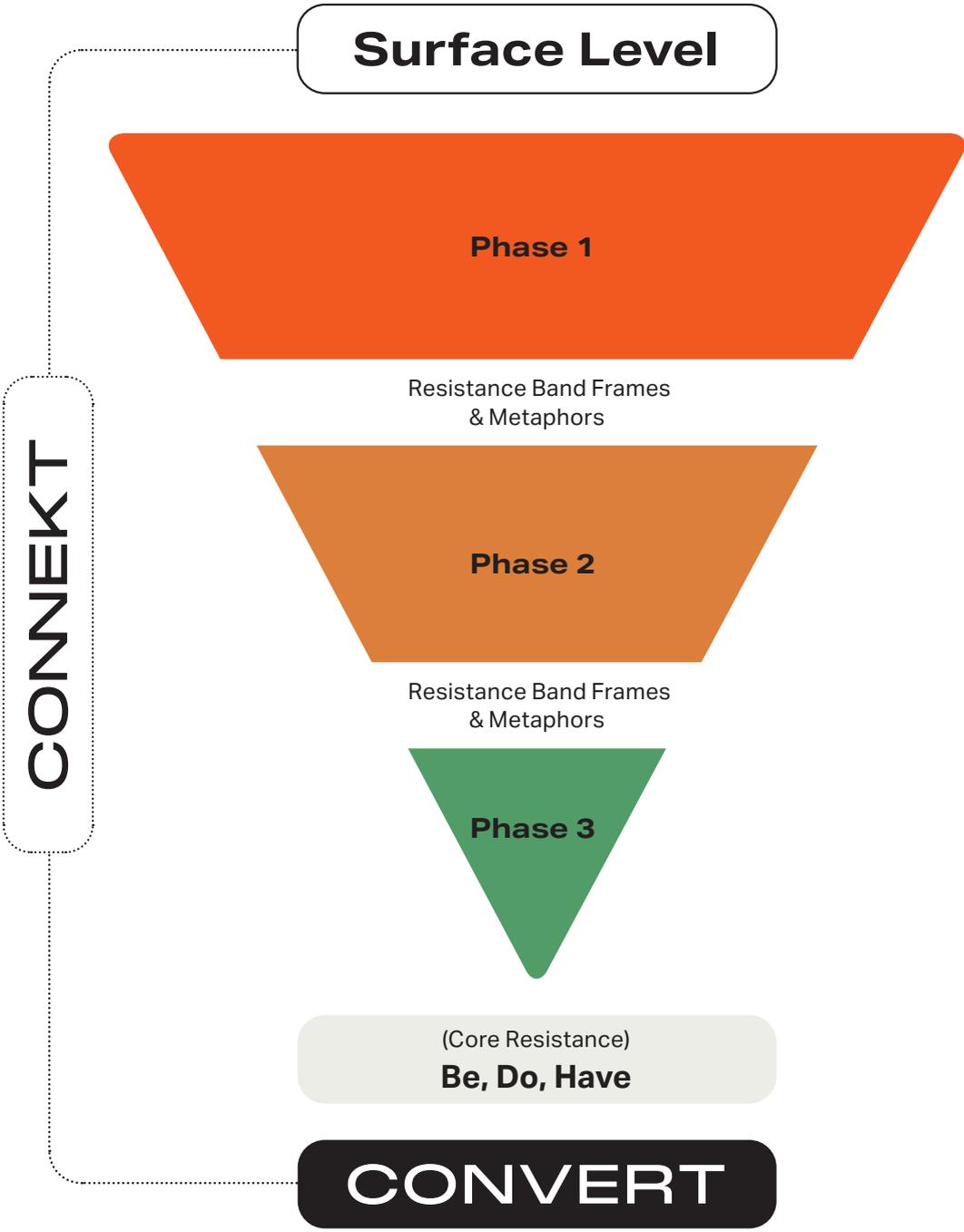
### NOTE:

Make sure that they have support from their inner circle and that they see themselves having support from them. Often them seeing themselves as having support is more important than them actually having it. It's important that any grey areas come out in the open otherwise the ball is still in the air, and anything could happen.

Say something that presupposes their total support for them making this decision today and observe whether or not there is any hesitation or something that implies that there isn't 100% support. This will give you the opportunity and leverage to point it out and handle any lack of support or doubt they may have.

# The Forever Client Matrix™

## Phase 3 - Prospect Buying



# When you are talking about business when you are converting the prospect:

- **Slow your talking down.**
- **Use statement or command tonality.**
- **Say things in a clear linear and sequential order.**
- **Be digital in your approach and matter of fact.**

Donald Miller the CEO of story brand said that 'if you confuse your loose". So you need to keep everything at this point methodical, your certainty and congruence is the currency in this section.

You must change frames for the prospect, so they know you are moving into the transaction phase of the Matrix™. So, this is not a time to bring in new information, it's more about what you don't say then what you do say.

You have done all the hard work, don't give them any reason to think of anything else then converting them from a prospect to a 'Forever Client'.

## Converting

Converting is essentially asking for the order, however if you have completed everything in Phase 1 & 2, often the prospect will ask you how to move forward, or "what are the next steps?".

**Here are five of my most common buying signs from a prospect before I move forward with the Convert:**

1

**More specific questions about pricing**

2

**Asking about payment options**

3

**Asking about what happens after they book**

4

**When they talk about how your service will fit into their life**

E.g. I have a ton of holiday leave I can use, and my boss will be OK with it.

5

**They literally say "I'm looking forward to this"**

# There are generally two ways of Converting

## Soft Converting

- *"Does this look good to you?...Shall we move forward?"*
- *"This is when people normally book, but before we do (explain after purchase steps), so what's the best way for you to move forward?"*
- *"I'm here with you, every day we don't take action we loose momentum, are you ready now?"*
- *"I cant help you commit, but when you do I'm not going to let you fail"*

## Hard Converting

- **Alternative Close** - Give the prospect a choice between two options, both leading to a sale.  
*"Would you prefer the standard package or the premium one."*
- **Assumptive Close** - Proceed as if the prospect has already decided to buy.  
*"Great, since we've covered all the details and this solution meets your needs, I'll go ahead and prepare the paperwork for you to sign. Does that work for you?"*
- **Isolation Close** - Isolate the specific objection and confirm the resolving it will lead to a commitment from the prospect.  
*"So, just to clarify, the only reason you're hesitant to move forward today is because of XXX. If I can help you make this work, would you be ready to move forward today?"*
- **Urgency Close** - Highlight time-sensitive offers or limited availability to encourage a prompt decision.  
*"This special pricing is only available until the end of the week. If we move forward today, you can lock in the best investment and avoid any price increase. Shall we go ahead and finalise to confirm your place?"*



# Once they Convert, LOVE BOMB!

**1** **Remind them of what is going to happen next.**

E.g. sequential steps of the on-boarding process

**2** **Any nurturing processes you offer.**

E.g. You are in great hands

We have lifetime support

Access to a great community

Be around like-minded people

Be a part of the transformational process on this planet

You will be assigned a coach so that you process starts right away

**Write down your top three closing talk tracks you will use:**

**1**

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**2**

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**3**

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**BONUS**

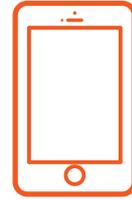
# Following Up Sales

## Some state change exercises to get back into the Flow State

- Go for a 5-10 min walk.
- Read some of your testimonials from previous students.
- Remember about past wins and smile.
- Remind yourself why you are doing this.
- Call past raving fans and have a value add 15 min call with them.

# How often do I follow up?

- 1 All leads should have an automation campaign with a CRM or an emailing service.**  
 E.g. Mail Chimp that goes for 2-4 weeks depending on what you do and the frequency of your services.
- 2 You should follow up by txt & phone calls (including leaving messages) at least 8x in the first Week.**  
*Nowadays efficiency is vital.*  
 People are easily distracted and easily go onto the next thing - you want to get their attention and to hold it, as early as possible.
- 3 You can automate txt messages as well if they can be written in a generic way to say to look out for an email or call etc.**  
 When you are following up yourself, you want to have txt messages bespoke, especially if your landing page forms have questions.  
 E.g. "Why do you want to learn XXX?" or "What area of your life are you looking to improve?" In which case you should make txt messages bespoke.



# What do I say when I leave a message?

## Message Example #1

"Hi Kallum...this is Conor from...Connekt Coaching, thank you for your interest to attend the Connekt Business Accelerator coming up on November 28, 29, 30, I had a little time to reach out to you now, Ill txt you, look forward to hearing from you soon."

## Message Example #2

"Hi Kallum, Conor from Connekt here, you had responded to our online ad about (a day ago) on one of our websites about possibly learning about or attending the Connekt Business Accelerator. I was calling you back to see if we could possibly help you. You might have seen that we have a special price for the training at the moment. My phone number is 0414 478 000. I should be available here for a little bit today if you'd like to reach me. Talk then."

## What do I say when leaving a follow up message?

"Hi Kallum, Conor from Connekt Coaching, checking in about...attending Connekt Business Accelerator on Nov 28, 29 & 30, I'll shoot you a message now to set a time to talk."

# What bespoke txt messages do I send?

## Text #1 – Professional

Hi Kallum,

This is Conor from Connekt Coaching, the world's leading training school consulting provider.

I'm connecting regarding CONNEKTU.

Are you available today or tomorrow and I can walk you through our program, what growth you can expect from working with us and the different options you have?

We have 3 places left for the November intake.

I look forward to hearing from you soon.

Thanks,

Conor

## Text #2 – More Casual

Hi Kallum,

Thanks for enquiring about CONNEKTU with Connekt Coaching.

Our leading 12-month business program specifically for training school growth.

Are you available today or tomorrow?

Thanks,

Conor

## Text #3 – (after following up at least 8x times in a week)

Hi Kallum.

Conor from Connekt Coaching, I have reached out a few times this week about CONNEKTU and haven't heard back...

Where would you like to go from here?

Or

Can I assist you further?

# If someone has filled out a form for a 'Discovery Call'

## Example for a 'Discovery Call' Opener

"This is Conor from Connekt, you recently asked us to send you information regarding possibly upskilling by learning XXX (or by taking one of our coaching programs), I just had time to get back to you to see if we can actually help, is this an appropriate time?"

# The Connekt Your USP & PA Blueprint

# Understanding the Business:

- 1 Purpose & Vision**  
 What was the primary motivation or vision behind starting this business?  
 Why does it exist beyond just making a profit?
- 2 Core Strengths**  
 What are the top three strengths or unique capabilities of your business?  
 These could be skills, resources, experiences, or any other aspect that you believe sets you apart.
- 3 Value Proposition**  
 What tangible value (results, benefits) do customers get from your product/service that they can't get elsewhere?

# Knowing the Target Audience

- 1 Ideal Customer**  
 Can you describe your ideal customer?  
 What are their desires, fears, challenges, and aspirations?
- 2 Customer Feedback**  
 What have real customers said about why they chose your product/service over others? (Testimonials, reviews, feedback forms can be valuable here.)
- 3 Emotional Connection**  
 Beyond the practical benefits, what emotional benefits or feelings does your product/service provide? (E.g. peace of mind, feeling of belonging, status)

# Refining your PA

## People buy people – what are YOUR PAs...

What do you have that NO ONE ELSE in the world has?  
 Even if you don't think something is special, IT IS!

- **Past experiences:** In life (family, achievements, personal bests)?
- **In your career:** Any travel (living in different places, cultures)?
- **Combination of qualifications achieved?**
- **Accomplishments (In all areas)?**
- **What are you an expert in, the best at, have a keen interest in?**
- **Anything else you are proud of?**

# Assessing the Competitive Landscape

- 1 Differentiation**  
 How do you perceive your product/service to be different from your main competitors?
- 2 Perceived Substitutes**  
 What alternatives (not just direct competitors) might a customer consider instead of your product/service?
- 3 Industry Trends**  
 Are there any emerging trends or shifts in the industry that might affect how customers perceive value?

# Crafting the Message

- 1 Brand Personality**  
 If your brand were a person, how would you describe its personality? (E.g., authoritative, friendly, innovative, traditional)
- 2 Promise**  
 What's the one promise you can confidently make to every customer, and always deliver on?
- 3 Simplicity Test**  
 Can you describe your product/service's value in one sentence without jargon?

# Refining your business USP

- 1 Purpose & Vision**  
 What was the primary motivation or vision behind starting this business?  
 Why does it exist beyond just making a profit?
- 2 Core Strengths**  
 What are the top three strengths or unique capabilities of your business?  
 These could be skills, resources, experiences, or any other aspect that you believe sets you apart.
- 3 Value Proposition**  
 What tangible value (results, benefits) do customers get from your product/service that they can't get elsewhere?

# Appendices

# Appendix 1

## Representational Type Predicates



### Visual

- see
- look
- appear
- view
- show
- dawn
- reveal
- envision
- illuminate
- twinkle
- clear
- foggy
- focused
- hazy
- crystal
- clear
- flash
- imagine
- picture
- sparkling
- snap
- shot
- vivid
- perceive
- light
- ray
- mesmerise
- watch
- perspective
- frame
- shine
- dim
- image
- vision
- observe



### Feeling

- feel
- touch
- grasp
- get hold of
- slip through
- catch on
- tap into
- make contact
- throw out
- turn around
- hard unfeeling
- concrete
- scrape
- get a handle on
- solid
- suffer
- unbudging
- impression
- touch base
- rub
- smooth
- pushy
- stumble
- in touch
- relaxed
- loose
- cool
- tepid
- heavy



### Auditory

- hear
- listen
- sound(s)
- make music
- harmonise
- tune in/out
- be all ears
- rings a bell
- silence
- be heard
- resonate
- deaf
- mellifluous
- dissonance
- overtones
- unhearing
- attune
- outspoken
- tell
- announce
- talk
- speak
- resonate
- state
- whine
- babble
- echo
- orchestrate
- whisper
- snap
- hum
- loud
- dialogue



### Logical

- sense
- experience
- understand
- think
- learn
- process
- decide
- motivate
- consider
- change
- perceive
- insensitive
- distinct
- conceive
- know
- question
- be conscious
- logic
- reasonable
- statistically

# Appendix 2

## Values Systems

Dr. Clare Graves's model of values systems identifies different levels of human development and their associated world-views, motivations, and values.

**Values levels 3, 4, 5, and 6, are usually represented as:**

- 3: Egocentric, Power-driven, Impulsive.
- 4: Purpose-driven, Order-seeking, Authoritarian.
- 5: Achievement-oriented, Opportunistic, Materialistic.
- 6: Communal, Harmony-seeking, Egalitarian.

**Given the characteristics of these levels, here are keywords a salesperson can use when addressing individuals in these levels:**

VL 3	VL 4	VL 5	VL 6
<ol style="list-style-type: none"> <li>1. Power</li> <li>2. Dominance</li> <li>3. Immediate</li> <li>4. Rewards</li> <li>5. Bold</li> <li>6. Standout</li> <li>7. Fearless</li> <li>8. Conquer</li> <li>9. Champion</li> <li>10. Assert</li> </ol>	<ol style="list-style-type: none"> <li>1. Structure</li> <li>2. Duty</li> <li>3. Tradition</li> <li>4. Stability</li> <li>5. Reliable</li> <li>6. Order</li> <li>7. Discipline</li> <li>8. Purpose</li> <li>9. Righteous</li> <li>10. Honour</li> </ol>	<ol style="list-style-type: none"> <li>1. Success</li> <li>2. Innovation</li> <li>3. Progress</li> <li>4. Goals</li> <li>5. Competitive</li> <li>6. Achieve</li> <li>7. Upgrade</li> <li>8. Prestige</li> <li>9. Elite</li> <li>10. Advantage</li> </ol>	<ol style="list-style-type: none"> <li>1. Community</li> <li>2. Share</li> <li>3. Connect</li> <li>4. Harmony</li> <li>5. Together</li> <li>6. Inclusive</li> <li>7. Empathy</li> <li>8. Balance</li> <li>9. Understanding</li> <li>10. Collaborate</li> </ol>

**Using these keywords tailored to each Values level a salesperson can create a more resonant and effective pitch or presentation.**

# Appendix 3

## Open Ended Questions

### 10x Open ended questions to ask when appropriate:

1. What's a story or experience that has significantly shaped who you are today?
2. How do you like to spend your free time, and why?
3. Can you describe a challenge you've faced recently and how you dealt with it?
4. What are you most passionate about, and how did you discover that passion?
5. If you could visit any place in the world, where would it be and why?
6. What book, movie, or song has had the most impact on your life, and in what way?
7. What's something you've always wanted to learn or try but haven't yet, and what's holding you back?
8. How do you handle stress or difficult situations in your life?
9. What's an accomplishment you're particularly proud of and why?
10. If you could have dinner with any person, past or present, who would it be and what would you want to discuss?

### 10x Open ended questions B2B questions to ask when appropriate:

1. What challenges is your business currently facing that you're hoping our product/service can address?
2. Can you describe a typical decision-making process for solutions like ours within your organisation?
3. What goals or objectives are you aiming to achieve in the next quarter/year, and how can our product/service align with them?
4. Have you used similar products/services in the past? If so, what was your experience, and what would you like to see improved?
5. What features or aspects of our product/service are most crucial for you, and why?
6. How do you envision our product/service fitting into your existing workflow or processes?
7. What potential concerns or hurdles do you anticipate in implementing or transitioning to our solution?
8. What would success look like for you after implementing our product/service?
9. Who else in your organization will be involved in evaluating this solution, and what are their primary considerations?
10. What's your preferred timeline for making a decision and potentially implementing a new solution like ours?



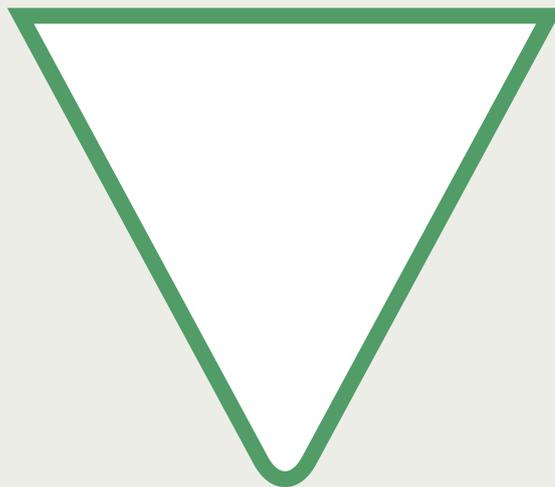
# The Forever Client Matrix™



[ Resistance Band Frames & Metaphors ]



[ Resistance Band Frames & Metaphors ]



(Core Resistance)  
**Be, Do, Have**

**CONVERT**

CONNEXKT

# Connekt + Convert

## Bonus Section

# The Super Star Offer Framework

Name of Offer:

Promise

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Guarantee

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Bonuses

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SUPER  
STAR  
OFFER

Scarcity

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Pricing

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<p><b>Name of Offer:</b></p>	<p><b>Image:</b></p>
<p><b>Promise:</b></p>	<p><b>Bonuses:</b></p>
<p><b>Scarcity:</b></p>	<p><b>Pricing Terms:</b></p>
<p><b>Notes:</b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b>Guarantee:</b></p>

# X in Y time SO YOU CAN (Be,Do,Have) Z

X = Currency

Y = Time

Z = What they Get

# The Offer

Features Benefits and Outcomes of your Offer that you are creating (write at least 7)

<b>Features</b> What it is	<b>Benefits</b> What it means	<b>Outcomes</b> What they get

# The Super Star Offer Framework

Name of Offer:

Promise

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Guarantee

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Bonuses

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SUPER  
STAR  
OFFER

Scarcity

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Pricing

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<p><b>Name of Offer:</b></p>	<p><b>Image:</b></p>
<p><b>Promise:</b></p>	<p><b>Bonuses:</b></p>
<p><b>Scarcity:</b></p>	<p><b>Pricing Terms:</b></p>
<p><b>Notes:</b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b>Guarantee:</b></p>
<p><b>Scarcity:</b></p>	

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