

**9 THE  
SECRETS TO  
SIGNING UP  
CLIENTS  
WITHOUT  
SELLING**

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# The 9 Secrets to Signing up Clients Without Selling

## Do you wish you could attract plenty of clients, so you never have to sell again?

Imagine having an endless supply of great clients who approach you to become your customers...

I used to hate 'selling' because I didn't want to become a pushy sales person – and I didn't want others to think badly of me.

So imagine my joy when people started approaching me asking how they could sign up with me. They weren't simply asking about my products and services, but coming to conversations having already made the decision they would sign up, often irrespective of price, if we both agreed we were a good fit!

This has become a regular occurrence for me now because I've discovered how to attract the audience I love to serve, in a way that's authentic to me and resonates with them too.

And you can achieve this too!

### **Getting sales can be fun when you connect to your heart and tap into YOUR unique Client Attraction Formula**

In this eBook, I share the **9 secrets** that helped me to feel differently and to **sign up clients without feeling 'salesy'** – to the extent that I now LOVE having these conversations with clients!

I'd love you to feel good signing up more clients too, so watch for future emails from me with more tips and resources.

Here's to your success!

*Afison x*



PS – if you have any questions about what I share, or would like to connect with me and other like-minded souls, why not join my free online community [HERE](#). It's the perfect place to connect, ask questions and get feedback on your ideas...

# 1

## Embrace a Biz Success Mind-set

If you hate or avoid selling it's probably because you're consciously aware of sales tactics you don't like, but less aware of the components of all the great conversations you've had that have resulted in you buying something you really wanted!

Any doubts about your self-worth are also likely to cause you to under-charge, to feel awkward talking about your prices or to give too much away for free. If you have any negative associations to money and success in your mind, that'll make matters worse.

As long as you think 'selling' is a yucky or bad thing to do, you'll be turning away lots of clients you could be helping.

What changed things for me was realising that giving in to my 'stuff' in this way was selfish; it was leaving people stuck, when what I actually love to do is to help others.

As soon as you embrace the possibility that 'compassionate' selling is a great opportunity to be kind and help others, you will take on more clients.

In the same way you've learnt what you currently think and feel about selling yourself, and about success and money, you can change anything that's not serving your dreams. People are going to buy what you offer anyway. Whether they buy from you, or not, is dependent upon what you think, feel and do.

- What do you currently think and feel about 'selling'?
- How comfortable are you about charging good market prices?
- What do you feel about being rich?



I cover this in more detail in my free/fundraising training events. Watch for emails from me with details of how to join these.

## 2

## Offer Highly Desirable Products/Services

There's no doubt that when you offer products and services your ideal clients really need, want and are willing to pay for, you can have a more prosperous business. This is especially so when you get your marketing right and you're visible to large numbers of people who want to buy what you offer.

When you offer compelling products/services your clients LOVE, they will flock to you – and you won't need to work so hard trying to 'sell' to them.

But many heart-centered business owners get business the wrong way round; they focus on promoting what **they** want to offer, without first considering what there is demand for, i.e. what the market wants to pay for.

These business owners don't realise the importance of testing the market and packaging their product/service in a way that attracts high numbers of their ideal clients. And they wonder why they're struggling...

- Do you know what your ideal clients want and are willing to pay for?
- Have you packaged your products/services in a way that is highly attractive to your ideal clients?
- Do you know where your ideal clients hang out in large numbers?



If you're not clear on this, don't worry – find out what you need to know in my *Jumpstart Your Business* course. Email me to find out more.

# 3

## Be Irresistible

Even when you provide great products and services that there is a demand for, people still need to know you exist – you need to be visible to large numbers of your ideal clients.

Lots of people think they win or lose a sale during a 'sales' conversation. But it's often what you do before this (pre-selling) that influences the results you get.

As human beings we buy from those we know, like and trust – so sales are more likely to happen when we nurture these feelings in our potential clients and followers.

In addition to offering great products and services, you will become more irresistible – someone others want to work with – when you:

- Demonstrate you care – by being present, asking questions, listening and helping others out.
- Are consistent – you show up, do what you say you'll do and consistently deliver great results.
- Share valuable content as part of your marketing that positions you as the 'go to' expert in your field.
- Show how you're helping others achieve great results, e.g. by sharing case studies and testimonials.

Start by asking yourself:

- What are you doing to be irresistible to your audience?
- How could you be more irresistible?



I cover this in more detail in my free/fundraising training events. Watch for emails from me with details of how to join these.



# 4

## Offer to Help

One of the easiest and quickest ways to get more sales is simply to offer to help more people.

I'm guessing if you're reading this you're someone who likes to help others, so how would it be if you could sign up clients by just being yourself?

You see, when you offer to help, most people will warm to you and many will welcome your offer. Some will ask how you can help them; if they know what you do already, they may even get straight to the point and ask how to sign up to what you offer.

It's amazing how many people turn into clients just because you ask the question 'How can I help?'

That doesn't sound too 'salesy', does it?

Sometimes, during a discussion with someone, you may decide you're not the best person to help them; in that case, you can refer them to others. This is still helping them to move forward!

When you enter into conversations with the intention of helping, it changes the energy of the conversation – and it's much easier than trying to do something that feels 'wrong' to you. You'll also be more likely to appeal to those you're speaking to.

Obviously, how you structure this type of conversation greatly influences what the person you're talking to decides is the best way forward for them. I share how to do this in my course *The Compassionate Sales*. You can email me if you'd like to find out more.



I cover this in more detail in my free/fundraising training events. Watch for emails from me with details of how to join these.

# 5

## Follow Up

*"Thanks for following up – most people don't"*

This was the response from someone who turned into a client purely because I did what I said I'd do – I phoned her to have a chat about one of my services she'd asked about at a networking event.

You see, only 3% of your ideal clients are ready to buy from you at the moment you 'meet' them (unless you are speaking to a very targeted audience who are ready to act). However, many could buy from you in the future. In fact, it's estimated that 80% of sales are made after 5 to 12 'points of contact' between the business and the client.

This means you have a choice...

- You can spend **more** time and money marketing than you need to, by focusing on promoting to the smaller (3%) pool of people ready to buy when you meet them (this is what most people do).
- **Or**, you can connect, follow up and build relationships with potential clients you meet, so they're more likely to buy from you in the future.

When you have good systems and processes in place for recognising all leads, following them up and building relationships with them over the long term, you **will** get more clients. Yet most business owners are losing business because they don't do this.

All you need to do is to capture your lead's name, email or phone number in the moment, so that you can follow up with them.

Best of all, many of those you follow up with will be grateful you've done so – especially when you focus on helping them.



I cover this in more detail in my free/fundraising training events. Watch for emails from me with details of how to join these.

# 6

## STEP Up Your Lead Generation

This may seem obvious, but the more of your ideal clients who know about the brilliant work you do, the more likely you are to attract people asking **how** they can become one of your clients.

Imagine never needing to explain the benefits of working with you... people asking to speak to you because they already have a need and know you are the person who can best help them...

Yet most people are not visible to enough of their ideal clients. And some who are visible enough don't capture contact details or follow up leads effectively and so are effectively sending potential clients to their competitors.

But how do you get to this tipping point?

The first step is to know some basic facts, including how many leads you typically convert into clients and what percentage of your ideal clients express an interest in what you offer. This in turn indicates how many of your ideal clients you need to be in front of at any time.

For example, if you know you convert one in three of the ideal clients you speak to, then, to make ten sales, you need to be having conversations with thirty of your ideal clients. But remember, many won't be ready to have those conversations when you first meet them – so you're likely to need to be in front of significantly more of **your ideal clients** than that to generate ten sales.

That's why it's really important to focus on marketing strategies that put you in front of as many of your ideal clients as possible, with the least amount of effort.



If you'd like ideas on how to generate more leads, you can download a copy of my **free** eBook, *101 Ways to Attract More Clients, With Heart, Integrity and Social Impact* [HERE](#).



# 7

## Ask Open Questions

Is one of the reasons you feel uncomfortable 'selling' because you've had experience of people 'talking at you' and showing no interest in you? This type of 'sales' tactic may work for some, but it turns many of us off.

Remember, the purpose of heart-centered 'sales' conversations is **not** to convince people that they need to buy from you. Rather, it's to find out what challenges your lead is facing and to help them work out their best next step. This involves asking open questions that guide people through their thoughts until they reach a decision.

When you are present in the moment, ask the right questions and listen, people will tell you the type of solution they are looking for. And, together, you can determine whether you are a good fit for one another.

If you are a coach, this is very similar to what you do with clients all the time – help them work out their next steps...

By contrast, if you talk **at** people, you miss great opportunities to help – and you send people running in the opposite direction.



I cover this in more detail in my free/fundraising training events. Watch for emails from me with details of how to join these.

In the meantime, a good starting point is to simply ask 'How can I help you?' more often and see what happens!

# 8

## Challenge 'I Can't Afford It'

Most people I know walk away from potential clients when they hear the words 'I can't afford it.'

Have you ever done that? Or have you said 'I can't afford it' when you've been presented with an opportunity?

It's obviously important to recognise when someone says they're not interested in what you've got to offer – and to respect what they're saying – no means no! But if your marketing is targeting your ideal clients (i.e. those who can afford to pay you), then 'I can't afford it' often has other meanings such as:

- I don't know how I could afford it (yet).
- This isn't a priority for me at the moment – based on what I understand about your product/service.
- I see what you're offering as a cost, rather than an investment.

The kindest thing we can do when a lead presents resistance or doubt is to help them work through this so they can make a decision based on empowered wisdom and rather than on fear or uncertainty.

This again involves asking specific questions to help them do this.



How to overcome objections is something else I cover in my *Compassionate Sales Formula Course*. Email me if you'd like to find out more.

# 9

## Set Up Automated Sales Funnels

Imagine money flowing into your bank account when you're sleeping, away on holiday or when you don't expect it...

Does that appeal?

One of the joys of technology is that there are now so many ways for you to earn passive income, generate sales leads and sign up clients that don't involve your time! Yes, time and investment are required at the start but, once you get the foundations in place, you won't need to do any 'selling' on a day-to-day basis!

The potential upside is limitless...

Thankfully, even if you are not technically minded, there are also many people who can support you in making this happen!

The full scope of the methods you can use will depend on your business but, typically, includes:

- Automated lead-generation strategies, e.g. Facebook Ads.
- Automated data capture, e.g. collecting names and email addresses using an 'opt-in' form.
- Automated email sequences (known as auto-responders) to deliver information people have requested, build relationships, engage people in conversations and invite leads to buy a product/service.
- Automated payment and delivery systems for products/services.

Obviously, the first stage is to understand the core components of effective sales funnels (manual or automated) – the process of converting leads into paying clients effectively, so there are no holes in your bucket!



This is easy to do once you know how, which is why I teach people how to put effective sales funnels in place as part of my *Compassionate Sales Formula Course*. Email me if you'd like to find out more.

# **Do YOU REALLY Want to ATTRACT More CLIENTS?**

If yes...

**Join my FREE Online Community [HERE](#) -  
<https://www.facebook.com/groups/heartabizhub/>**

**Or**

**Sign up to my free Training Master Class**

**How to Attract More Clients Without Feeling 'Salesy'**

You can find out dates of forthcoming events [HERE](#)  
([www.alisoun.com/events](http://www.alisoun.com/events))

During this training I share:

- How to avoid 3 common mistakes kind people make that cost them business.
- 6 steps to feeling good when signing up clients.
- The one thing you can easily do today to get more clients.
- How to identify where clients are slipping through your fingers...

Sign up to my next Master Class [HERE](#).