



Mentoring Program

Successful Business Building Steps

Course 5 Module 4 Lesson 1

“Jan’s 12 Steps for an Enrollment Call”



1. Intake Form to prequalify and set the tone
2. Heart-Centered Mindset before the call
3. Create Rapport (*Remember F.O.R.M.?*)
4. Snapshot of where they are/pain
5. Go for the DEEP connection
6. Briefly touch on the side effects of the problem
7. What have they tried before?
8. Why NOW?
9. Expand their “WHY” to future vision - see, feel, touch it!
10. Fit them some gems
11. The Invitation: **Based on everything you’ve shared with me**
Soothe the EGO fears by focusing on Possibilities
12. Get them Scheduled and Paid within 24 hours