THE CONVERT METHOD™

Client *Conversion* Guide

Your route map for conversations that convert



7 STOPS · 1 DESTINATION

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The Client Conversion Queen

BEFORE WE LEAVE THE DRIVEWAY

You don't need more charisma. You need a *route.*



If your calls feel valuable but don't convert, it isn't your offer. It's that you're giving directions to someone who never told you where they're going.

You know the feeling. A great conversation. They loved you. Then: *"I'll think about it."* They leave with your best thinking and drive off on their own.

That's not a people problem. It's a **navigation** problem. Without a route, every call turns into a free tour with no destination.

CONVERT is the route. Seven stops, in order, from the first hello to the signed agreement and the referral after it. You always know where you are and what comes next.

This guide gives you the map and the first turn at every stop — simple enough to use on your very next call.

The full turn-by-turn directions, the practice and the live role plays live inside the CONVERT Sales Accelerator. When you're ready to go further, I'll be there.

With confidence,
Stefani

Being nice isn't a *strategy.*

You were taught to be friendly, add value and support people. So you answer every question and explain everything. But clarity without direction creates independence — and independence doesn't pay you. They don't need you because you never guided them to a decision.

01

Structure
produces confidence

You always know the next question.

02

Confidence
produces clarity

The client feels led, not sold.

03

Clarity
produces contracts

People buy when the decision feels easy.

> *"A rep with a route beats a rep with charisma, every time."*

YOUR ROUTE MAP

Seven stops. *One destination.*



C	O	N	V	E	R	T
CONNECT	OBSERVE	NAVIGATE	VALIDATE	EXECUTE	RECEIVE	TOUCH
You Are Here	*Read the Road*	*Map the Route*	*Confirm the Destination*	*Make the Turn*	*Arriving*	*The Next Trip*

Drive the stops in order. Skip one and you'll feel it later — usually as "I need to think about it."

Load the map *before* you start the car.

Two minutes. Out loud. Alone.

1	NAME IT	Say the prospect's name out loud.	*"I'm about to talk to Dana."*
2	SEE IT	Picture the call going well. Ten seconds.	*The conversation, not the outcome.*
3	STATE IT	What you'll accomplish, in one sentence.	*"On this call I'm going to find out..."*
4	FRAME IT	The three things to uncover.	*"Problem. Goal. Obstacle."*
5	OWN IT	Take a breath. You are the guide.	*"They're here because they need what I have."*

The 3 tonality modes

When your words and your tone disagree, people believe your tone.

Calm & Steady
They're anxious or resistant
SAFETY · TRUST

Warm & Curious
You're mapping their situation
INTEREST · LISTENING

Varied & Energetic
You're presenting the offer
CONFIDENCE · POSSIBILITY

Confidence is the output, never the input. Run the steps and the voice follows.

CONNECT

You Are Here

Earn the right to ask. Presence, tone and framing before a single question lands.



ON THE GPS

Every GPS starts the same way: it finds where you are and asks where you want to go. Before that, there is no route. Connect is the moment you both agree on the trip.

DESTINATION FOR THIS STOP

Make it feel like a conversation, not an interrogation.

SAY IT LIKE THIS

"Hey (Name), great to connect with you. Here is how I like to run these connect calls: I want to understand where you are and where you're trying to get to, so I will ask you some questions and you will have questions for me too. Then, if we determine we are a good fit to work together, we can talk about options. Does that work for you?"

Two or three easy questions. Then: "What made you [click on a website / fill out a form / ask for a referral / stop at my booth] in the first place?" Name the one they actually did.

"Who else is part of this decision?" Bring them in. Never around.

Setting the GPS

You tell them up front how the conversation will go: where they are, where they want to be, and options at the end if it fits.

Call Control

You ask the questions. That is what keeps the call on the road.

YOUR FIRST TURN · THE THREE LAYERS OF TRUST

- Competence — "they know what they're doing." Built by structure.
- Relational — "they see me." Built by Observe.
- Emotional — "they care about what matters to me." Built by the Power Questions.

KEY INSIGHT

Your leak isn't where the pain shows up. "I need to talk to my partner" appears at Receive — but it starts here.

STOP 1 DONE. WANT THE TURN-BY-TURN?

Book your Sales Mapping Call

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OBSERVE

Read the Road

Read who is actually in front of you, and adjust how you communicate to match.



ON THE GPS

A good driver watches the road, not the radio. Brake lights, lane changes, a car drifting — the signals are always there. Your prospect is showing you how to close them the entire time.

DESTINATION FOR THIS STOP

Listen for energy, tone and what they emphasize.

SAY IT LIKE THIS

"Tell me a little about [their business / situation]."

Notice: what do they say first? What do they repeat? Where does their voice change?

Don't solve yet. "Tell me more about that" is the whole job right now.

Sensory Acuity

Paying attention to how they say something, not just what they say.

"Tell Me More"

Three words that keep them talking, so you hear the real story.

YOUR FIRST TURN · THE 4 SALES ARCHETYPES

- The Closer — direct, fast, wants outcomes. Be brief. Lead with results.
- The Connector — energetic, story-first, wants a relationship. Match their energy, warm not formal.
- The Nurturer — calm, careful, cares about people and fit. Slow down. Reassure.
- The Strategist — analytical, wants proof and process. Bring the data. Don't oversell.

KEY INSIGHT

The best closers in the world aren't the smoothest talkers. They're the sharpest noticers.

WANT TO LEARN MORE ABOUT YOUR SALES ARCHETYPE?

Take the quiz — find yours

SalesStrategyNetwork.com/Quiz

N NAVIGATE

Map the Route

You cannot route someone until you know where they want to go.



ON THE GPS

A GPS needs two pins: the starting point and the destination. The distance between them is the trip. In sales, that distance is the gap — and the gap is the sale.

DESTINATION FOR THIS STOP

Find the gap between where they are and where they want to be.

SAY IT LIKE THIS

"What's your biggest challenge with [X] right now?"

"If nothing changes in the next six to twelve months, what does that mean for your business? For you personally?"

"On a scale of 1–10, how important is fixing this right now?"

Current State → Impact → Cost of Inaction

A three-step ladder: what's happening now, what it's costing them, and what it costs if nothing changes.

The Scale Question

"On a scale of 1–10" turns a vague feeling into a number you can work with.

YOUR FIRST TURN · 3D DISCOVERY

DEFINE — where they are. "Tell me about the challenge you're facing right now." Their words. Circle them.

DIG — what that location is costing them. "If nothing changes…what does that mean?"

DREAM — the destination. "When this is working the way you want it to, what's different?" Then bigger, then brighter.

KEY INSIGHT *The gap is the sale. No problem awareness = no urgency = no sale.*

STOP 3 DONE. WANT THE TURN-BY-TURN?

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V VALIDATE

Confirm the Destination

Understood means they heard themselves in your mouth.



ON THE GPS

Before a GPS starts guiding, it shows you the destination and asks you to tap “Start.” Validate is that confirmation. Present before it, and you may be driving them somewhere they never wanted to go.

DESTINATION FOR THIS STOP

Reflect it back and confirm readiness.

SAY IT LIKE THIS

"So let me make sure I've got this..." The problem, the cost, the destination — in their exact words. "Is that it?"

"If budget and time weren't factors, is this something you'd want to fix?"

"Does that feel like something worth solving now, or later?"

Meaning Reflection

Playing back what they said, in their words, to confirm you got it right.

Coachability Check

Asking if they'd want this fixed regardless of obstacles — real motivation versus just venting.

YOUR FIRST TURN · THREE MOVES, NINETY SECONDS

REFLECT — play back the problem, the cost and the destination. Silence. Play every correction back until they say "that's it."

TEST — the Coachability Check, in those words, before you present anything. A "no" was never a deal; thank them and stop.

SHIFT — Pre-frame, De-frame, Reframe. Shift their belief about the problem — never their competence or judgment.

KEY INSIGHT

Every objection is a question in disguise. Hear the question, and there's nothing to defeat.

STOP 4 DONE. WANT THE TURN-BY-TURN?
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E EXECUTE

Make the Turn

The close isn't where you sell harder. It's where you stop selling and start leading.



ON THE GPS

"In 500 feet, turn right." A GPS never says "maybe consider turning, if you feel like it." It is calm, clear and certain — and that certainty is why you trust it. The close works the same way.

DESTINATION FOR THIS STOP

Present only what they confirmed. Then ask, clearly, and hold.

SAY IT LIKE THIS

"Because you told me X, the step is Y."

"Based on everything we've covered, this is a fit. Are you ready to move forward?"

Then silence. Five seconds. Sometimes ten. Count it.

The Because Frame

Always attach a real reason to a recommendation: "because X, I'd suggest Y."

Contrast

What they compare your offer to decides whether it feels expensive or reasonable.

YOUR FIRST TURN · THE CONFIDENT CLOSE · THREE MOVES

- OWN IT — the 3-Second Reset: one slow breath, "I'm guiding, not pitching," drop your voice half a notch.
- ASK IT — one sentence, in your voice. No softeners. Land on the question. Use their language.
- HOLD IT — after the ask, the next words come from the buyer.

KEY INSIGHT *The buyer's confidence in the decision is borrowed from yours.*

STOP 5 DONE. WANT THE TURN-BY-TURN?
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R RECEIVE

Arriving

The sale isn't complete until the revenue is received.



ON THE GPS

"You have arrived" only plays when you're parked at the address — not when you can see the building. Yes is the building. Payment is parking the car.

STOP 6 · RECEIVE · ARRIVING

DESTINATION FOR THIS STOP

Anchor the yes, confirm the agreement, collect the payment, onboard.

SAY IT LIKE THIS

"I want you to feel 100% confident. Let's walk through the agreement together right now so everything is clear, and we can finalize it today."

"The last step to make this official is the payment. Did you want to use a card today, or would a payment plan work better for you?"

"We're thrilled to have you on board, and I can't wait to deliver results for you."

The Forward Choice

After they've said yes, offer two ways to begin: "Would you rather start this week, or next?" Logistics, not a second decision.

Real-Question-Is Reframe

When a late objection shows up, redirect to the deeper question underneath it.

YOUR FIRST TURN · THE FIVE MINUTES AFTER YES

ANCHOR the yes — affirm the decision, connect it to their goal in their words, then the bridge sentence. As a statement.

CONFIRM the agreement — walk it live, section by section: "Does that all look right to you?" Then the payment ask. Two options. Then wait for "paid."

THANK & ONBOARD — what happens first, when, who they reach. Their communication preference: channel, who, how often. The next appointment on the calendar before you hang up.

KEY INSIGHT

The contract sits unsigned. The card never gets entered. The buyer goes silent. That's when the deal dies.

STOP 6 DONE. WANT THE TURN-BY-TURN?

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TOUCH

The Next Trip

Six stops got you a client. This one gets you a business.



ON THE GPS

Your GPS remembers “Home” and “Work” because you go there again and again. The best clients become saved destinations. Continuing conversations is how you stay on their list of favorite places.

DESTINATION FOR THIS STOP

Keep every conversation moving forward — yes or not yet.

SAY IT LIKE THIS

"Now that the business part is handled, here's how I stay in your corner."

"Since we talked, has anything changed with [the challenge they named]?"

"Saw the announcement. Couldn't be happier for you. You earned this." Period. Send. Walk away.

Social Proof

People feel safer doing what others like them have already done.

Reciprocity

Give something first — a resource, a recap, real attention — and people feel a natural pull to give back.

YOUR FIRST TURN · THE 3 R'S

RECONNECT — five touches in ninety days: Day 1 Welcome · Day 7 How's-It-Landing · Day 30 Value Drop · Day 60 Recognition · Day 90 Referral Conversation. Four gives, then one ask.

RECOGNIZE — their world, not yours. Celebrate their wins with no ask attached.

REFER — acknowledge the win, ask the one sentence, teach them the Who Line. When the referral closes, the Great RE-TRACE: thank them again.

KEY INSIGHT

Continuing the conversation is the conversation. Most "no" is "not yet." Your job is to still be there when yet arrives.

STOP 7 DONE. WANT THE TURN-BY-TURN?

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WEEKLY ROUTE SHEET

Three stops. One destination.

WEEK OF

Same sheet, every week. Plan the route, drive it, check the map, go again.

Plan the route

THIS WEEK'S TOP 3 STOPS

CALLS / OUTREACH THIS WEEK

CONTINUING CONVERSATIONS OWED FROM LAST WEEK

I'LL KNOW I ARRIVED THIS WEEK IF…

Route check

ONE CALL TO LISTEN BACK TO

ONE QUESTION I'M PROUD OF

ONE EXIT I TOOK TOO EARLY (EXECUTE BEFORE NAVIGATE)

ANYTHING ELSE ON THE ROAD THIS WEEK?

Set the destination as a behavior, not a sale — so next week you measure against the map, not your mood.

YOU'VE SEEN THE MAP

Now let's set your *destination.*

Information doesn't change behavior. Implementation does. You can keep driving without directions — or you can get the full route, practice it live and arrive on purpose.

OPTION 1

Keep guessing

Same calls. Same "I'll think about it." Same wondering what you missed.

OPTION 2

Book a Sales Mapping Call

One focused call to find where your conversations stall and map your route to the CONVERT Sales Accelerator.



YOUR FIRST STEP IS SIMPLE

Book your 1:1 Sales Mapping Call

We'll find where your calls are leaking and map the route from conversation to contract.

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