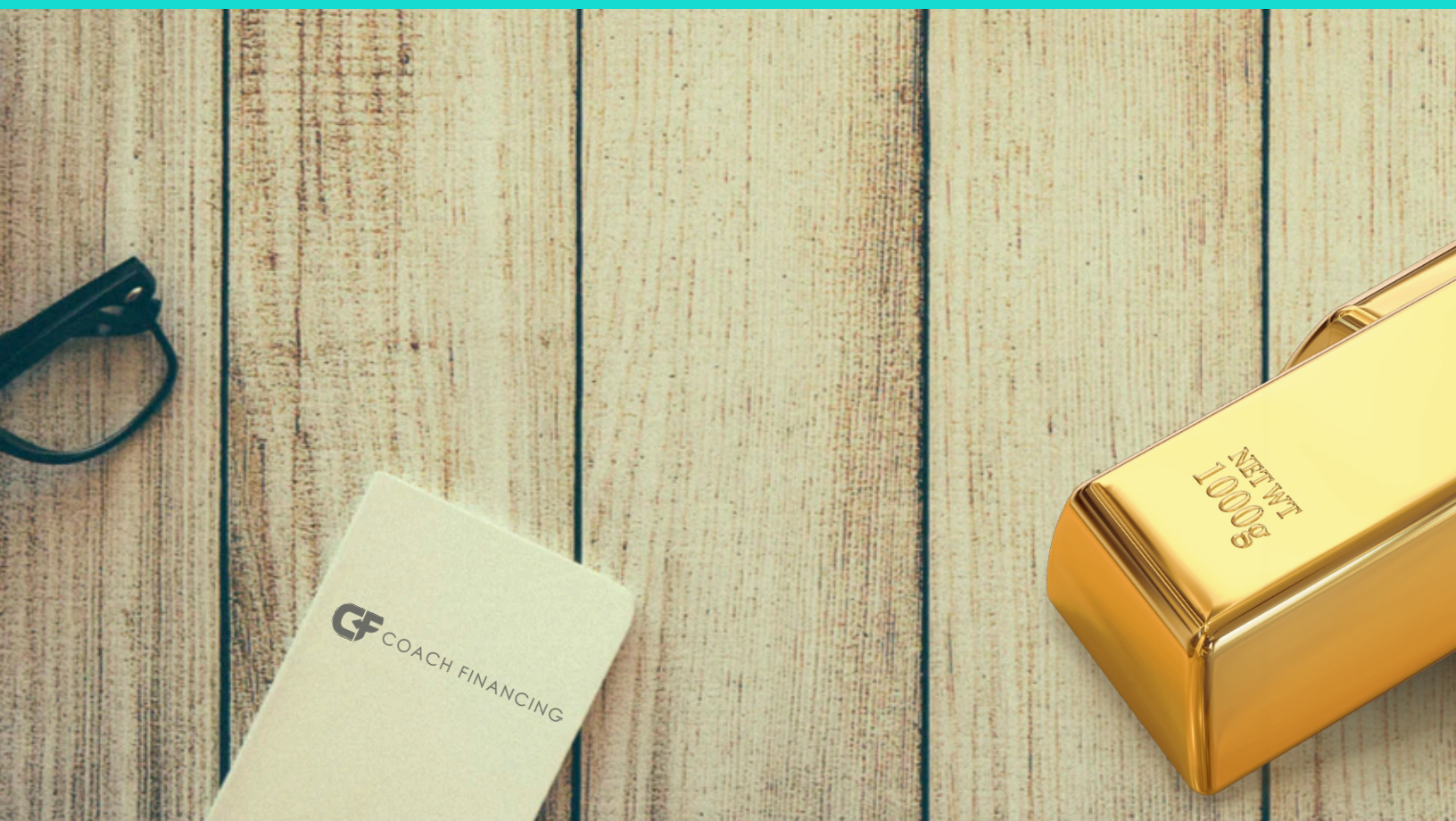




THE GOLDEN OFFER

FOR COACHES, CONSULTANTS, & COURSE CREATORS



The Golden Offer: A Game-Changing Question
To Ask Your Potential High-Ticket Coaching,
Training, or Consulting Prospects To Enroll
More Clients And Make a Bigger Impact.





Are you ready to experience a quantum leap in your high-ticket coaching, consulting, or online training business?

More importantly, could experiencing this leap be as simple as asking your potential clients one single question?

YES. In fact, 100% of our own clients have experienced the leap by implementing this one simple tweak into their coaching or consulting business.

We simply refer to this as “The Golden Offer” because ***it completely removes the one objection that has been costing you new clients,*** new revenue, and preventing your potential clients from receiving the help they need for their life and/or business that your services provide.

Now before we dive into the Golden Offer, we need to bring this objection into the light because it’s one that is costing you tens of thousands, hundreds of thousands, or even millions of dollars in your business.

The one objection that the Golden Offer completely removes is one you’re already very familiar with if you’ve been offering high-ticket products or services...



Regardless of how much your prospect is a perfect fit for your high-ticket coaching or product and regardless of how much you'd like to have them enroll, many coaches hit a wall when it comes to the price objection.

Now depending on which training programs you've been through teaching you how to enroll more clients, some say that if a prospect says they cannot afford your coaching, you should "sell" them more on your services.

As you know, sometimes the price objection isn't really about not having the cash. Some clients have a fear of investing in themselves when it comes time to make a decision because of past experiences and/or limited beliefs that need to be addressed.

Regardless of the reasons behind the price objection, when it comes to "selling", it's no surprise that many coaches struggle in this area or even avoid any type of selling completely. After all, if you wanted to be a professional salesperson you would not have gotten into coaching or consulting in the first place, right?

You know by your training that there are all types of methods and scripting you can use to deal with the **"I can't afford it"** objection, but they are not always a one-size-fits-all solution. You have to be truly authentic and honest when you use a sales script or your client will be turned off immediately.

So what do you do if the price objection is 100% real?

What if your potential client truly wants and needs access to your program, but they just do not have the cash in their bank account or room on their credit cards?

When it comes to investing into coaching services, typically prospects have been limited to:

- Paying in cash (debit card or check)
- Using a single credit card
- Using multiple new or existing credit cards (credit card stacking)

And you have been limited to either:

- Losing clients because they cannot afford your program
- Missing opportunities to upsell to higher priced programs due to lack of funds
- Making the difficult decision whether or not you should offer in-house financing or payment plans

Let's review these options...

Credit card or loan stacking has been one method many coaches have used over the years to help clients obtain the investment into high-ticket programs.

This method comes with great risks for clients, it can severely damage their credit, and also put them into debt long-term because of the high-interest rates across multiple credit cards. For more information on credit card stacking, [refer to our article](#).

If you choose to avoid credit card or loan stacking as an option to enroll clients, you can offer **payment plans or in-house financing** for your services. But even this method comes with its own challenges.

The first challenge is that you may experience a large impact on your cash flow by spreading out the payments, which then trickles down to having to lower your marketing budget to find new clients.

You can also experience a big hit on your profits, especially when you are counting on receiving the investments upfront and in full.

The next challenge you can find yourself having to face is chasing late or missed payments, updating credit cards that declined, or even having to cancel clients because they stopped making payments altogether. This costs you valuable time which could be used to further grow your business, create new marketing materials, training programs, courses, or be working with existing clients.

The solution to all of these problems which the price objection creates is actually quite simple.

What is it?

FINANCING

Yes, it's financing. But it's not just having the ability to offer financing for your services that changes the game.

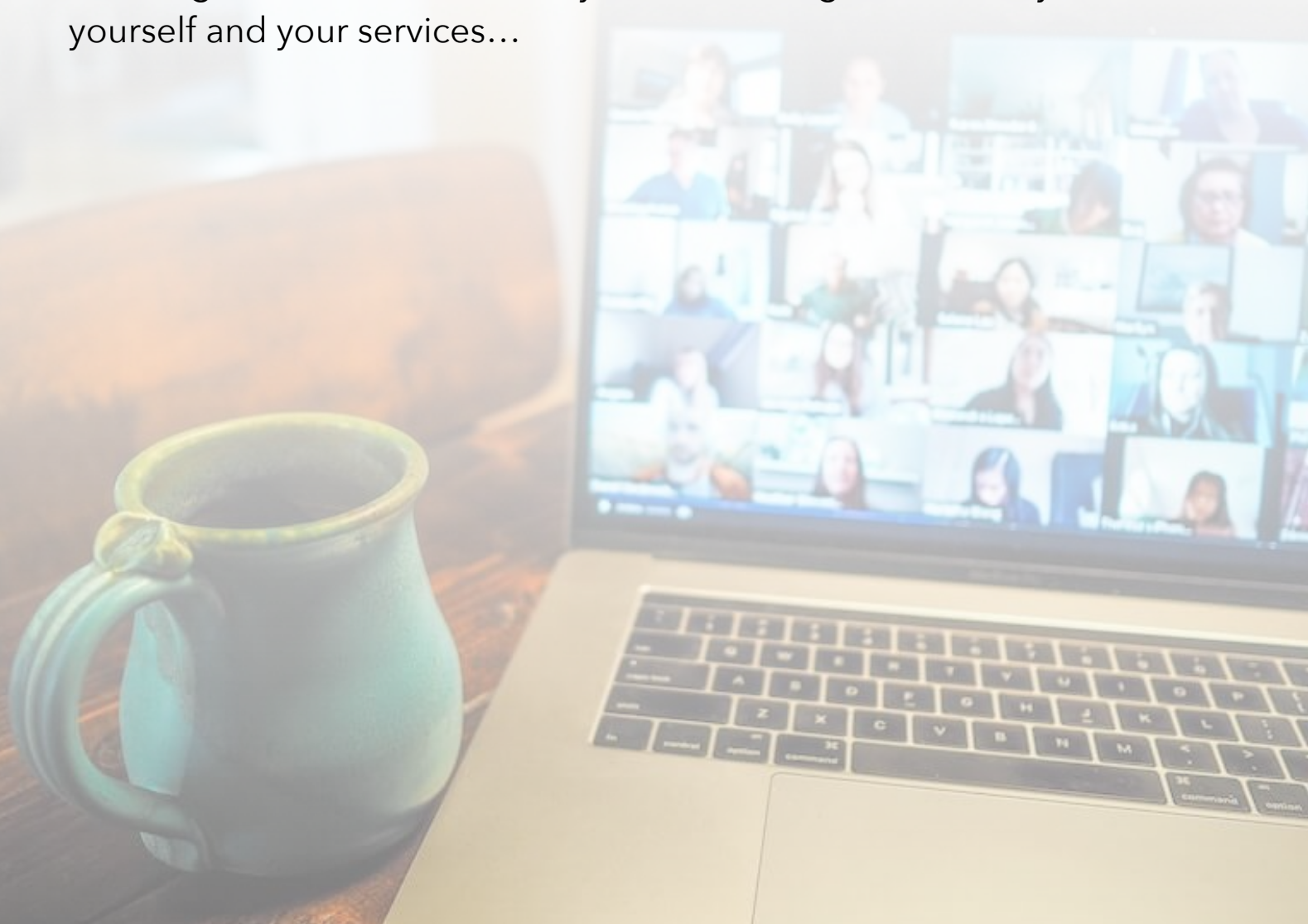
It's how you position a financing option for your services that leads you to the gold.



Regardless of which training programs you have been through or what certifications you hold, at the end of the day, all phone calls or Zooms with potential clients lead to the offer and the enrollment conversation.

Whether you're selling a \$1,000 course or a \$50,000 mastermind program, nothing happens until your prospective client says yes and pays for your offer.

So without further ado, here's how you can completely eliminate the price objection from being the biggest hurdle when it comes to enrolling more clients and save you from having to constantly "sell" yourself and your services...



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Step 1: Have the normal conversation you would with your prospective client. Uncover their needs, goals, and determine if they are a good fit for your program or service.

Step 2: When it comes time to let your prospect know how much the investment is to work with you and/or your team, share the amount and go through your normal process to see if they are able to make the investment upfront and in full.

Step 3: Use the Coach Financing calculator to determine the estimated monthly payment amount for the price of your program or service. (For example, if your program is \$10,000, the monthly payment would range between \$246 and \$278 per month, depending on someone's credit profile.) Keep this range in mind.

Step 4: If your client is unable to make the investment into your program or service upfront, you make them the golden offer by asking them, *"If it weren't for the money, would this be something you would want to do?"* (Prospect answers, *"of course!"*)

Followed by, *"Could you afford around \$278 today?"* and then wait for their answer.

Continued...

THE GOLDEN OFFER

Step 5: You then explain that you work with a financing company that offers financing specifically for coaching/consulting programs and it takes just two minutes to get pre-qualified and has zero impact on their credit score to see how much they qualify for. And the \$278 is an estimate of the monthly payment amount, but it depends on their credit profile on the actual monthly payment.

NOTE: To be safe, we suggest using the higher number because average to great credit profiles will be presented with lower monthly payments. It's always a nice surprise to see a lower amount than what you were quoted. It's not a pleasant surprise when you're told one number and it ends up being higher.

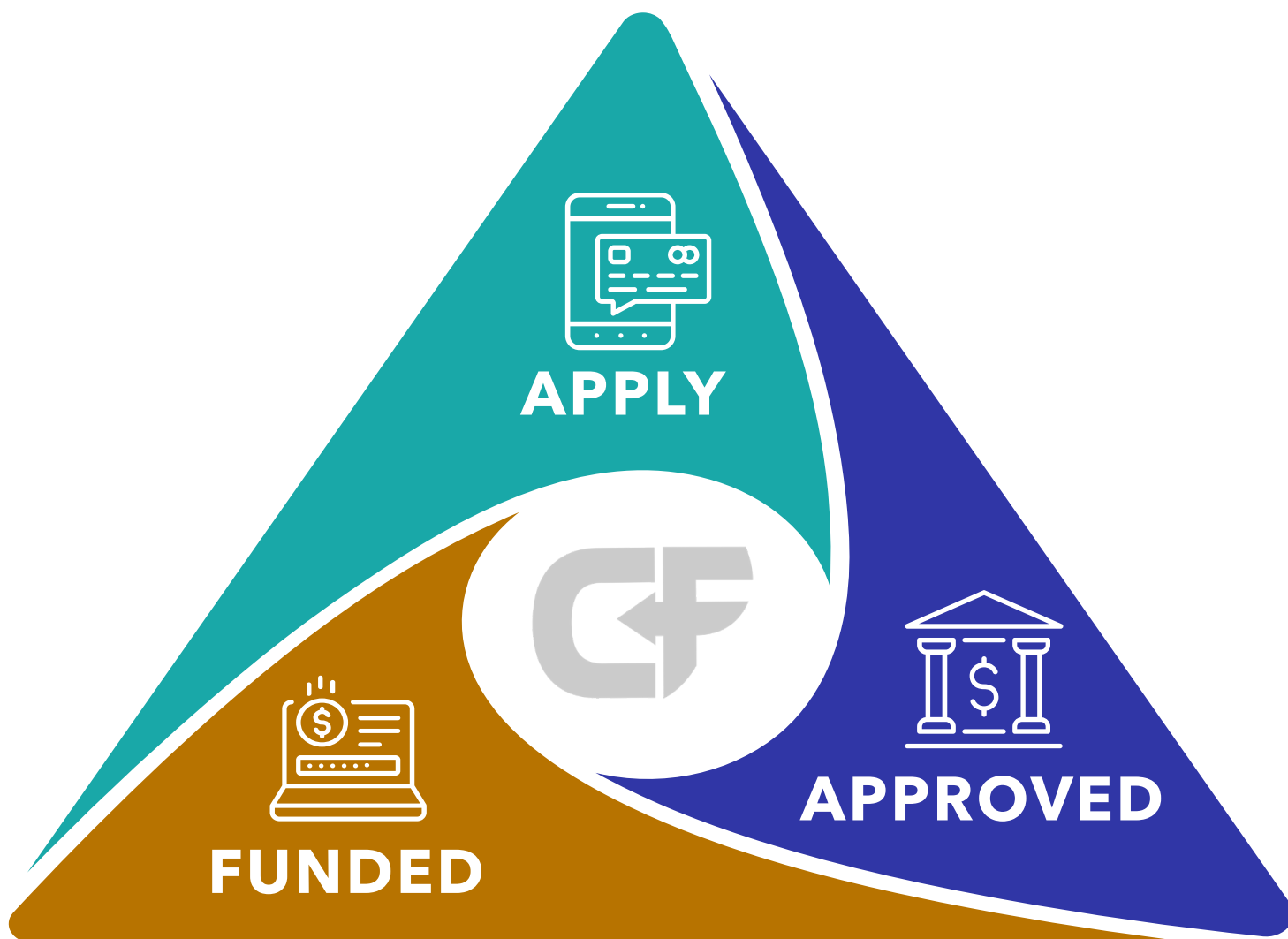
You then provide them with your landing page website address (which we provide you with) and they can quickly apply for financing while you're on the phone or on a Zoom with them.

Once your prospect provides their information on the website, they receive offers right away. Depending on their credit profile, they will see a range of offers that will vary between amounts and payment terms.

They simply select an offer and proceed to the full application (which takes roughly three minutes to fill out and at this time their credit is pulled to verify their information and identity).

Upon approval, your client receives the funds into their checking account within 2-3 business days and you can obtain your funds, in full via their debit card or ACH. A win-win for all.

They receive an affordable loan with low monthly payments so they can invest in your services, and you receive your funds in full which has a very positive impact on your cash flow.



How You Can Use The Golden Offer In Your Business

Every coaching, consulting, and training business is different. Your pricing, offers, and how you enroll clients into your services may be much different than others in your niche. You can of course change the Golden Offer in a way that best serves your business, your offer, and your clients.

For example, you can also lead with the Golden Offer on your website, in emails, or on live or recorded webinars.

If you offered an online course for \$3,997, you could offer your course to potential clients by leading with the monthly payment of only \$111. ([Based on our calculator](#), the monthly payment for a \$4,000 loan ranges between \$98 and \$111, depending on credit profile.)

If you offer coaching in an area in which your clients may need additional funds (such as marketing, rehabbing houses, etc.) your clients can apply for more funding.

If a coach provided a training program for \$2,997 on how to build an eCommerce business on Facebook or Amazon, their clients need funds to invest in both the coaching program and also to cover the investment into products and marketing. They could apply for \$5,000, \$10,000, or much more.

The bottom line is that offering financing for your courses and/or services is a game-changer for both you and your clients. You have the ability to create higher ticket programs, reach a much wider audience, and make a bigger impact to change more lives.

Is Coach Financing Right For Your Business?

If you offer coaching or consulting services or even training programs for \$1,000 to \$50,000 (or more), we can help you make a bigger impact and enroll more clients with financing.

To learn more about how our financing program works, [please visit our website.](#)

For more detailed information, you can [access our articles.](#)

You can also try out the [Coach Financing calculator](#) to see the monthly payments for your services.

Coach Financing Payment Calculator

Use the slider below to determine your client's monthly payment.*

* The monthly payments above range from great to average credit. Challenged credit will have higher monthly payments. Loans from \$1K to \$3K based on 24 month terms. Loans \$4K and above based on 48 month terms. Actual monthly payments may be lower or higher depending on your client's credit profile. For example purposes only.

Monthly Payments
Range From:

\$49 to \$90

Use slider below to adjust
cost of your service.

\$1,000

\$50,000

