

Confident Conversations: Mindset Principles

Knowing what to say during a consultation is important, but even more important is who you are being and how you are connecting with people that you are speaking to. The following are 7 principles of generating confident conversations that connect.

1. Care about the person more than getting hired

When you're focused on being an ally to your potential client getting to where they want to go, you will be perceived as an ally. But when you're clinging to "getting a client," your potential client will experience the energy of the consultation as manipulative or off-putting. Your practice is to think less about yourself and what's in it for you (such as getting a client), and place much more attention on your potential client and really what's in it for them. Dial in to their needs and desires.

2. Connection counts more than anything

The connection you have with your prospective client is much more important than anything else. So even if you make some mistakes during your consultation, you'll be fine if you maintain a connection and rapport. Keep the engagement open and focused on the other person.

3. Acknowledge, Acknowledge, Acknowledge

Mirror back as much as you can to the person you're speaking to, and show them fully that you're excited for them to get to where they want to go. Be compassionate about their fears, pains and frustrations. Make sure to acknowledge your potential clients as much as you can. You want them to feel deeply seen, heard and understood. If you can create that experience, that in itself is a huge gift.

4. Be Curious

Your questions and curiosity for your potential client will be a breath of fresh air! Few people in their life will be as interested as you are. However, your potential clients will know the difference between genuine curiosity and fake curiosity just so you can gather information to get a client. So, it's got to be genuine. Trust the questions you seek for them to answer as holding the key to their deep desires.

5. Let go of force in the process

Once you start trying to convince, once you start changing somebody's mind, the process breaks down. This happens when you're trying to sell someone on your value. Instead, when you help connect the missing pieces really well, your solution will fall into place with the right people.

6. Be a matchmaker

The focus on this process is not exclusively about you getting the sale. It's about exploring whether there's a match between your potential client's current genuine desire for change and what you're offering. When there's a match, you can create magic together. And when there isn't, it's about you pointing the person in the right direction where they can find the match for their problem.

By the way, one reason the match may not be happening as frequently as you like is that your offering is not tapping into an urgent desire of your target market or ideal clients.

7. Your Consultation is the ultimate act of service

It's important for you to acknowledge how your potential client hiring you is actually part of helping them step forward. Because chances are, your potential client has an urgent problem that they've been struggling with for a long time. And if they could have solved it on their own, they would have already done it.

So your service offerings may be just the thing they need. You are here to give them that extra inspiration to take the big step of going for what they really want.