

1) Open the conversation with types of open questions like:

How are you? How is business going? Is there anything you are struggling with at the moment? How can we support you?

Example:

Dear X

My name is X from HER Business Revolution. I hope that you are keeping well?

I just wanted to personally reach out to see if there are any specific needs we can support you and your business with at this time? As it is a challenging time for everyone at the moment, I just wanted to check in and see how you are doing?

Stay safe and well.

Warm Regards,
X

2) Respond and include benefits of the SMC that can solve their current problems and serve their current needs, asking more questions about their business and goals.

Keep the conversation going with responding positively and offering the benefits, with an end sentence asking if they would be interested in what we can offer them to solve their problems and meet their needs?

All benefits can be found on www.herbusinessrevolution.biz/superwomen-membership-club

3) If no, ask them why and for feedback. Deal with any objections using the table below.

If yes, give them the link and ask them to take a look today and say you will contact them in an hour or two to answer any questions they might have (schedule a task in Hubspot to remind you!).

4) Message them in 1-3 hours asking for their feedback and if they have any objections, answer these confidently based on the club benefits (can use answers below too if this helps), and ask if they are ready to join now in order to claim our joining offer? (say what it is and how many we have left!)

Encourage them to join there and then so they don't miss out, and so that you can personally welcome them into the club to all the other members now (be excited to welcome them to create urgency!).

5) If you still get a "no", it could mean a "not right now" so ask "WHY?"

Deal with any objections accordingly:

Objection	Questions to Ask	Points to Overcome Objection	Additional Points/Questions
Too expensive	Expensive compared to what?	<p>From research undertaken from thousands of women, plus from awards we have won, we know that our Superwomen Membership Club is the absolute best value in terms of cost in comparison to all similar memberships available to business women.</p> <p>Not only is it priced at an accessible price point for even the smallest business or startup, but it offers business networking, coaching, training, resources and a variety of business, mindset and wellbeing events all within one manageable cost.</p> <p>Meaning, when comparing to other memberships, with both our online and offline activities, our membership package gives the most value and creates the best all round impact on the success and growth of female run businesses.</p>	<p>What is the cost and impact on you and your business by not joining?</p> <p>Will you still be in the same place/situation years from now if you don't take positive action?</p> <p>Maybe compare this cost to what you spend elsewhere...now does it seem "expensive" to you for all the value it provides?</p>
Can't afford it/I've not got money right now	<p>Do you feel the Superwomen Membership Club would be of value to you?</p> <p>And what aspect would you gain the most from?</p>	<p>But I have no money in my bank account - we both know that this will benefit you and your business so much, meaning you will have more money flowing into your business and life in the very near future, especially based on all the women we have helped to start/turn their businesses around, therefore how about we work out a payment plan, how does that sound?</p>	<p>What would it cost you and your business/what would it prevent you from doing if you didn't join?</p>
Don't think it's right for me	<p>What concerns are you having as to why the</p>	<p>? Want better:</p>	<p>It is for female entrepreneurs who want to build bigger, better and more profitable businesses - is this not you?</p>

	<p>membership isn't right for you?</p> <p>What do you need to help your business succeed and grow right now?</p> <p><i>(This is not a true objection, find out what their actual objection is and then overcome that).</i></p>	<p>Business/Money/Time - training, networking and promotional opportunities. We also teach you business strategies to help you work smarter, not harder</p> <p>Mindset - we have resources and training dedicated to money mindset, changing perceptions and eliminating barriers</p> <p>Wellbeing - we believe a business woman is more than just her business and have tutorials, resources and an online community to support the wellbeing and wellness of our members so they can be at their best to get the best from their businesses.</p>	
<p>I can't right now - can I sign up in the future?</p>	<p>What's stopping you from taking positive action right now?</p>	<p>You can, but our offers are only valid for the month in which we launch them. Our membership subscription is always great value and always include all the amazing benefits, however if you want to take advantage of the current joining offer then it is best to join now as these offers are always limited in how many we give out and after checking we only have 2 (X) out of 20 (X) left, and based on how popular this month's offer has been I doubt these 2 will be available for long.</p>	<p>Is it your money mindset being a barrier to your positive action right now?</p> <p><i>(remember investment into ourselves and our business attracts more money to us!)</i></p>
<p>I won't have the time or energy to fully commit</p>	<p>Do you feel you and your business are worth investing in?</p> <p>What is currently holding you back from building a bigger, better and more profitable business?</p>	<p>This isn't a problem as our Superwomen Membership Club is designed to help female business owners work smarter and not harder, and there are many benefits that you don't need to dedicate time to in order to massively benefit from them - for example, on average each of our member directory listing gets seen by between 2,500 and 3,000 website visitors each month, so your business is being promoted and your website/blog/social media accounts being</p>	<p>In terms of the business training courses we provide, we only have three, which sounds a crazy small amount, however we don't want women to spend hours trialling through information and training that's not relevant to them or that they are not going use, so all these courses are straightforward and to the point and designed so you can action the training that works for you and your business and ignore anything that doesn't to save you time and energy and make the biggest impact on your business in terms of actions and results.</p>

	<p>Can we help you overcome these barriers?</p>	<p>accessed by the masses every month without you having to physically do anything. Furthermore, all of our free networking meetings and events are designed to maximise your time by getting the most learning and networking out of each one, and we have so many to choose from at various times and locations, that you can just dib in and out and pick and choose what works for you.</p>	
<p>You don't have thousands of members</p>	<p>What is more important to you...quality or quantity?</p>	<p>You are right we don't yet (although we have the mission of reaching and supporting 1 million women in business), but we believe in quality over quantity and that business relationships that have built upon trust and support, with more personal connections, mean for better and more successful collaborations, sales and referrals in the longer term. Collaborations and referrals are the main values of our members when it comes to sales, and there is no forced referral target as members refer other members by choice because of the strong relationships they build within the club - we then compare this to a stone being thrown in a pond, the more quality relationships built, the more members that will naturally refer you and the more sales you will make!</p> <p>That said, our promotional and event opportunities that we offer don't rely on quantity of members because our website SEO, social media platforms and mailing list have been invested in to grow, so again we are able to maximise the benefit to our members by recommending their amazing talents and offerings (we have a mailing list and social media platforms with over 15,000 followers so constantly grow these to promote our members to the max!)</p>	<p>Plus, every member is valuable to us and we also care about their success, mindset and wellbeing, and building this number gradually allows us to ensure that we never compromise on this by ensure we have the team, resources and capacity to serve all of our members as they deserve.</p> <p>We are always evolving and improving for the benefit of our members rather than focusing all our energy on recruiting more and more members, especially as we want the new members we welcome to be kind, caring, and supportive and aligned with our heartfelt and innovation perspective on business and sales.</p>

<p>I need practical and experienced help</p>	<p>What does “practical” and “experienced” look like to you?</p>	<p>HER Business Revolution has been in business since 2015 and growing from a single small networking group to a multinational membership organisation, therefore we have been through the journey that many small female business owners have been on, hence being experienced to pass on our knowledge and expertise.</p> <p>Plus, the HQ team all have skills and experience in business strategy, sales, marketing and business growth and development coaching, of which we have won multiple huge awards for.</p>	<p>Furthermore all of our training, advice and coaching is straight to the point and focused on encouraging practical action to progress business.</p>
<p>I need hand-holding and want immediate success</p>	<p>Do you think this is realistic?</p> <p>Why do you feel you can't create success with good support yourself?</p>	<p>Building a business takes time, money, sacrifice, dedication, resilience and commitment, and you will likely have many ups and downs during your journey, however that's where we come in for support, coaching and training to keep you motivated and moving forwards towards achieving your goals, and creating a bigger, better and more profitable business.</p>	<p>Look at all the business success stories in history and you will see that no business has immediate success (or no business that is sustainable and around long-term anyway).</p>
<p>I've attended one of your networking events and there weren't many people there. How will it help me get more business?</p>	<p>Let me ask you this...Do you think quantity is more important than quality in creating a more profitable and sustainable business?</p> <p><i>(the answer is quality!)</i></p>	<p>Against general belief amongst small business owners, more people at networking meetings and events is not necessarily a good thing. In fact, some of our most successful events have had fewer people attend them, and this has simply been because there is more time for more deep and meaningful conversations to be had and more questions to be asked and answered. These conversations then have developed into stronger business relationships and resulted in collaborations, high numbers of referrals and bigger sales contracts.</p>	<p>If there are hundreds at an event do you get round to speaking to them all?</p> <p>In this situation, are your conversations short and un worthwhile?</p>
<p>I'm looking for more 1 to 1 support</p>	<p>Why do you feel this way?</p>	<p>The great thing about the Superwomen Membership Club is that we have various plans to suit different requirements. When it comes to</p>	<p>Ongoing coaching is offered as part of the Elite Plan, but we do encourage participation on the 12 week</p>

	<p>What do you think you will gain from 1 to 1 in comparison to group support?</p>	<p>business coaching we believe and have concrete evidence showing that group coaching programmes have much more success rate than 1 to 1 coaching and training, which is why we offer our Elite members the HER Business Elite 12 Week Business Coaching Programme as part of their membership. This programme is structured and relies on input and support from your academy peers to ensure you get the absolute most out of the programme. Plus feeding back and sharing ideas also encourages accountability to ensure that you don't skip any vital training and that you put in 100% effort to meet all your goals and gain full success from the programme.</p>	<p>academy in first instance, as this will have a huge impact on your business in a much shorter time.</p> <p>We can offer 1 to 1 coaching, which will cost more due to the time element involved (send these details to serena@herbusinessrevolution.biz and advise the customer we will be in contact to discuss this).</p>
<p>There's too much information I just need it to be simple</p>	<p>What do you need more clarification on?</p>	<p>We love simple too, especially as being a female business owner with other responsibilities to juggle is damn hard work!!</p> <p>This is why our membership area is in sections related to business, body, mindset and wellbeing to ensure that you get straight to where you want to go. Plus, we only offer 3 courses which together make our 3 Step Businesses Accelerator Programme and they include everything you need to know about building and growing a successful business - working through these logically means that you don't have to hunt around for and complete course after course that you don't ever get around to action - with our training you get straight down to what you need to know and action it to start improving your business from it.</p>	<p>In a nutshell our membership offers members:</p> <ol style="list-style-type: none"> 1) Business Networking Meetings 2) Business, Mindset, Planning, Wellbeing and Empowerment Events 3) Online Training, Masterclasses and resources 4) Online membership hub for connection, support and learning 5) Promotional opportunities to over 15,000 people worldwide 6) Business strategy coaching
<p>I can get networking and/or training</p>	<p>Let me ask you this...Do you fully action and commit to any free</p>	<p>You can get a lot for free online, however free doesn't necessarily mean of value. Many one off networking meetings and events will try and sell you something off the back of them, or warrant</p>	<p>With training, again there are many online trainings available, however how do you know they are right for your business and overall business and sales strategy?</p>

<p>elsewhere and online for free</p>	<p>networking/training you do?</p> <p><i>(probably not as anything free is not fully valued, therefore won't have a huge impact).</i></p> <p>If you have, how had it worked out for you?</p>	<p>some sort of attendance fee, as most are businesses so need to cover their costs and want to make profit.</p> <p>Our meetings and events are free to members, so effectively you are saving a lot of money by just paying a subscription payment.</p> <p>Our meetings and events also showcase members as speakers and exhibitors as we are fully committed to your success - as we see it as our success.</p>	<p>We make an effort to get to know you to signpost you to the training and education that will give your business the most impact to meet your goals. How will you be accountable to action free training after it?</p> <p>Our continued coaching and support keeps you on track with this. Plus, we aren't going to lie here as are fully real and authentic, but most free training you access online is designed to teach you the "why" you need to do something, in order to be able to sell you the "how" you do it afterwards - we tell you all the "hows" with our training and are just honest about the cost upfront!</p>
<p>I'm already a member of other networking groups. What's the difference?</p>	<p>What membership are you a member of?</p> <p>Are there parts of it you find more or less valuable?</p>	<p>We aim to offer a membership where you don't have to choose between networking, events, training, coaching and promotional opportunities - you can have them all (or access as much as you need!)</p>	<p>Direct them to the "Membership Comparison Chart" at www.herbusinessrevolution.biz/business-opportunity</p>
<p>Why buy more than one membership?</p>	<p>What does your current membership offer you?</p> <p>Are you happy with what this membership does to support you in meeting your goals and encouraging you to build a bigger, better and more profitable business?</p> <p>Are you happy with the quality of people and</p>	<p>Networking, events, training, coaching, promotional opportunities - our membership will likely fill the gaps that you are lacking and piece everything together!</p> <p>We are not here to encourage you to spend more money on something you don't need and believe in collaboration over competition, therefore if you are happy with your current membership and it is meeting all of your needs then that's great, but if it isn't then we welcome you to join us in the future once your previous membership elsewhere has expired. We never pressurise or obligate anyone, we are here to support and serve you.</p>	<p>Are you able to cancel your other membership/s?</p> <p>If not, can we help offset some of your costs from your other membership/s? (refer this to serena@herbusinessrevolution.biz)</p>

	<p>relationships you have created within this other membership?</p> <p>Do you have wellbeing and mindset support for you as well as the business-related stuff?</p>		
<p>Can I pay for basic and get standard benefits?</p>	<p>Would you expect to pay for a Skoda and get a Ferrari?</p> <p><i>(No, our plans are priced according to what value they give to our members!)</i></p>	<p>Unfortunately not as our plans are designed and priced according to all they offer, however you are welcome to join on the basic plan and upgrade to the higher plans as you go, however please remember that our joining offers are only available on our Standard and Elite plans, and these are the plans that we can best support you with so you get the most success from your business.</p>	<p>When you invest more (time and money) you attract more in return, therefore do you want more time and money coming to you and your business going forwards?</p>
<p>It's a big commitment, can I just pay for one month and see how I get on?</p>	<p>Why are you afraid of commitment?</p> <p>Is building longer term and stronger relationships important to you?</p>	<p>Believe it or not, we used to have a month by month payment option, however the very few women who joined on it cancelled after the one month and claimed they got nothing from the membership - but when we looked into this we found that they hadn't accessed any of the member benefits (honestly, none of the 5 accessed anything at all) - so no wonder they got nothing from it!</p> <p>And the reason for this was because they joined under a monthly rolling plan they had no real commitment or intention of using all the benefits available to them to make their businesses successful from it, and because they joined with this closed mindset, it didn't do them any favours.</p>	<p>This is why we scrapped any membership plans shorter than 12 months, as building longer lasting relationships and fully investing in receiving training, coaching and support is when we see women achieve their business goals and full potential. Plus, investing upfront or monthly encourages accountability - like a gym membership, if you join a gym, even on the days you don't feel like working out you will still go because you have made an investment - so in the same way by making this investment you are making the commitment to yourself to show up, take action and make your business the best it can be, thus ensuring that you will continue to do so and keep smashing your business goals, financial dreams and life visions.</p>

<p>I don't think I will use everything/I can't get to events or meetings/there isn't any meetings or events near me</p>	<p>Do you need to use everything to progress and move your business forwards?</p> <p>Are there parts of the membership you will benefit from more than others?</p>	<p>Our membership is designed to use what you need and what will benefit you and your business.</p> <p>We have online meetings and events, as well as offline, of different times of the week, month and day to make sure that there is the flexibility to participate as and when suits you.</p> <p>We are not just a networking, coaching, training, or support platform - we are all of these, and you can pick and choose what works for you and your business.</p>	<p>Would you be interested in becoming a meeting hostess with us to run a meeting in your area? - we support you with this and there are so many benefits to you and your business, outlined at www.herbusinessrevolution.biz/business-opportunity</p>
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Pricing tools to help overcome objections (offer these in order with a as the first hook and d as the last resort!):

- a) Joining offer of the month.
- b) Try the basic plan on its own and upgrade as you bring in more money.
- c) Secret offer - join for the reduced cost of any annual plan, but pay this monthly (so get basic plan for £7 per month (instead of £10), standard plan for £15 per month (instead of £19) and elite plan for £30 per month (instead of £38) - only if they join there and then!
- d) Payment plan to defer payment until a month or so when money starts coming in, providing you confirm you are fully committed in investing the time and energy to use the membership benefits to their full potential and actioning them with HER Business Revolution's coaching and support - only if they join there and then!

6) If still a "no" after all objections then ask if they would be happy for you to contact them in a few months time to see how they are getting on, then create a task in hubspot to contact them in 2 months (and after 2 months repeat the above process!)

Remember to always be chatty and friendly and not to put any pressure or forcefulness when approaching sales, instead pause and ask questions to make the potential member reflect towards making the decision to buy!