

Your Program or Services Sales Letter

Before you can sell a program or service, you have to create that program or service. And at some point, you present that service to a prospective client.

This is the third step in the ABDO process.

Step 1 – Send an attention-getting email that gets a response.

Step 2 – Have a brief conversation to qualify the prospect and set up a Strategy Session.

Step 3 – Send the prospect information on the service or program you're offering to read before you conduct the strategy session.

Step 4 – Conduct the Strategy Session and sell the program or service.

Where Selling Starts

When you get a lead from any source, you don't immediately start the selling process. This is what almost nobody understands! No, you want to inform and qualify any prospect

before the selling process actually starts. Even if you get a call from a hot referral who wants to meet with you immediately, you need to resist the temptation and go through this process.

First you want to make sure they know something about your services. This is where you provide information about your services or program and then get some information from them first. Once you've exchanged this information, you are ready to start the actual selling process.

First, you need to actually develop and build this program.

An analogy to this might be developing and assembling a product to put on the shelf. Until it's positioned, designed, branded, named, packaged, placed on the shelf and priced, you really can't sell it. Also, you are never selling "generic" services and programs, such as coaching, consulting, training, financial services, etc. You are selling something very tangible that gives your clients specific, desirable results and outcomes.

I call these **HEOB Programs** – High-End, Outcome Based.

About HEOB Programs

An HEOB program is a High-End, Outcome-Based program that you offer to your clients. An HEOB Program can be any service or program that is higher-end and more comprehensive than what you are offering now. For instance:

- 1. A consulting or coaching service or program** for an individual, business owner or executive. That's what many of you will be offering and selling. This is what many of you are offering now, but I want you to think bigger.
- 2. A comprehensive, long-term program** designed to produce a definite result for your client. Six-months minimum, and up to a year or more. This also might be a group program.
- 3. Customized consulting and training program** for a medium-sized or large company.
- 4. Any expansion of what you are offering now to your clients** with more depth, more, value, more benefits, etc.

You cannot sell a high-end program if you don't have a high-end program to sell. So your first job is to create that program. The fastest way to do this is by writing your HEOB letter. This is not

only for the prospect to see, it's the vehicle for you to outline exactly what this program is. But first...

The Most Important HEOB Concept

Imagine that you have a client who is qualified to buy your services. For now, put aside what the program would cost or what you think they could afford and ask yourself, "If I did everything in my power and within the limits of my skills and expertise to produce a tangible result or outcome for this client, how would I package my services to deliver that outcome?"

Now this is key, because what I've observed is that people offer services that are much less than that. In fact, if push came to shove, their services would *not* be able to deliver that outcome in a large percentage of cases.

Can you imagine hiring a house builder who said, "Well, I know you can't afford a lot, so we'll *try really hard* to build a house for you." No, you want a house builder to say, "We will build this house for you and you'll be happy with it."

So an HEOB program is not about going through the motions and *trying* to produce a result for a client. It's doing everything possible to help that client produce the result they want.

So you want to build an HEOB program with that in mind. Sell the result, the solution, the outcome, not the process. Understanding this can change your business completely.

And by the way, if you offer services and programs like this, clients will pay considerably more for them. They will be happy to pay more if you can show them that you will deliver the result they want.

But first, before we get into writing the HEOB letter...

What you need to be clear about before you write your HEOB Program Sales Letter is your Marketing Message. So let's cover that briefly first.

1. Clear Marketing Message

If you're in this program, you probably have a good idea of who your ideal clients are, why they need the service you offer and what ultimate outcomes your clients will get from

your service. However, you may not have articulated this clearly, concisely and with impact.

- A.** Who is your service intended for?

- B.** What is the main reason your clients need your services?

- C.** What is the Ultimate Outcome of your services?

- D.** What makes your service or program unique or different?

- E.** What stories do you have to support your message?

2. Sales Page for Your Services – 8 Components

A sales letter is a page on your website that presents your HEOB program in the best possible light. This sales letter explains in great detail what may be missing for your prospects and why they need assistance in this area. It talks about the possible outcomes they will get when they learn and implement what is in this program. It explains all the outcomes and benefits of your program and also outlines

exactly how your program is structured. In addition, it talks about how your program is unique, what extra bonuses they get from this program and how to take the next steps to get involved with this program.

A. Prospect Challenges. Explain the need for your service in a very personal way. What's missing for your prospective client? What's not working or what is experienced as a problem or challenge? Talk about their three main issues.

B. Desired Outcome. What is the desired outcome or solution for your prospect? What do they want things to be like? What changes do they want to see in capabilities, results or inner states? Paint a picture of what this might be like.

C. About the Program. Now tell about the program or service you've developed to get your prospects from A to B. What is this service all about and what are your promised outcomes from this program or service? What are the many benefits they'll receive (Bullet Points)

D. Differentiation. What makes your program unique or different? What are two or three qualities that make it stand out and thereby give your prospects more value that makes a real difference to them?

E. Structure of the Program. Next, give a clear picture of how this program works. Outline what happens step-by-step. Explain what you'll do and what you expect of them to succeed. Be very clear and include all the major points so that all questions are answered (except price – more on that later)

F. Bonuses and Guarantee. Are there any other things that you include in your program that increases value? These things may include articles, books, audio, videos, assessments, checklists, personal coaching, additional training, access to other online materials, etc.

G. Call-to-Action. Now tell them what to do next to explore if this program or service is for them or not. Offer a complimentary meeting by phone. My favorite way is to include a questionnaire to fill out right at the bottom of the page. Get their basic contact info and include a few

questions to learn about their situation and goals regarding the results and outcomes they are seeking.

H. Optional – Testimonial Quotes from Clients or Program Participants. If you have great ones, use them. If not, especially if you have just started, don't worry about it!

Something to understand about HEOB sales letters: Their purpose is to not only sell your program and to generate leads for it, but to actually create the initial structure for your program. Your program may contain training sessions, individual coaching or consulting, online audios and videos, etc. Once you've written your sales letter, it's easier to then develop the outline and materials for the program itself.

Below are some actual HEOB letters written by clients.

Sample HEOB Sales Letters

Honor Cooper Kovacs –

<http://www.tackt.com/triggering-excellence-leadership/>

Larry Mandelberg - <https://mandelberg.biz/services/>

Jim Smith

<http://www.theexecutivehappinesscoach.com/coaching/rapid-culture-assimilation/>

Jeri Quinn - <http://drivingimprovedresults.com/services/engaging-employees-to-drive-results-business-builder-program/>

Karen Kane -

<https://stillpointleadership.com/solutions/centered-excellence/>

Look, all of these are somewhat different, but accomplish the goal of communicating clearly about their program or service.

Homework – Do a first draft of your HEOB Letter.

3. Application or Questionnaire

The purpose of the questionnaire is to identify qualified prospects for your service or program. You want to ask the appropriate questions to get a sense of their current situation, goals and challenges. You want to know, just by reading this questionnaire, whether or not they are qualified for your service or program.

Qualification will differ from one business to another. It might include questions to discover the following...

- if they are the right kind of prospect who could get substantial value from your service or program,
- if they have issues and challenges that need to be solved,
- If they want the objectives that this program delivers,
- if they are ready to take the next step in their lives and their business,
- if they are ready and willing to grow beyond their comfort zone,
- if they have a bias for action, and
- if they have the financial means to pay for your program.