



# IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

**FORMAT → QUESTION > ...**

SLR LOUNGE

STEP **13**

# WHY PEOPLE BUY?



# TOPICS & QUESTIONS

**Here are the topics/pain points we will address in this module**

- What should we be talking about?
- How do I build trust with my clients?
- How can I be more charismatic?
- How can I be more confident in sales convos?
- What questions should I be asking?
- What questions should I be avoiding?



## **HEADS UP! THIS IS FAST-PACED!**

I believe that education must quick  
and simple in order to be effective.  
**Pause, implement, and repeat.**



## BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

# QUICK REVIEW & RECAP





# WE THINK CLIENTS HIRE US BECAUSE...

- We use professional gear
- We offer a professional product
- We have good lighting/technical skills
- We have a studio and real business



## **THESE ARE EXPECTATIONS!**

**When selling a luxury product,  
most “features” are simply  
expectations of the service.**



## IN REALITY...

**Clients look for professionals (and specifically you) because they...**

- Like and trust you
- Resonate with your values
- Believe you can deliver
- Find value in your price



## **GOOD SALES = GOOD CURIOUSITY**

**Sales is uncovering someone's  
needs/values and then guiding them  
toward meaningful solution.**

**As a customer/client, is that  
something you would appreciate?**



# WHY DOES THIS MATTERS?

**Most of us fear sales because of our experience with bad sales people. True sales is:**

- Understanding & relating to your client
- Uncovering your client's needs/values
- Being a KIND/EMPATHETIC advocate!
- Helping your client's find a solution
- Closing by asking for value for value

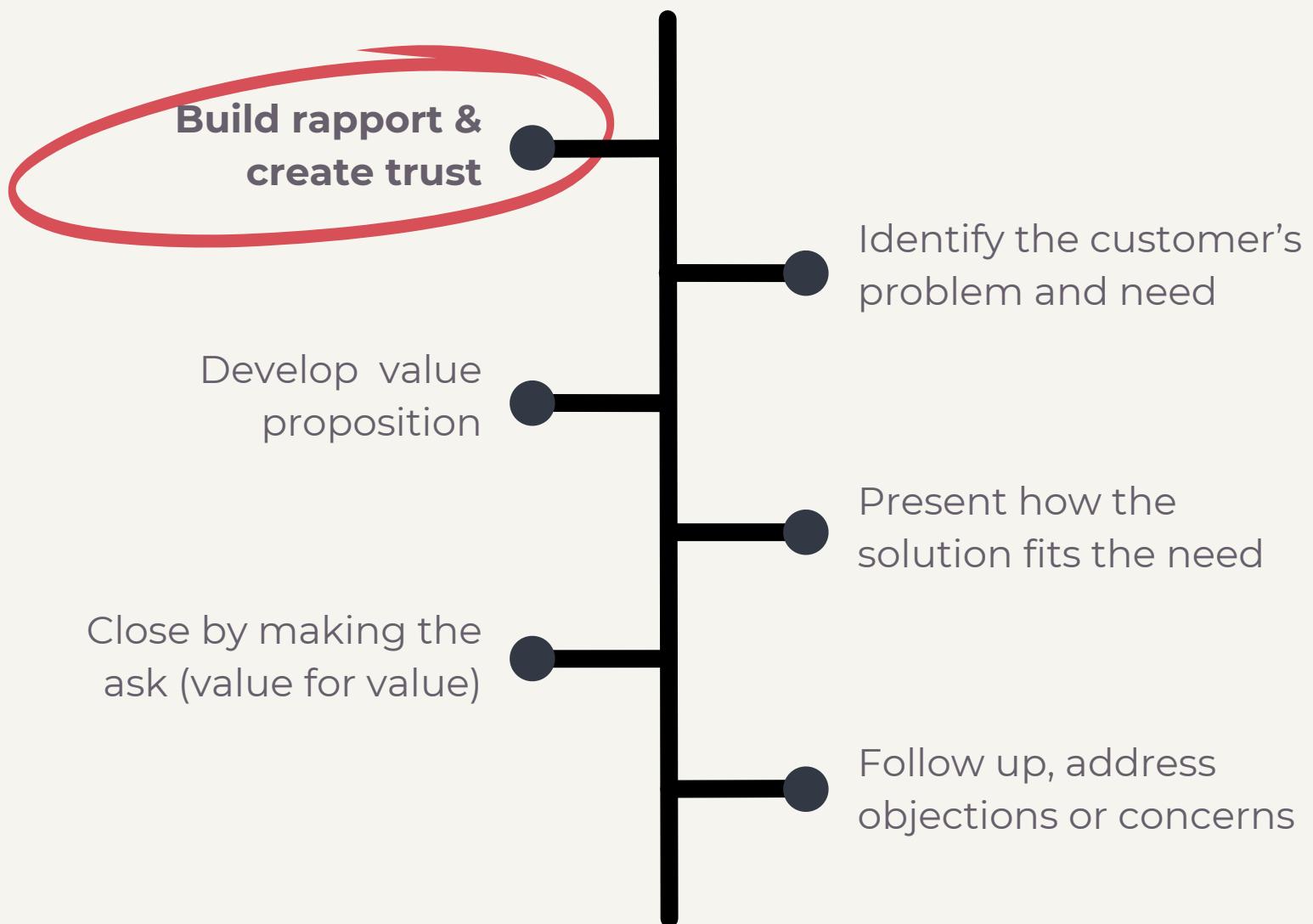
**SALES = VALUE ADDED SERVICE**



**People buy because they trust  
you as their advocate and they  
value your understanding of  
their needs.**

# THE SALES PROCESS

This module is focused on the HOW of building rapport/trust.



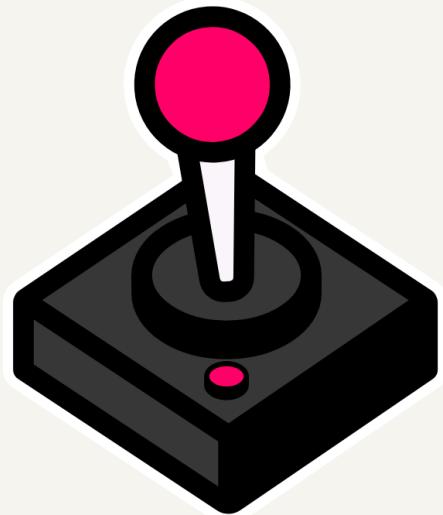
# ONE OF OUR BIGGEST MINDSET HURDLES





## **FEAR/SELF-DOUBT**

**What if they control the sales conversation and don't provide me the space to talk about their values?**  
**What if I lose control?**



# **FRAMES = CONTROL**

**In every sales situation (i.e. most conversations) I want you to understand frame control, and when appropriate, USE IT.**



# THE FRENCH WAITER

***“No, monsieur, that is not possible.  
That is not what we do here. But I  
will bring you something better.”***



## **YOU ARE THE AUTHORITY**

**Within the realm of photography,  
you are the authority. Don't give  
up that frame control.**



# YOUR FRAME

**In each sales conversation,  
maintain your frame by:**

- Speaking less than them
- Asking good questions (guide)
- Listening intently
- Authority with warmth
- Developing trust (advocate)



## QUESTION...

**But what do you say when they're fixated and just want the price?**



## GIVE THE DOG THEIR BONE

“My prices start at \$\_\_\_\_ and most of my clients will spend around \$\_\_\_\_.

But I’d love to learn more about what you’re looking for. If I find we’re not a good fit, at least I can help recommend you to someone who is...”



(their agreement will transfer back frame control to you)



## SIMILARLY...

**What do you say when you're at a wedding/shoot and your client is freaking out?**



## REASSURE THEN RE-ESTABLISH

**"[NAME] I want you to relax. You hired me so you don't have to stress, I'm going to take care of this. The only thing I want from you is for you to be present, happy, and engaged. Because that's what you're going to remember and what's actually going to show up in a photograph. Can you do that for me?"**



(their agreement will transfer frame control back to you)



# **FEAR/SELF-DOUBT**

**But what if this doesn't work? How do I create the right (safe) space for making an emotional sale?**



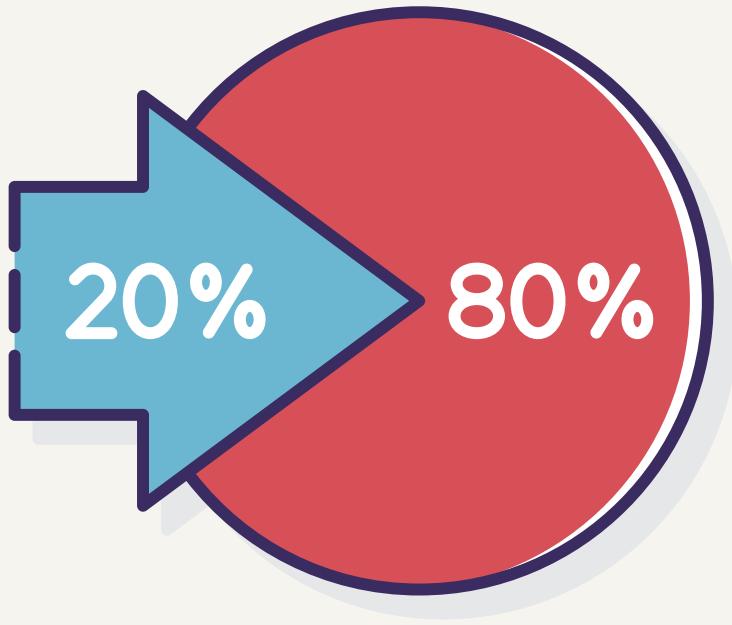
## MISTAKES WE'VE ADDRESSED...

**When we fail to create the right emotional space for the sale, it's likely we've also failed to:**

- Understand what we're selling
- Understand their needs/values
- Help them trust you as a advocate
- Establish YOUR VALUE



**Again...  
“Sales = Curiosity.”**



## **GOOD CURIOSITY = STOP TALKING!**

**Stop talking! Remember the 80/20 rule.  
Your 20% is to guide the conversation  
as you listen 80% of the time.**

# LETTING GO OF SALES AND MONEY FEARS

STEP 13



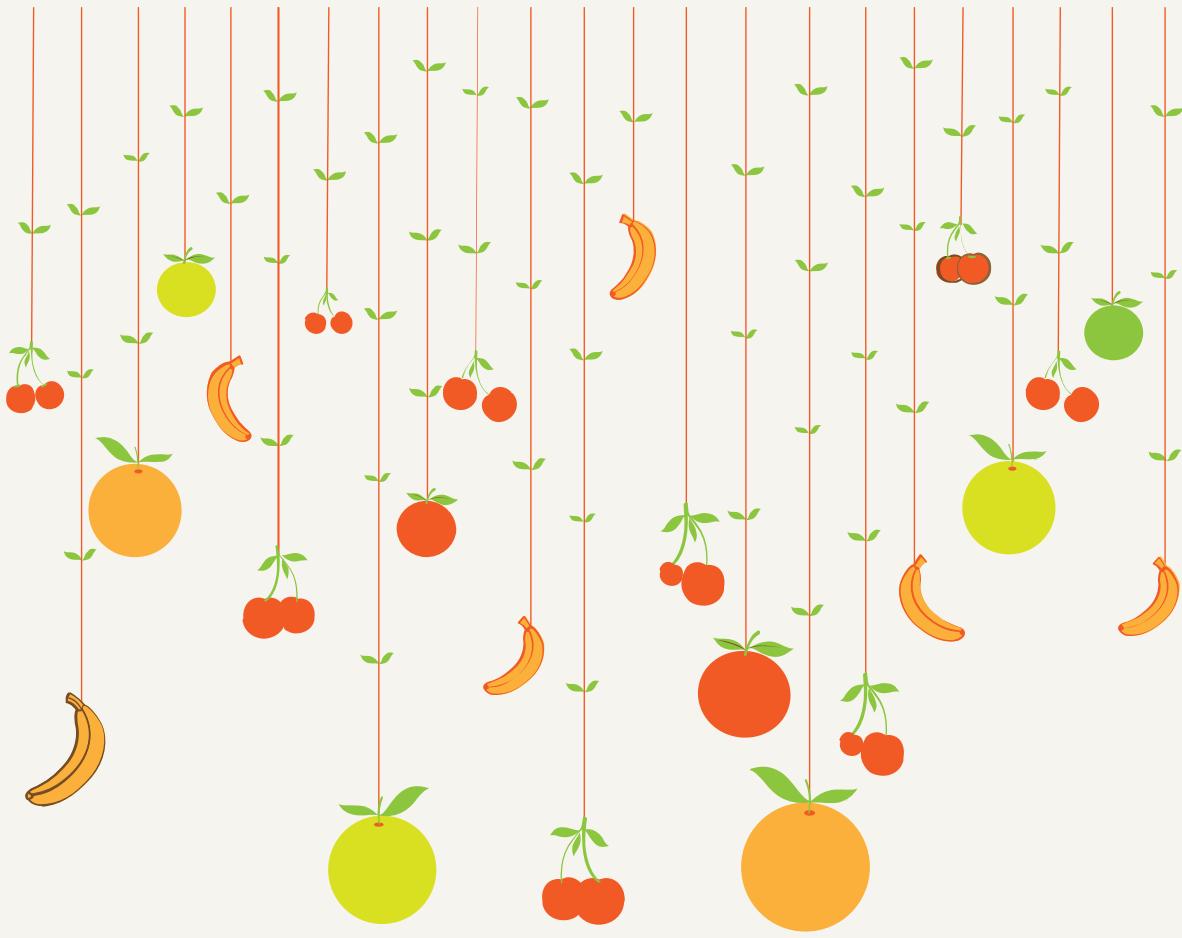
# **THIS IS MY COMMITMENT TO...**

**Stop talking. Exercise good curiosity by  
focusing on asking the right questions.  
Listen and incorporate their values!**

Sign Here

# LHF: THE 5-MINUTE RULE

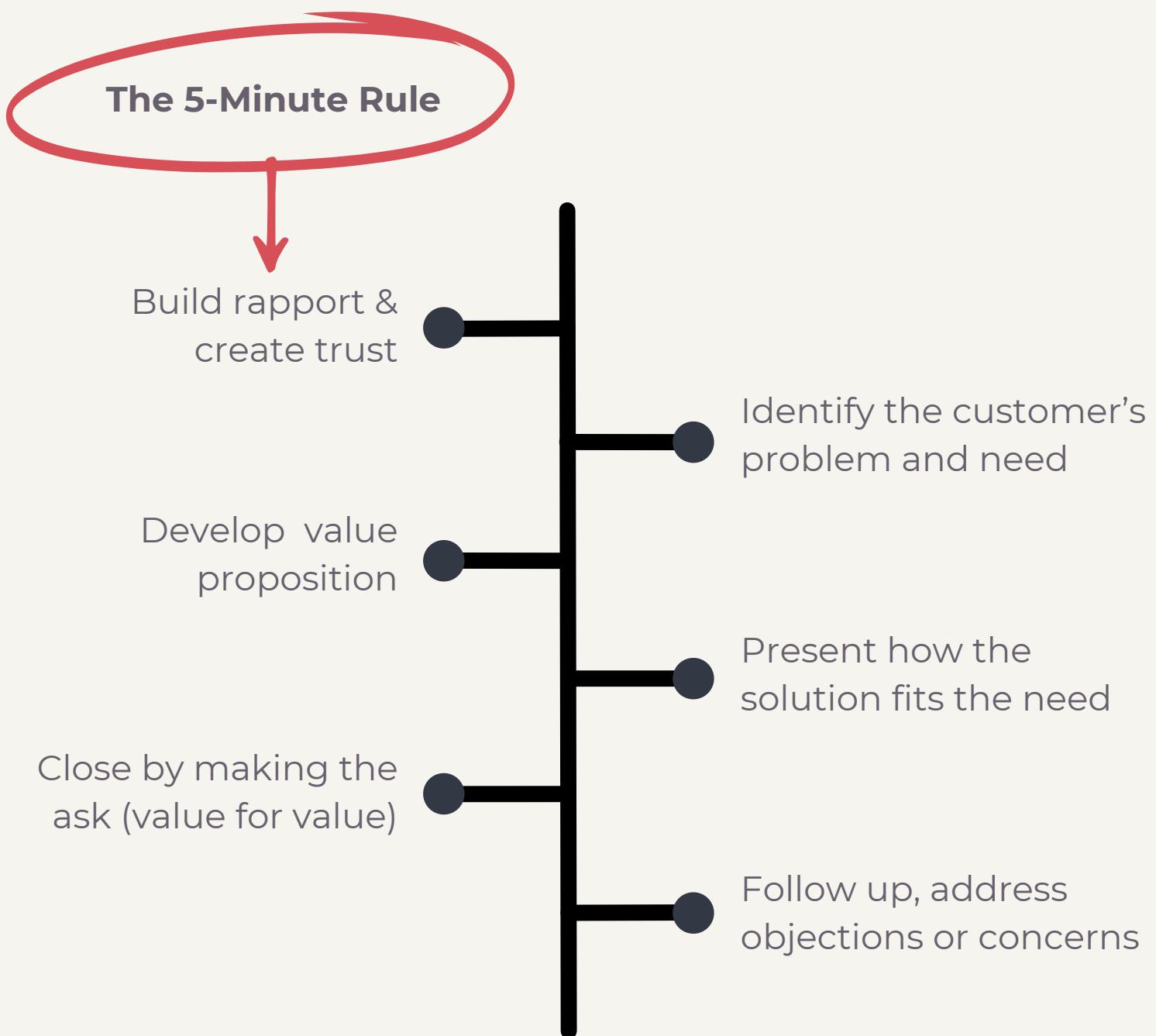
STEP 13



# LHF = LOW HANGING FRUIT

**Strategies that are easy to implement, yet have a significant impact on your business/revenue.**

# THE SALES PROCESS





## **WHAT IF...**

**Doing ONE thing (that takes no additional time) could improve your conversions by 400 to 800%? Would you commit to doing it?**



## **“SPEED TO LEAD”**

**There's a good reason this is one of (if not the most) famous sayings in sales.**

**When possible, you're going to call leads within 5-minutes, here's why...**

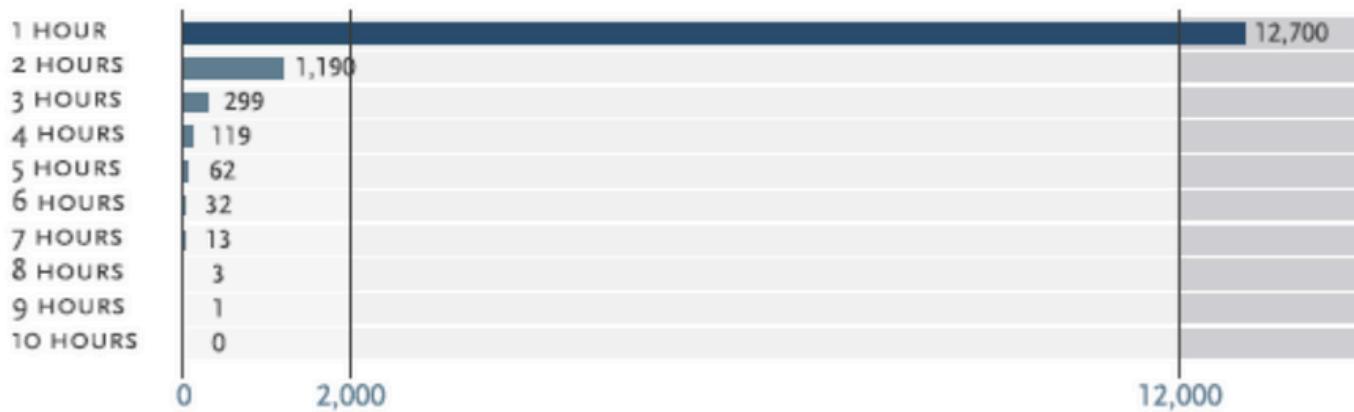


# THE 5-MINUTE BENCHMARK

**Calling a lead within 5 minutes increases likelihood of contact by up to 100x compared with 30 minutes.**

(InsideSales.com - Now XANT)

DAY OF THE WEEK: INITIAL DIALS TO LEADS THAT BECOME QUALIFIED





# **FIRST RESPONDER WINS, PERIOD!**

**Research shows that at a minimum  
50% - 78% of sales go to the first  
vendor that responds.**

(Vendasta, Velocity, and Harvard Business Review)



## **CONVERSION BOOST**

**When compared to 30 minutes, a 5 minute response time increases your chances to QUALIFY by 21x, and CONVERT by 4-8x!**



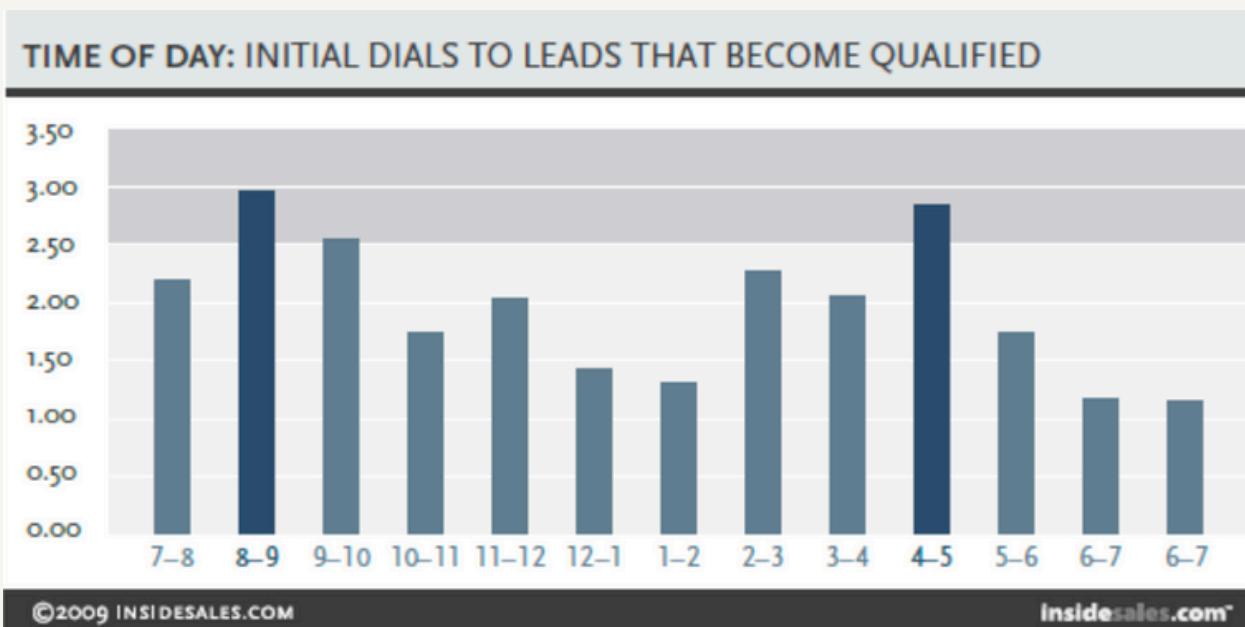
# **24 HOURS IS FAR TOO LONG**

**Whenever possible, call within 5 minutes. When it's not possible, call the next available business hour.**



# WHAT TIME OF DAY IS BEST?

4-6pm = Ideal time of contact  
8-10am or 6-7pm = Second best



# DOES IT WORK!?

Yes! In a world where everything is moving toward AI, a quick human response only gets more valuable!

... Received 6 leads,  
booked 4 of them...  
Total of \$24k in jobs,  
with \$16k deposit  
secured.



Morayo Sayles

Thanks to the WAVE practice last week, received 6 leads, booked 4 of them and waiting on deposits for the remaining two to arrive in the mail. Total of \$24k in jobs with \$16k deposit secured.

It's like I'm cosplaying [Thomas L Stewart!](#)

1d Love Reply

3 ❤️



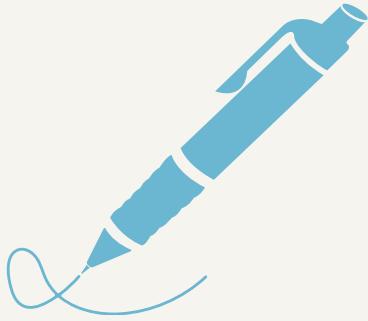
Kris Phillips All-star contributor

[Morayo Sayles](#) that is amazing!!!

23h Like Reply

# COMMITING TO THE 5-MINUTE RULE

STEP 13



# **THIS IS MY COMMITMENT TO...**

**Call each lead within 5-minutes of  
receiving it (when possible)**

Sign Here

**When not possible, call my leads  
within the next ideal time window.**

Sign Here

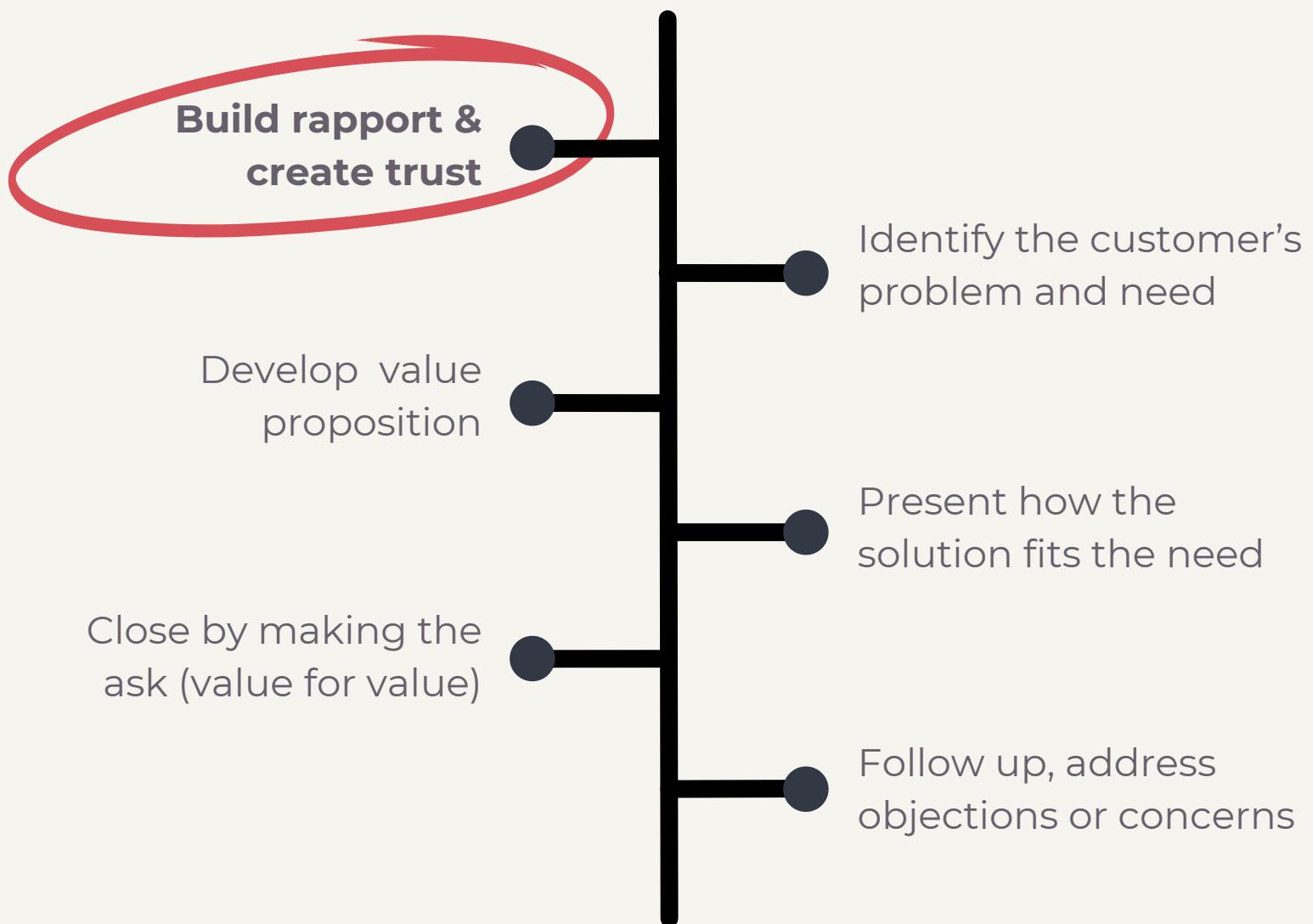
4-6pm = Ideal time of contact (generally)  
8-10am or 6-7pm = Second best (generally)

# FIRST GOAL, OPEN & BEGIN TO BUILD TRUST



# THE SALES PROCESS

Get the sale out of your head, let's start first by building a little trust.

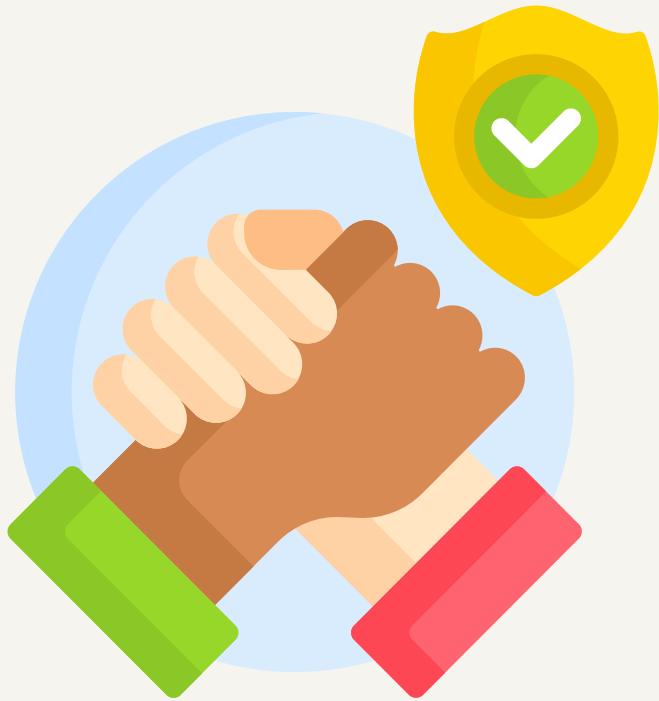




## OPEN, THEN BUILD TRUST

**Open your call with a simple statement to show that your time is valuable. Then follow that up with an open ended question about their client journey.**

in-person = 2-5 minutes  
phone = 30 seconds



## TRUST RECESSION

We've all had so many negative experiences with [INSERT NAME] making big/bold claims, that now we have a hard time trusting one another promises.



## **WHAT VALUE DO I PROVIDE?**

**If it's not my photos/technical knowledge, why would a client find value in what I do? How do I show value?**

**By being a human genuinely.  
interested in meaningful connection.**



## **BUT WHAT IF...**

**But what if they want to go right into discussing the price? Don't stress, I'm going to give you a tool for that.**

# OPENING SALES SCRIPT & PRICE HANDLER

STEP 13

STEP ONE

# POTENTIAL OPENERS

**Open your call with a simple statement to show that your time is valuable.**

*Hi [NAME], I just got your info, I have 15 minutes before my next [MEETING/SHOOT/ETC] and wanted to give you a quick call...*

*Hi [NAME], I just got your inquiry and happened to have a few minutes, so I thought I'd give you a quick call...*

STEP TWO

# OPEN ENDED TRUST BUILDERS

Next, ask an open ended question about their client journey to learn about them and begin building trust.

- **WEDDINGS** - *"Before we start, tell me what the wedding planning process has been like for you so far?"*
- **BOUDOIR** - *"I'd love to know—what inspired you to book a boudoir shoot? What's the story behind that decision?"*
- **MATERNITY** - *"Before we get into it, how's this whole pregnancy journey been for you? What's surprised you the most so far?"*

### STEP THREE

## IF THEY'RE HUNG UP ON PRICE...

**Respond with something simple (like what we've put on your website) and then ask permission to continue.**

*"Absolutely. I can't give you an exact price of course until I know what you're looking for, but my prices start at [X\$] and clients typically spend around [Y\$ and Z\$] on their entire collection.*

*That being said, I can give you an exact quote at the end of our conversation once I know what you're looking for. Do you have a few minutes for me to continue?"*

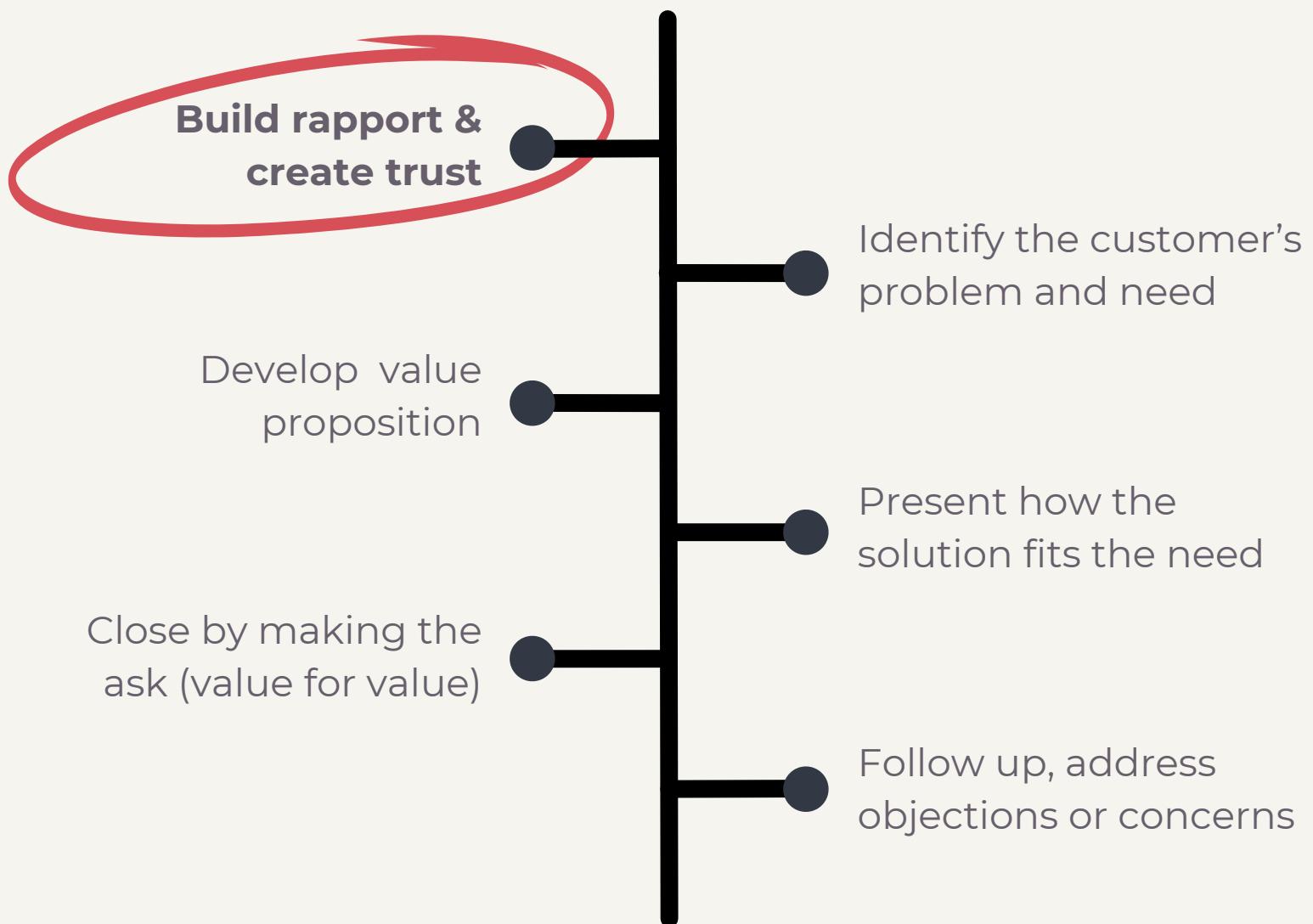
**OPTIONAL POWER MOVE:** *"There's no obligation or pressure in this call. My goal is to help you find the perfect photographer, even if that's not me, I want to help you find the right fit..."*

# 10 KEYS TO BUILDING TRUST & RAPPORT



# THE SALES PROCESS

Now let's get specific with 10 steps to help you build trust.





**“Photographers don’t need  
photography school, they  
need charm school.”**

MY MENTOR - JOHN SOLANO



## **KEY ONE**

**Choose clients you can love (Step 1)  
because how can you serve and  
document someone you don't?**



## KEY TWO

Be genuinely excited to talk to clients, but smile slowly to not come off as disingenuous.



## KEY THREE

**Be present. This is the most critical step to having charisma. Stay in the moment, focus on the conversation.**

TIP: *"Let me silence my phone (place phone face down), I might also take notes as we go just to remember everything we talk about."*



## KEY FOUR

**Be genuine. No feigned kindness or compliments which can come off as fake and desparate. Be yourself.**



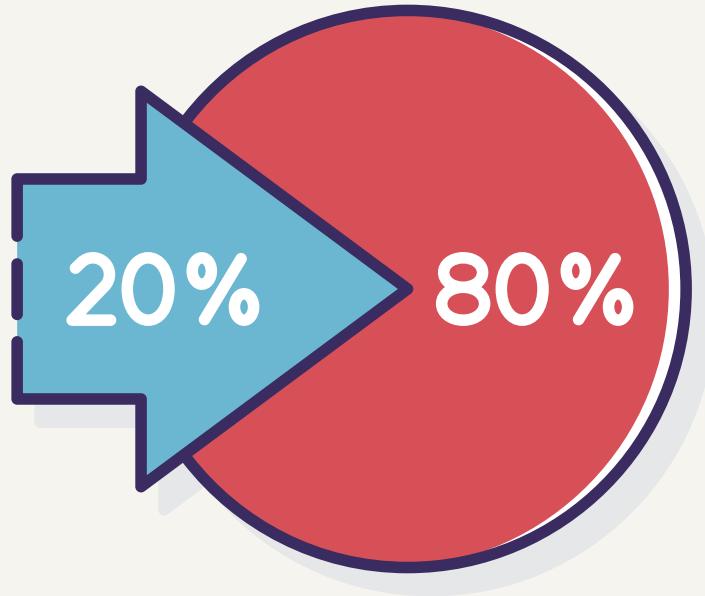
## **KEY FIVE**

**Remember their names and use them often in the conversation! Make sure you pronounce them right!**



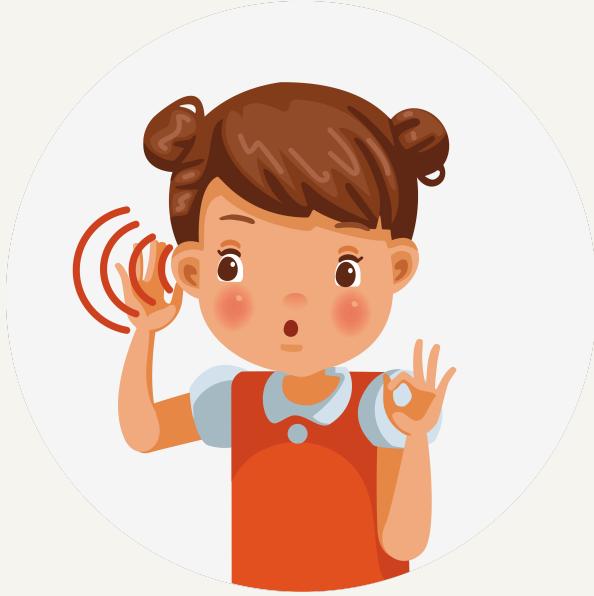
## KEY SIX

**Sit forward in an active posture that shows you're interested and engaged (even on the phone).**



## **KEY SEVEN**

**Stop talking! Remember the 80/20 rule.  
Your 20% is to guide the conversation  
as you listen 80% of the time.**



## KEY EIGHT

**Actively listen. Remember, being present means that you stop thinking about the next thing you want to say. Instead, look to mirror parts of the conversation to show understanding.**



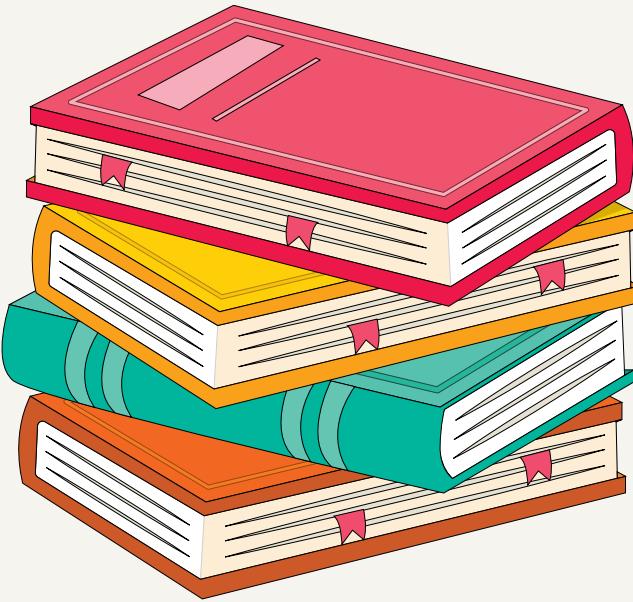
## **KEY NINE**

**Carry authority with warmth, because without warmth you come off as an arrogant asshole.**



## KEY TEN

**Look to serve! Rare are those who serve others. Always act in the best interest of your potential client.**



## **WANT TO GO DEEPER?**

**Here's my book list for sales,  
charisma, and persuasion:**

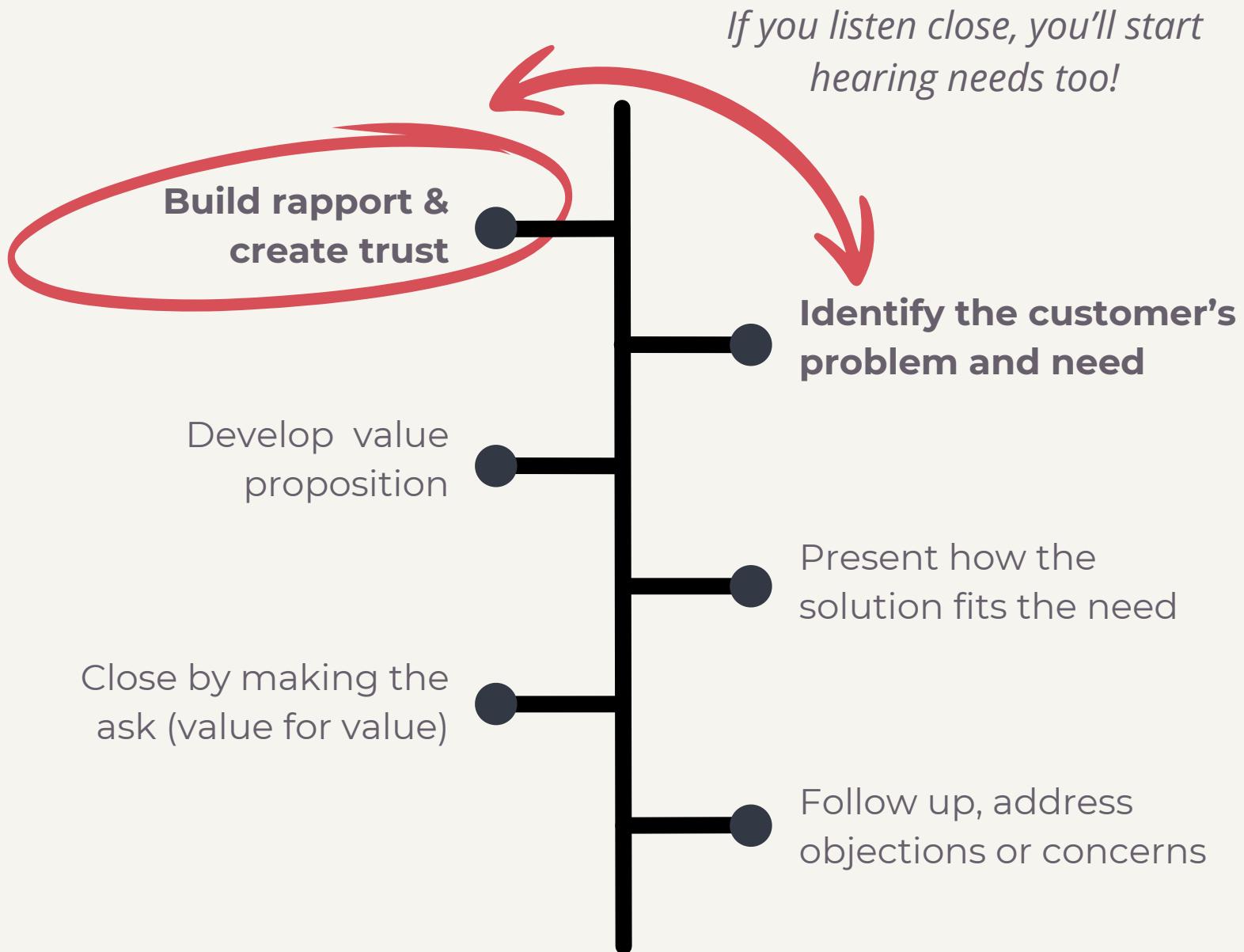
- The Charisma Myth (Olivia Fox Cabane)
- Pitch Anything (Oren Klaff)
- How to Win Friends... (Dale Carnegie)
- Never Split the Difference (Chris Voss)
- Presence (Amy Cuddy)
- What Every BODY Is Saying (Joe Navarro)
- To Sell is Human (Daniel Pink)
- Influence (Robert Cialdini)

# ASKING THE RIGHT QUESTIONS

STEP 13

# THE SALES PROCESS

Pye, can you get more specific with things I should say? Yes!





## QUESTION...

**Your clients walk in to meet with you in person, where do you start the conversation?**

# THE 3 BRAINS

**When entering a sales conversation,  
you need to be aware of the 3 brains:**



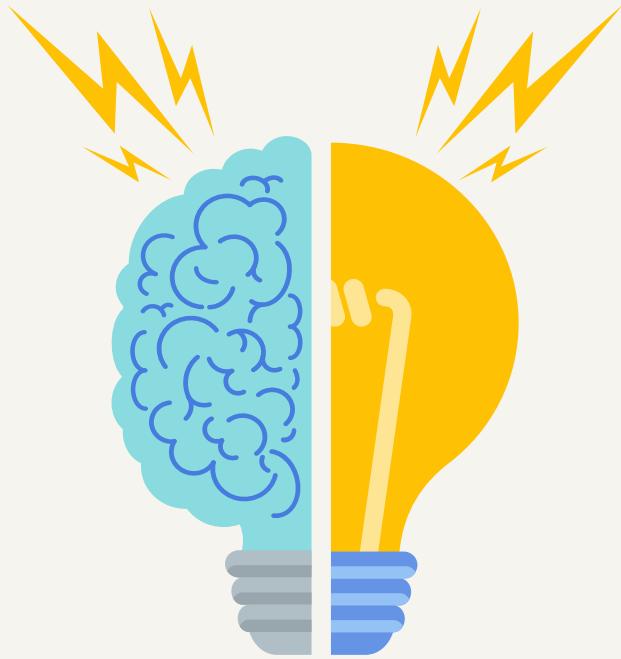
Croc



Neocortex



Limbic



# YOUR GOALS

**Goal #1** = Get past the croc brain

**Goal #2** = Avoid the neocortex

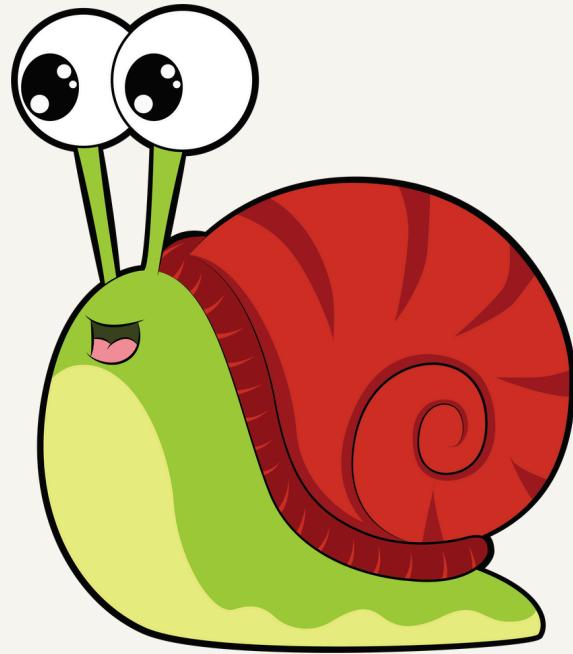
**Goal #3** = Stay in the limbic system



# **STOP ASKING!**

**These questions will get you  
nowhere... PERIOD!**

- What brought you in today?**
- What are you looking for in your photos?**
- What's your budget?**
- What do you do for work?**
- How's the pregnancy been?**
- Tell me about your wedding timeline**

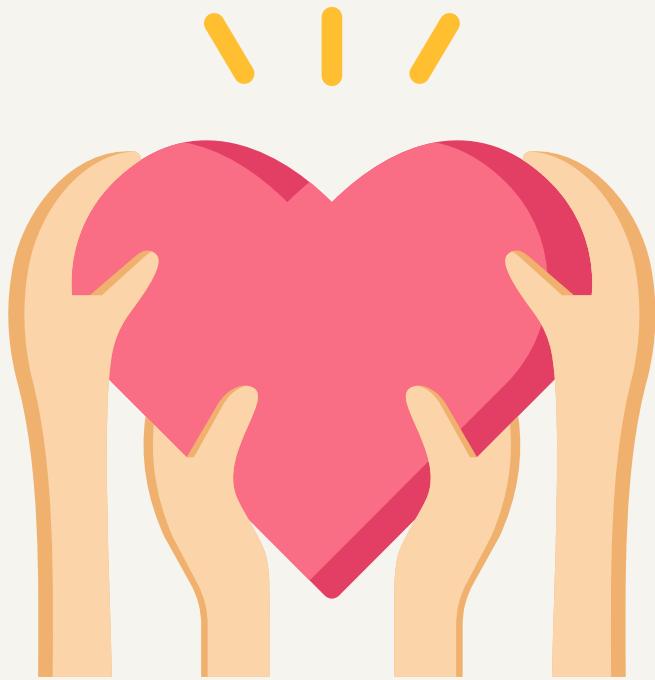


## **SLOW DOWN TURBO**

**Get to know your clients (genuinely). Ask meaningful questions to show you're working as their advocate.**

**TRUST and ADVOCACY first!**

- In-person: 5 minutes or more
- Phone: 30 seconds (get to know during)



## **REMIND YOURSELF...**

**This is not just a “sale” these are human beings with their own unique story and values. Then ask questions to help yourself uncover that story.**



# FAMILY PORTRAITS

**Our perception, they're just another family wanting photos... Dad's reality:**

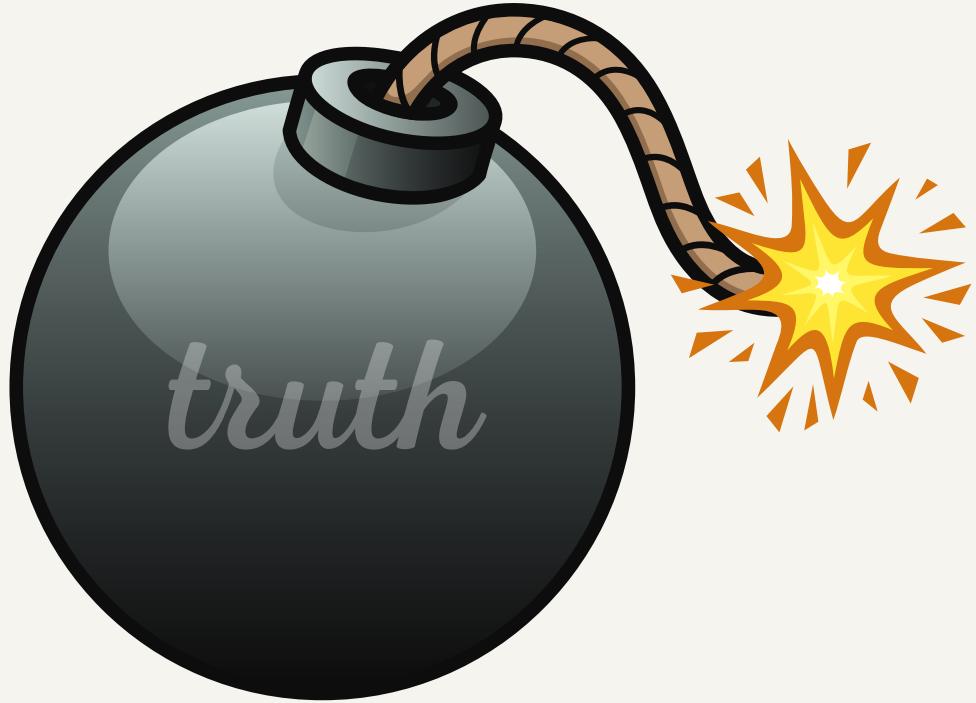
- Dad misses a lot due to work/travel
- He admires his son's strength and loves his daughter's smile
- Daddy's girl gives him Eskimo kisses in person and on video when he's away
- He feels like he's missing too much
- When dad gets home, his son and daughter are always at the door waiting



# WEDDING CLIENTS

**Our perception, they're just another couple in love... His reality:**

- Wanted to be a pro football player
- Met lots of girls, never interested
- Met her at the school gym
- She was the first girl to make him laugh
- He loves her smile and intellect
- His favorite features are her eyes
- He proposed during an adventure trip to Thailand after consulting her best friend to make sure he got the perfect ring



## TRUTH BOMB

We have to stop looking at our clients as a pay check or “just another client,” start uncovering their truth...

(This is easy when you only have a few clients, not so easy when you start getting busy)

# **LIMBIC SYSTEM FOCUSED...**

**All of your questions should be designed to keep someone in the limbic (emotional) thought center.**



Croc



Neocortex



Limbic



# WHEN YOU ASK THE RIGHT QUESTIONS...

“

She all but booked a \$7k+ collection right there over the phone... That was cool! Excited to keep honing in on this!

”



Stefani Larson

22h ·

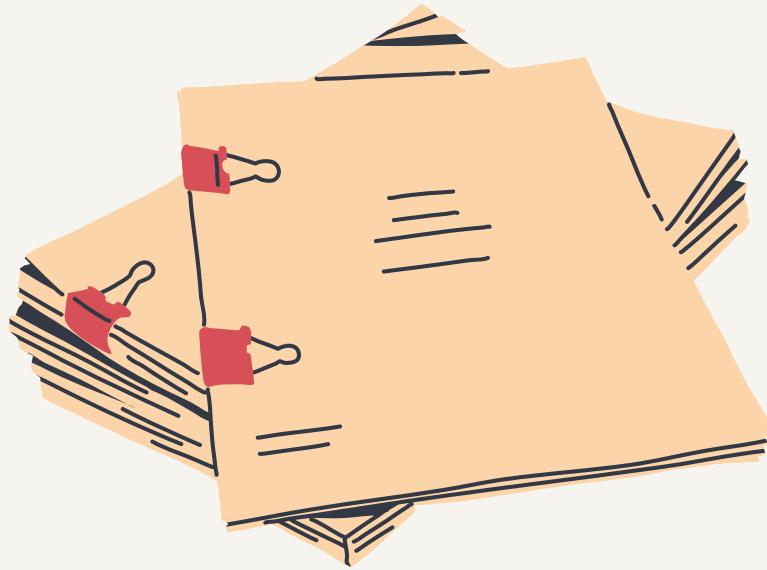
...

Quick win!

I tried out the WAVE today on an initial call for a wedding inquiry (I've been doing another version of it for years, so it was a little nerve-wracking to switch things up haha). And while I don't quite think I nailed it lol I do feel as though I did a better job of steering the rest of the conversation from a place of emotion and her values, which felt great. And she all but booked a \$7k+ collection right there over the phone. Her fiancé was at work so we couldn't officially seal the deal without him, but we have a meeting with him next week and she flat out said "I'm just gonna say, I absolutely love you - and unless my fiancé comes up with some insane reason why we shouldn't work with you - you're my photographer." I usually get those full-body yes's at the second meeting once we've connected deeper and they've seen my albums - rarely over the first phone call, and never for a mid-tier collection. That was cool! Excited to keep honing in on this!

Luzye Sanz + 11

5 comments

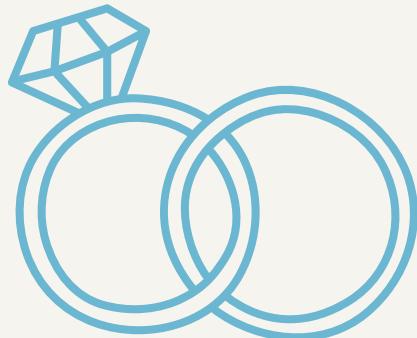


# **NO MEMORIZING!**

**Don't memorize, treat these scripts as  
an idea and place to start. Speak from  
the heart moment-to-moment and  
client-to-client.**

# TRUST BUILDING & ICE BREAKING SCRIPTS

STEP 13



# WEDDINGS

**Emotionally driven and open-ended questions to get to know your clients...**

- Tell me the story of how you both met.
- Who made the first move, how'd it happen?
- Tell me about the first moment where you just knew, "this is my person."



# BOUDOIR

**Emotionally driven and open-ended questions to get to know your clients...**

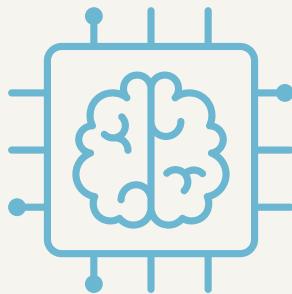
- Have you ever done a boudoir session before, or is this your first time? (follow-ups below)
  - I'd love to hear your story, what made you want to reach out for a boudoir session?
  - What made you decide to do a boudoir session now? Why does this feel like the right time?



# MATERNITY

**Emotionally driven and open-ended questions to get to know your clients...**

- Tell me, what inspired you to do a maternity session?
- Is this your first child, or do you have little ones already? (follow-up)
  - Oh, tell me about your family!
- What's been the most beautiful or unexpected part of this pregnancy journey for you? (not first, below)
  - What's been different about this pregnancy compared to your other children?



# AI-PROMPT

**If you want more ideas for open-ended questions within your consults, try this:**

You are a [NICHE] photographer. When you meet with potential clients, your goal is to be able to understand their story, background, and values. That way you can capture the things they most value in their photographs.

Knowing this, give me 10 or so examples of open-ended questions that you would ask them right at the start of a first meeting? Questions that will help you get to know your client, build trust with them, but also hold them in the emotional/limbic system. This means I'm looking to avoid analytical questions or questions that might lead to one-word answers.

**Take the questions that you like, then modify and make them YOURS!**

**ONCE BASIC  
RAPPORT + TRUST  
IS ESTABLISHED...**

**STEP 13**

# THE SALES PROCESS

Once you've established a basic level of trust/rapport > W.A.V.E.

