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The Wellness Experts

PILLAR

BUSINESS



From Health Practitioner to a confident Seller.

NUTRIBE Programme for Clinical Excellence

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PILLAR BUSINESS TRO

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Sell with confidence: Building a thriving practice.

A practical lead generation framework for Nutritional Practitioners & Health Coaches

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NUTRIBE FOUNDER



- Registered and Accredited Nutritional Therapist (Dip CNM), Naturopath (Dip CNM) & Health Coach (Dip CNM), NLP practitioner.
- Member of British Association For Nutrition and Lifestyle Medicine (mBANT)
- Registered Practitioner with Complementary & Natural Healthcare Council (rCNHC)
- Has first-class MSc Masters and BA (Hons) Degrees from Oxford
- Completed her studies at College of Naturopathic Medicine in London (CNM) in 2015.
- Personal career includes roles of Senior Clinical Lecturer, Assessor & Clinic Director at College of Naturopathic Medicine in London (CNM) for over 10 years supporting future health practitioners - across Nutrition and Health Coaching.
- Practicing Clinician, Mentor, Educator, Public speaker.
- In clinical practice based in London and Surrey for over 10 years actively seeing clients.
- Have supported 1000+ clients to achieve better health balance and manageable lifestyle choices results.
- Qualified volleyball referee since 2008, England's first female international Vollyeball referee since 2016, Board Director at Volleyball England, Leader of HER CALL female referee development.

FOCUS AREAS TO COVER - SESSION OBJECTIVES

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What you'll learn today - how to:

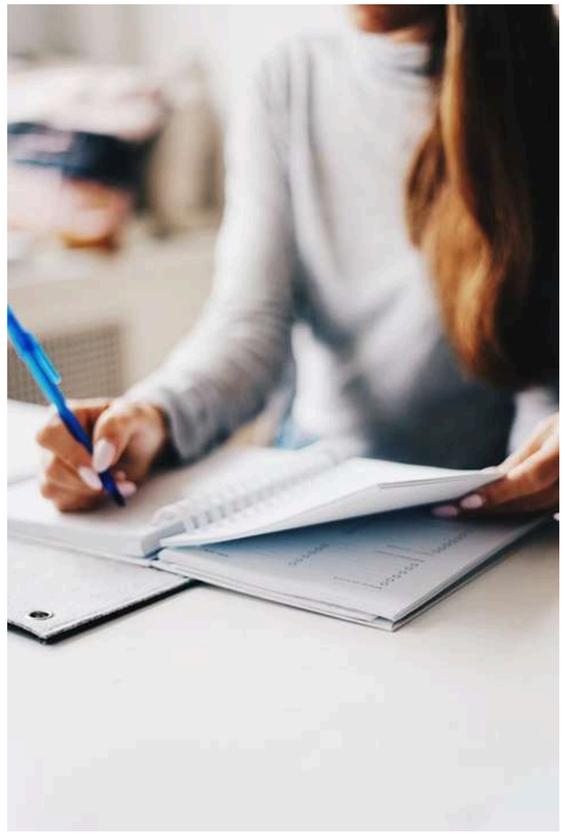
✓ Overcoming the fear of selling.

✓ How to sell your service with confidence.

✓ Turn conversation into paying clients.

✓ Build a profitable business without being pushy.

✓ Learn how to convert leads into long term clients.



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What is your biggest challenge with selling right now?



WHY SELLING FEELS SO DIFFICULT

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- You become a health practitioner to help people, not to sell.
- Fear of rejection or hearing “no”.
- Worry about sounding too pushy or money focused.
- Feeling uncomfortable talking about prices.
- Waiting for clients to approach you instead of taking the lead.



Selling is a **SKILL** you can learn, not a personality trait.

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REFRAME WHAT SELLING REALLY MEANS

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- Selling is helping someone find the right solution for their needs.
- Your service has value beyond the time you spend with a client.
- People need to understand what you offer before they can buy.
- Ethical selling means being honest, transparent and client focused.
- Your job is to guide the decision, not force it.



Mindset shift:

“I am not convincing someone to buy. I am helping them decide whether I can help.”

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BUILD YOUR SALES CONFIDENCE

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- Know who you help and what problems you solve.
- Practise explaining your offer in one or two sentences.
- Separate rejection of an offer from rejection of you personally.
- Stop apologising for your prices.
- Track your conversations and learn from every interaction.



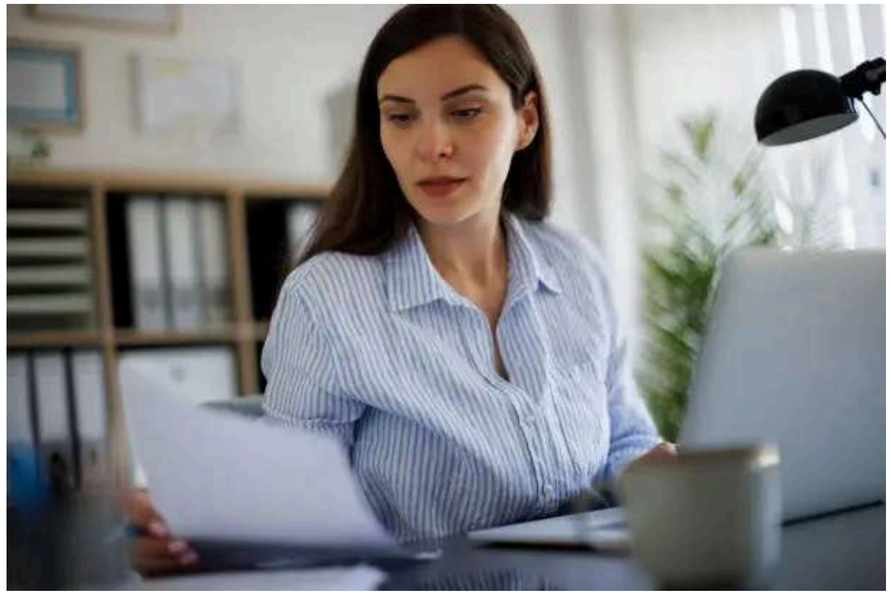
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CREATE AN OFFER PEOPLE UNDERSTAND

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The World has never needed nutrition professionals more.

Your knowledge has value. But value only becomes income when people clearly understand the transformation you provide.



- Define your ideal client and their main challenge.
- Explain exactly what is included in your service.
- Package your support into a clear programme where appropriate.
- Outline the duration, delivery method and level of support.
- Show how your service fits the client's needs and budget.
- Avoid confusing clients with too many options.

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CREATING AN OFFER THAT SELLS

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Creating an offer is much deeper than deciding what you sell.

A strong offer answers one question in your buyer's mind:

"Why should I buy this, from you, right now?"



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SUBJECT DEEP DIVES AT YOUR FINGER TIPS

If you are unsure about any of these key areas visit other Business related sessions on NUTRIBE platform, including:

- How to set up a successful business - foundations every practitioner needs.
- From expertise to income - create an offer that clients can’t wait to buy.
- Price for Profit: Building your pricing strategy for a real business growth.
- The client attraction system - build a lead generation funnel that works.

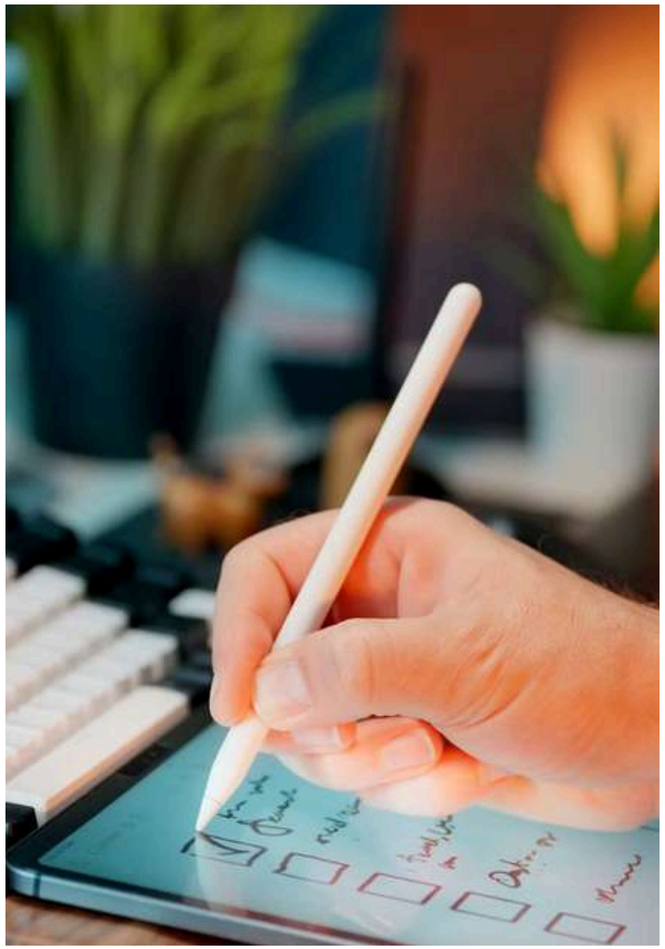


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YOUR EASY TO SELL OFFER CHECKLIST

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- ✓ Clear audience
- ✓ One problem
- ✓ One transformation
- ✓ Clear framework
- ✓ Strong value
- ✓ Easy explanation



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SELL THE OUTCOME, NOT JUST THE SESSION

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- Clients are buying help with a problem, not simply a 60-minute appointment.
- Explain the support, guidance and process they receive.
- Describe realistic, relevant outcomes without guaranteeing results.
- Communicate what makes your approach different.
- Make the next step clear.



Example:

Instead of - “I offer nutrition consultations,” say

“I help busy professionals build sustainable eating habits with personalised nutrition support.”

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HOW TO TALK ABOUT YOUR PRICES

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- Price your services based on value, expertise, delivery costs and business sustainability.
- Be clear and confident when stating your fee.
- Explain what is included before discussing the price.
- Offer payment plans where financially viable.
- Avoid discounting immediately when someone hesitates.



Example: “The programme costs £600 and includes six consultations, personalised guidance and agreed follow up support.”

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GIVE PEOPLE AN EXTRA REASON TO BUY

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Selling value increases when you increase:

Desired Result | Likelihood of Success | Speed | Ease

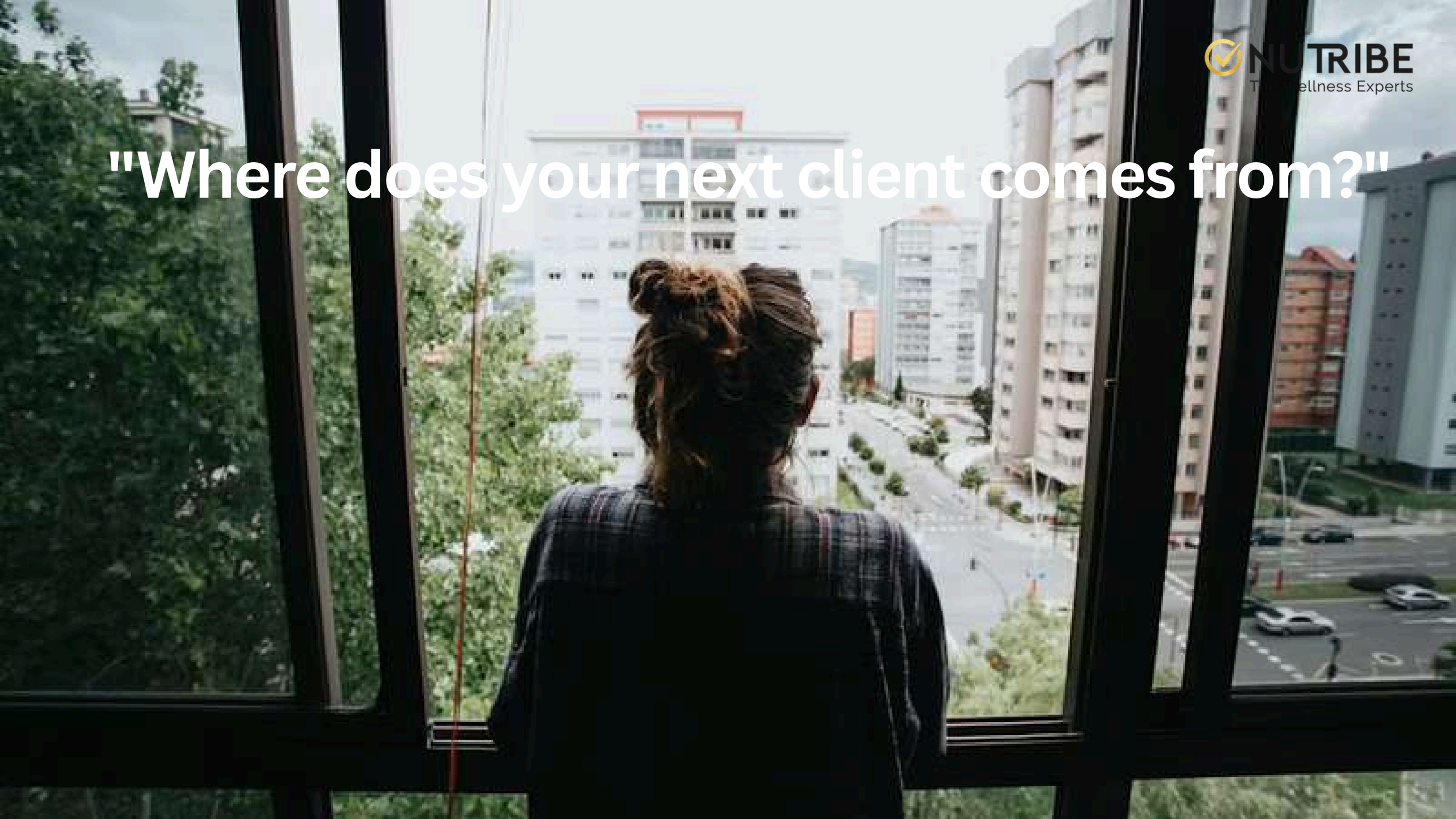


Think about what could make it easier for clients to succeed.

- Recipe collections
- Shopping guides
- Meal planning templates
- Food diary reviews
- Progress tracking
- Habit trackers
- Private messaging support
- Group Q&A sessions
- Educational videos
- Mindset resources

These additions help clients implement what they learn and increase the perceived value of your service.

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"Where does your next client comes from?"

WHERE DO YOUR LEADS & NEW CLIENTS COME FROM?

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- Social media content that answers common nutrition questions.
- Referrals from existing clients and professional networks.
- Free workshops, webinars and educational resources.
- Email newsletters and website enquiries.
- Partnerships with relevant health and wellbeing professionals.



Build a consistent system for attracting suitable leads rather than relying only on word of mouth.

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TURN A LEAD INTO A REAL CONVERSATION

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- Respond to enquiries promptly and personally.
- Ask what prompted the person to reach out.
- Understand their goals, challenges and expectations.
- Find out whether they are looking for support now.
- Explain the most appropriate next step.



Get permission before adding people to marketing communications.

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UNDERSTAND YOUR SALES FUNNEL

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- **Attract:** People discover your content or services.
- **Capture:** They enquire, register or request information.
- **Connect:** You start a meaningful conversation.
- **Qualify:** You assess whether your offer is suitable for them.
- **Convert:** They choose a service and complete payment.
- **Retain:** You deliver a great experience and offer appropriate ongoing support.



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"HOW CAN YOU TURN LEADS INTO PAYING CLIENTS?"

CONVERTING LEADS INTO CLIENTS

AIM: **Move lead/ subscriber to become a client.**

Booking systems that reduce friction (Calendly)

The Discovery Call

A discovery call is not a sales pitch.

It creates a natural pathway to enrolment.

Its purpose is to determine fit.

Needs to be valuable, not pushy.



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DISCOVERY CALL FRAMEWORK

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Practical consultative framework:

Assess → Clarify → Recommend → Invite

Step 1 - Where are you now?

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Step 2 - Where do you want to be?

↓

Step 3 - What's stopping you?

↓

Step 4 - Can I help?

↓

Step 5 - Recommend next steps.



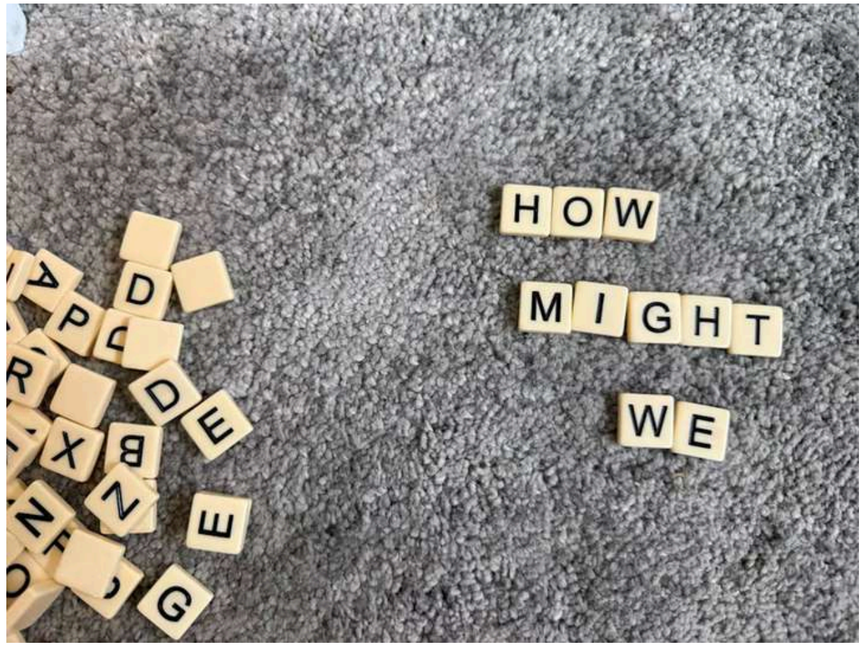
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ASK BETTER QUESTIONS

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- “What made you look for nutrition support now?”
- “What have you already tried?”
- “What has been most challenging?”
- “What kind of support would be most useful to you?”
- “What would you like to achieve from working together?”

Listen carefully instead of rushing to pitch your service.

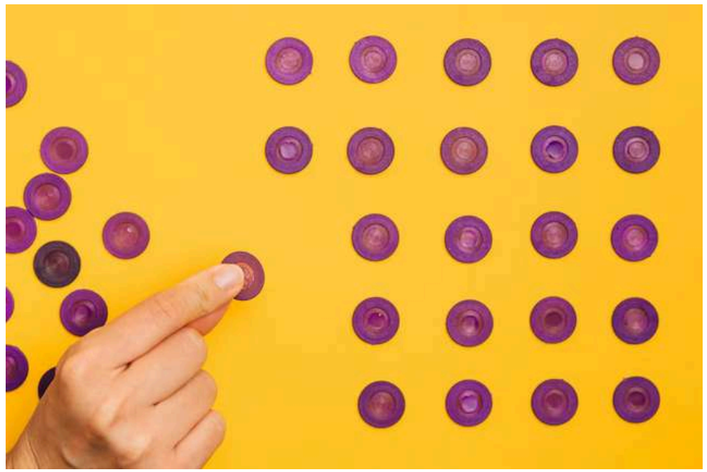


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CONNECT THEIR NEEDS TO YOUR OFFER

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- Summarise the client's main concern in their own words.
- Confirm that you have understood their needs.
- Explain how your process addresses the challenges they described.
- Be specific about the support you provide.
- Be honest about the limitations of your service.



Recommend the offer that best fits their needs, even if that means referring them elsewhere.

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HOW TO CLOSE THE SALE NATURALLY

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- Recap their goals and the solution you recommend.
- Explain the price, inclusions and next steps.
- Ask a clear, low-pressure closing question.
- Give the person time to consider their decision.
- Address questions honestly.



Example: “Based on what you've shared, I think this programme could be a good fit. Would you like me to explainhow we can get started?”

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COMMON CONVERSION MISTAKES

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- Talking too much.
- Giving free consultations.
- Discussing features instead of outcomes.
- Not asking for commitment.
- Not following up.

Confused people do not buy.



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CONVERSION TIPS

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Presenting your offer - clients need clarity.

Explain:

✓ Outcome

✓ Timeline

✓ Process

✓ Support

✓ Investment



Offer Structure

Packaging your services for ease.

Payment plans and accessibility considerations.

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REMOVE FRICTION

What could stop someone from buying?

Common concerns:

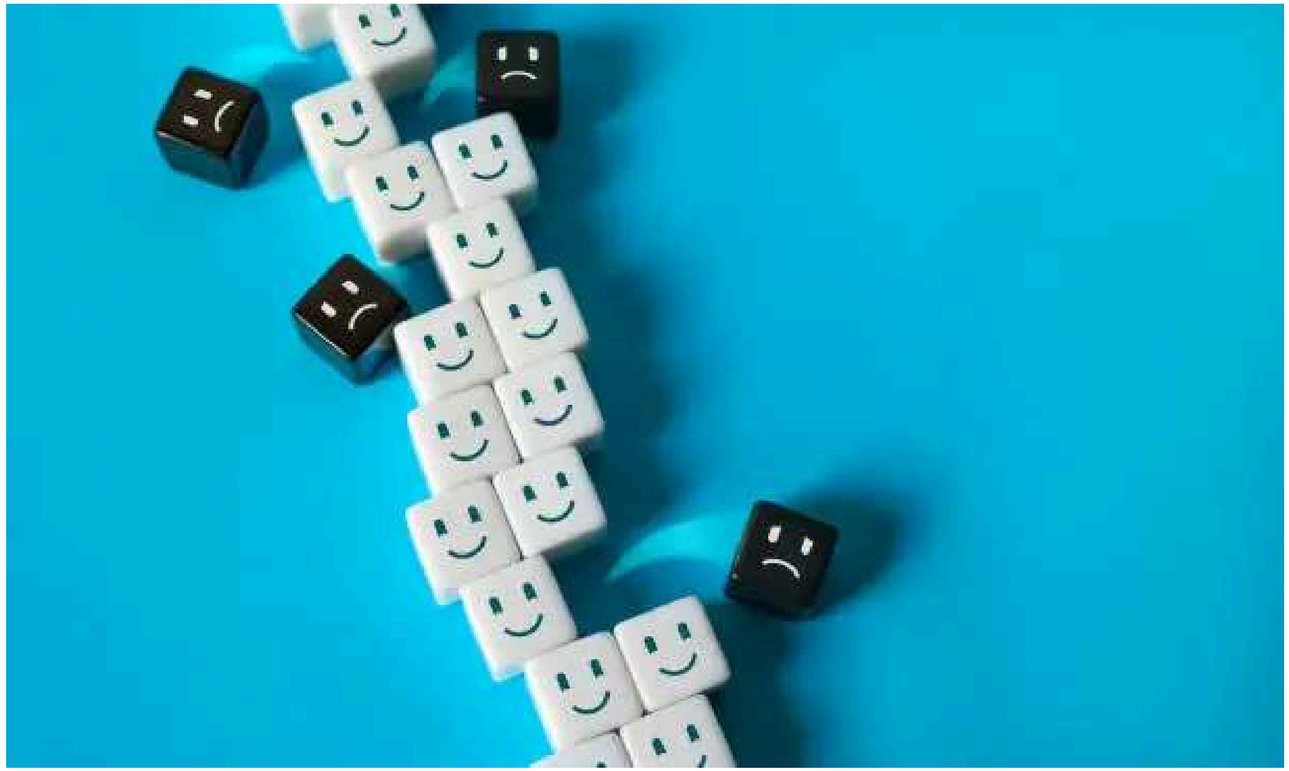
"I don't have time."

"I've tried before."

"I don't know if this works."

"I'm not ready."

"I can't afford it."



Address these inside the offer.

- Weekly accountability.
- Templates.
- Office hours.
- Community.
- Implementation support.
- Payment plans.

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HANDLE OBJECTIONS WITHOUT PRESSURE

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- “It's too expensive.” Understand their concern and explain the service's scope and value.
- “I need to think about it.” Ask whether there is anything they would like clarified.
- “I don't have time.” Explain the realistic time commitment.
- “Can you guarantee results?” Set honest expectations and explain that outcomes vary.
- Never argue, shame or manufacture urgency.
- Respect a clear “no” and leave the door open for future contact where appropriate.



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POWER OF A FOLLOW UP

Many clients need time.

A "No" often means: "Not now."

Continue to provide value.

- Stay visible.
- Stay helpful.
- Follow up without being annoying.
- Keep warm leads engaged.
- Re - engage with for dormant subscribers.

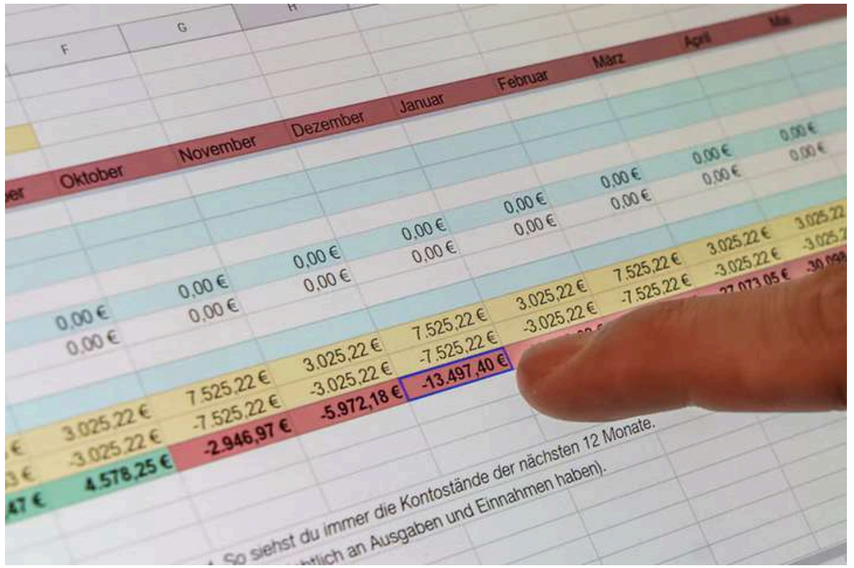


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UNDERSTAND THE NUMBERS BEHIND YOUR BUSINESS

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- Set a realistic monthly revenue target.
- Know your average service price.
- Calculate how many clients you need to enrol.
- Track how many qualified leads become paying clients.
- Account for expenses, taxes, cancellations and delivery capacity.
- Distinguish revenue from profit and personal take-home income.



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TURN SALES INTO SUSTAINABLE INCOME

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- Example target: £6,000 in monthly sales.
- Average programme price: £600.
- Clients needed: 10 new programme sales.
- If 25% of qualified sales conversations convert, you need 40 such conversations.
- At four weeks per month, that is roughly 10 qualified conversations each week.



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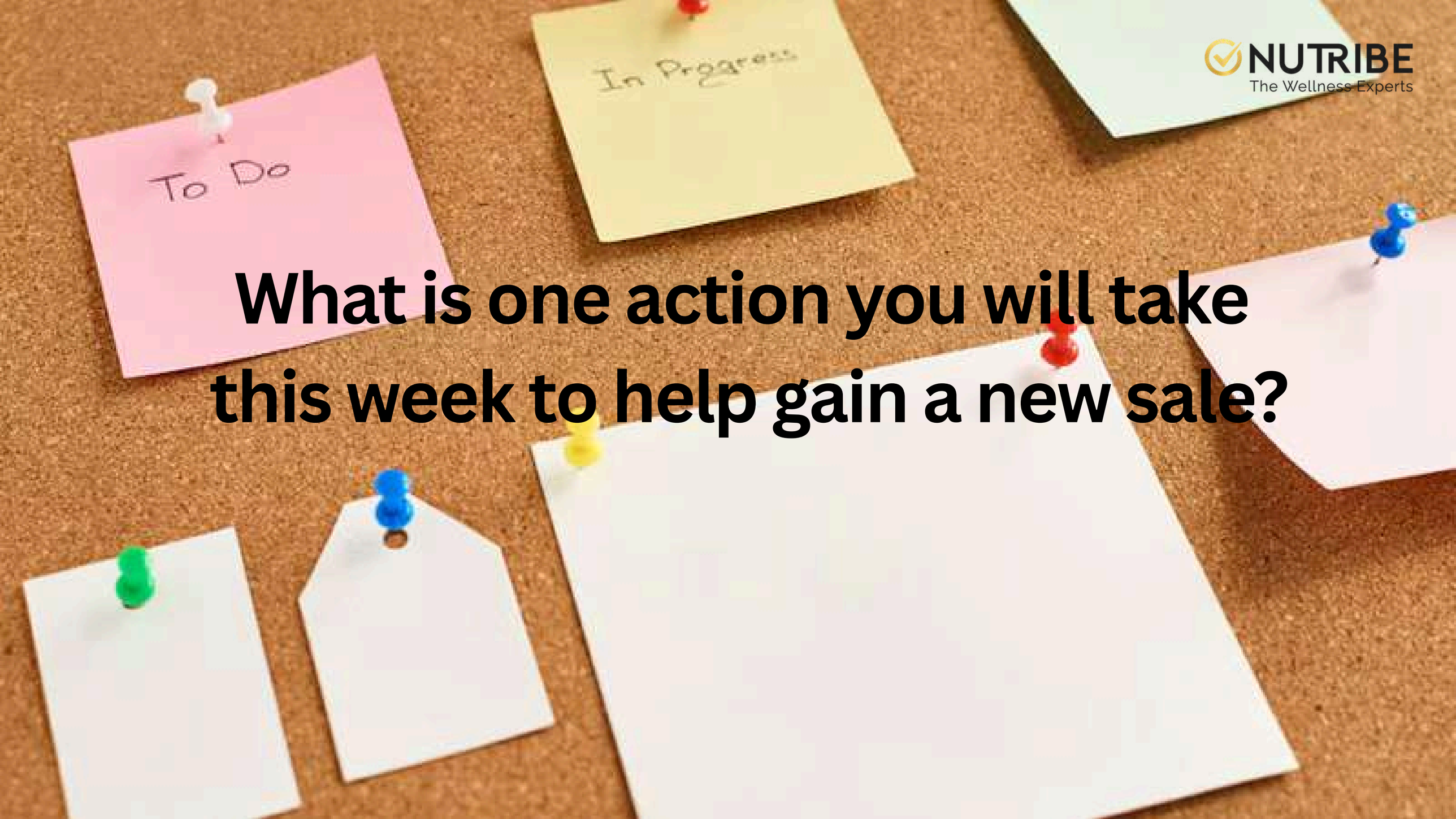
INCREASE CLIENT VALUE AND REPEAT BUSINESS

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- Deliver an excellent client experience.
- Offer appropriate follow-up consultations.
- Create ongoing support packages when they genuinely meet client needs.
- Encourage referrals without making them a condition of service.
- Ask for testimonials with permission and in line with professional standards.
- Build long-term relationships instead of relying only on constant new-client acquisition.



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What is one action you will take this week to help gain a new sale?

Thank you

