# Master the WILO Model for Enrolling High-Paying Clients



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Have you ever found yourself wondering how to get more people to buy your high-end service or product? For years, my business partner and I have been training recruitment agencies and experts on how to land their desired, top-tier clients. In the process, we were able to come up with a sales strategy that can take any business up a notch. And best of all, it's easy to remember because it comes with its own acronym: WILO.

It stands for Welcome, Investigate, Lead, Options. Let's look at what each step entails.

# 1. Welcome

You need to make your customer feel appreciated, whether it’s a first-time client or a returning one. Making chit-chat and inquiring about your client is not only useful for building rapport with your them, it shows that you are approachable and encourages them to trust you. And you need this appreciation and trust to close the deal on high-end tickets.

The purpose of this stage is to set expectations and relax the potential client. The more relaxed your prospect is, the more comfortable they will be making a big purchase. Set the scene right by breaking the ice with questions like:

• How has your day been so far?

• Where are you from?

• I like your watch. Where did you get it?

• How is your family? (If you already know they have a partner/kids.)

Now it’s time to set expectations for the entire conversation. First, establish that trust and honesty are core for having an open conversation. Then, clarify the aim, find a mutual agreement and, lastly, offer an incentive if they decide to sign up at the end of the call, meeting or presentation.

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# 2. Investigate

You can’t sell a pitch to a prospect if you don’t understand what they value and how you can provide a service that matters to them. This is what makes this step so important. If you want to get people to buy higher-priced goods or services from you, you need to find out more about them. Only then can you

tailor your options to their needs.

Here are some questions you can ask to make sure you find all the information you need from your potential client to close the sale.

## When exploring their situation:

• What is happening now?

• What would you like to achieve in the next three months?

• What has stopped you from achieving it so far?

• How much would you like to make in the next three months?

• If we find that we are a right fit for working together, is there anything that would stop you from moving forward today?

## When exploring their problem:

• What is the biggest problem that you have now?

• Why do you believe you haven’t achieved your goals yet?

• How does that make you feel?

• What have you done so far about it?

• What did you do to try to solve it that did not work in the past?

• How committed are you to solving this problem?

## When exploring the consequences:

• If you don’t solve this problem, how much time are you going to waste?

• If you don’t change anything, what would that mean for you?

• If you don’t change anything, what consequences would that

have?

# 3. Lead

This step is subtle. It involves getting your client to realize they will benefit from buying your product and working with you. By listing the services that your company provides and aligning them with the desires that your potential clients have expressed in Step 2, you plant a seed in their minds that they need you – that you have the solution to their problem.

Leading your future clients to this conclusion is the difference between whether or not you can close a high-end customer. Here are some questions you can ask to get your prospect to decide to buy from you:

• If you solve this problem, how much money are you going to make in a 12-month period?

• If you solve this problem, how much more time are you going to have at your disposal?

• What would it mean to you if you were able to solve this problem quickly?

# 4. Options

At this point, you know all about your customer and you have told them all about the services you offer. In the event you feel that you have the solution they need, explain to them what packages you sell.

Give the client the possibility to choose the less expensive alternatives, but highlight why the highest-end package would be better suited to their needs if you feel that it is the right fit. By giving them options, the client will be able to see the value of your high-end service by contrast. Then you will have a second chance to sell the high-end service to your

client the second time.

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Now it’s time to test the WILO model. Write down the formula and create at least five questions for every step. This way, you will always be in control of the conversation. Then, refine it conversation after conversation and be prepared to be fluid.

The best salespeople have the gift and skill to make a structured conversation feel as natural as possible. Now go and get those clients!

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