

# “Sales” Call Script

- Always dress professionally before any call / meeting

- When you enter the call

When you start the call, take some time to catch up should be easy because they are in your network, talk about them, how things are going with them, if it's a mutual friend you can talk about your friend and how they got to know him, build a connection like a human being.

## 1) Situation Questions

These are questions where you get to know their business and them.

**How they are growing their business, who their target market is, how long they have been doing it, what they tried in the past.**

- “How did you start your business ?”
- “How did you get involved in this industry ?”
- “Before we dive into the details, what’s your biggest focus for growth this year ?”

- “Who are your best customers ?” + “why ?”
- “How are you primarily getting new customers ?”
- “What are you currently doing to try and grow your business?”
- “How are you currently marketing ?”
- “What have you tried in the past to grow your business + get customers ?”
- “What specific results were you hoping to see when you tried (marketing strategy) ?”

## 2) Problem Questions

This is where you switch from understanding the general layout of their business to identifying the things that you're going to do to help them.

Ask them their goal.

A lot of times they won't have a goal, and **if they have a goal** ask...

- “Why haven't you hit that goal yet ?”
  - “What challenges are you running into when you're trying to get new customers ?”
  - "Are you satisfied with the results you're getting from your current marketing efforts ?" / consistency of your sales funnel results ?"
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- “What's been difficult about that ?” **(If they don't have a goal)**
  - “How many more customers would you like to have a month?” **(If they don't have a goal)**
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### Mainly Ask:

- “What problems do you have not getting new customers ?”
- “What's keeping you from getting as many customers as you'd like ?”
- “What goals do you have for growing your business ?”
- “What has kept you from hitting them ?”

You will find out what the problem is. Either no attention or website isn't converting, they will tell you what the problem is, things they tried that didn't work.

(So for example; they have a nice website but no one clicks the link to the website.

“Interesting, so you have this nice website that's really good but you don't have enough people coming in, why ?, what happens if you don't solve that problem ?”)

This is where you move on...

### 3) Implication Questions

Implication questions is the gasoline on the fire for their desire, this is how we amplify the current desire to where you can get them more interested to take action.

Once they said the problem...

- “What happens if you don't solve XX problem ?”
- “What does your business look like in a year if you never fix this ?”
- “If this problem isn’t solved, how much business do you think you're missing out on ?”
- "What impact has this had on your revenue or growth targets?"

They will start to think of the future consequence of not solving that problem, Only need to ask 1 or 2 implication questions.

#### 4) Needs Payoff Questions

Once after the implication questions and know the problem...

- “If we can solve this problem, how much new business do you think that will be ?”
- "If we can bring 20% more customers through your door next month, how would that change things for you ?”

#### 5) Present A Solution

Can either be in the call or after the call or the next call you have.

- “I looked at other people. I see how they are getting their traffic currently they are doing this XX to be successful. I think I can help you do that”

And then **present** the solution “XXX”

The funnel Improvement or additions they need to get the result.

You might not know the solution, might have the conversation with them and realise that you now know the problem but don't know how to solve the problem, you missed it in your Top Player Analysis, or got on the sales call and it turned out completely different than what you prepared for.

If that is the case, you say;

- “Okay interesting, so this is the problem XXX, i'm pretty confident i can fix this, i know a couple people that are doing something similar, i'm going to do some research, i'll put together a plan, i'll send you an email (DATE) (morning or night) at (X:XXAM/PM) with an idea of how i can help with this Could you check it then”


Then that's the **end of the call**

- “I'll do some research, thanks for sitting down with me”

You'll get to work, put together a proposal.  
That's essentially how you run the sales call.

### How to present the first project

Your first project, make it a discovery project. You need to start with a small chunk, a small project, not the entire funnel, not multiple funnels, 1 piece of 1 funnel.

(Might pitched a solution on the first call, or second call depending if you pitched a solution, as mentioned above )

- “You need all of this work to hit your goal XXX, let's start with just a small part and its a chance for me to get to know you and you to know me, for me to figure out your project on your particular niche and how your customers talk on a small scale so when we do the big project there is no hiccups.”

- “Let's create (problems solution), this is an opportunity for me to get to know your business and understand your target market and for us to go back and forth, this will be a small project first”

(If solution is ads could say: “listen instead of creating 32 different ads to test out lets create 3 small ads with a couple of variations”)

- “This is a chance for you to evaluate me and see if i'm a good match for you, this is a chance for me to see if i am a good match for your type of business, we'll keep it small”

- “So if you like what i do and i like what you do, by the end of this we are going to get you some good results” We would want to keep it a small project, keep the risk and time low, lets crush it on this one then we can move on to some of these bigger things in the future, you don't have to decide if you want to work with me now let's just do the small project, if you like what i do then we can start talking about these bigger things that you need to do to get to how ever many million in sales”

- “This project will help us optimise [specific area], which could lead to X more (leads/customers/money). That’s why starting small makes sense, to build momentum.”

- “Serves as a benchmark for future business”

Make sure they know it will be a small project.

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### **ONLY AFTER YOU CRUSH IT FOR THEM**

That's when you pitch them on the next big thing.

- “Hey we finished this little project, this is great, let's design XXX”

(Another project you can present them from the WWP/Top player analysis)

Client is more likely to say yes.

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- Always Have Your Next Call Scheduled

- “Here's the discovery project XXX im going to do some market research and i want to review that with you and ask you for your feedback so i make sure i understand who you are talking to and so i can represent your brand as good as possible lets do that on (DAY) (of next week)”

(Can say this when you found the solution and when the next call you will have will be the review call.)

Or • “When can we have a quick chat about it ?”

Schedule regular communication with them.

- “When can we have a quick chat again ?”
- "Let's lock in a time next week to review the plan. How does (DAY) at (X am/pm) sound for you?"

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(If have a second call and it's about pitching the solution and didn't manage to pitch a solution in the first call when you asked the SPIN questions **at the end say**;

1• “I'll put together a first draft. It will take me X days. Let's have a call on (DAY) a quick 5 minute call. I'll send it over and we can do a quick review together so I make sure I match up my voice to the way you want to talk. (then next call will be the review call)

2• “I'll send over my proposal by Friday. Can we schedule a quick 10 call for a quick review next (DAY) at (X am/pm)”

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- Make Sure They Understand The Revision Process Ahead Of Time



- “Listen, i'll put together a first draft, there will be mistakes, it might be wrong, i'm still trying to figure out your market, im probably going to mess up your voice but let's go back and forth because i want to get your feedback so it matches up and perfectly represents your brand”

- Stay High Energy, Confident And Proactive, Take Ownership

- Set An Exciting Target With Them, Get Paid If You Hit It

This is how you get paid on that first project with that first client...

- “Listen, I don't want to take your money upfront. I haven't produced this result yet. This is me testing it out, in fact you don't even have to run it if you don't like it, I'm just going to put it together and if you like it you could run it.”

What you want to do is set a big exciting target.

1• “I know if i help you get XXX (EX: A certain number of new customers that will get you \$20,000 in new revenue) let's set a target, if I can get you \$XX,XXX new dollars in revenue or XXXX new customers this month, If i hit that amount it would be fun (if i did hit that amount) you paid me just as a bonus like XXX\$”

(Judge the amount of money based on whatever makes sense based on how much money you will be bringing in for them.)

2• “Let’s work on a backend basis, If I help you reach X new clients, would you agree to a bonus of \$Y as a thank you for the result ?”

3• “If I can bring in X leads within Y days, would a bonus of \$Z feel fair ?”

- “Listen, I don't want you to send me any money now. I just want to deliver the results but if I do, would you be willing to pay me just on the backend as sort of a bonus, like if I'm able to hit the stretch goal we have ?”

Set it as a backend stretch goal that if you hit you get paid. 💰

(Can mix and match to what makes sense to you, don't have to use all of them)

## TIPS

- Ask follow up questions like a normal human being and tag on a comment about what they said here and there.
- Show you are listening so they don't feel interrogated

- Include a brief reminder to take deep breaths or use positive affirmations before the call to maintain your energy.
- Be prepared with clear terms on how the backend bonuses will work to avoid any potential misunderstandings.
- Be prepared to adapt based on the flow of conversation, scripts are a guide but your response / responsiveness is key.

### FAQ's: so you don't fumble over your words

Just in case they ask you questions

#### **What services do you offer?**

Response: "I offer a range of services, including (briefly list your services")

#### **How do your services work?**

Response: "My process involves..."

#### **What is your pricing structure?**

Response: Mention the backend goal

## Specific FAQs About the Process

### **How long will it take to see results?**

Response: “The timeline for results can vary based on the project we do. Generally a few weeks or a couple of months”

### **What kind of return on investment can I expect?**

Response: It would depend on your specific needs and how you plan to use our solution, you could earn more leads or revenue or even more clicks on the website.

### **What happens if I’m not satisfied with the results?**

Response: Mention the backend goal and mention it will be a small project so there is no risk

### **Can I make changes to the project once we start?**

Response: “Yes, but we’ll discuss any changes to ensure they align with the overall project goals and your timeline”

## Communication and Support

### **What if I have questions or concerns during the project?**

Response: “ you can reach out anytime with questions or concerns that you might have about our project.

**What happens if we decide to cancel?**

Response: You can decide on that one.

Say: “Well this will be a small project so im sure you wont but if you do XXX”

After the project

**What kind of support do you offer after the project is completed?**

Response: Mention the next small project that you will do or pitch them on the big project next.

They might not ask this question

**Can you help me with future projects?**

Response: “of course, I would love to discuss any future projects with you.

Miscellaneous

**What if my needs change after we start?**

Response: “I’m flexible and open to adapting our approach as your needs evolve, but we would have to discuss them changes as we go to ensure we stay aligned with your goals”

### **How do you handle feedback and revisions?**

Response: “I welcome feedback and would love to hear if you have any suggestions or changes to help me improve, we’ll work together to ensure the final result meets your expectations.”

### **Next Steps**

### **What are the next steps after this call?**

Response: Mention the draft and the revision process and you will get to work and the next calls and future projects.

### **When can we schedule a follow-up meeting?**

They shouldn't be asking you this one because you will set up the calls yourself as you go through the process.