

Call Framework

Example conversations:

1. "Hey, how's your day going?"

- Pretty well. Yours?

Mine's going very well too. (CLIENT NAME) By the way, can you tell me what your name is?

- I'm Natalie.

Nice name. I'm (Name)

2. Also, is it okay to speak to each other in "You"? In my opinion, it's more professional.

(Say the next sentence with a moderate smile)

3. Now, and out of pure interest, let me ask you real quick, "How did you start your (insert her/his business model) business?"

- Blah blah blah

Hmm, that sounds like a great reason to start. Especially since... blah blah blah. Cool. I like it.

4. Now, let me ask you a couple of questions so I can best determine your current needs, listen and understand your wants, so I can craft the best growth plan possible, alright?

.....

5. So, how are you currently marketing your business. how are you currently getting customers? Like, is it through social media, Google ranking, or maybe even they visit your (insert business model) physically?

- Well, I'm getting most of my customers from X, and a small portion from Y.

Mhm mhm. Yep. (Head nod).

6. **Who are your best customers?**

.....

7. **And how many customers are you getting per month? Roughly.**

- Well, blah blah blah... blah blah blah.

8. **Mhm, I see. So, if you're getting X amount of customers per month, how much would you like to have if things were going all-perfect?**

.....

9. **How many could you handle**

.....

10. **What challenges have you had?**

.....

11. **You have this goal what happens if you don't get this fixed**

.....

12. **So if I can solve this problem and get you from x to y how much is that worth to you**

STARTER PROJECT.... Based on top players

Sales Call Framework

1. Introduction and Building Rapport: "Hey, how' was your evening?"

"Great to hear! Mine's going well too. Just so we're on the same page, it's (Your Name) from (Your Company Name). Before we dive in, could you briefly tell me a little about how you got started with your barbershop business?"

Why this works: Engaging the owner to share their story builds rapport and allows them to feel comfortable with you.

2. Transition to Business Talk: "Wow, that's impressive! 10 locations is no small feat. You've clearly built something great. I'd love to get a sense of how you're currently marketing the business to continue growing your customer base."

Situation Question:

- How are you currently marketing your barbershops? Is social media, word of mouth, or something else driving most of your new customers?

Key follow-ups:

- Which marketing channel brings you the most clients?
 - Are you using social media platforms like Instagram, Facebook, or even TikTok actively for all locations?
-

3. Problem Identification: "That sounds like a good setup. I'm curious though, what's been the biggest challenge in getting new customers to visit all your locations consistently?"

Problem Question:

- Are some of your barbershop locations struggling more with visibility than others?
- What specific challenges are you facing when trying to attract or retain customers?

Possible follow-ups:

- Do you find it harder to maintain consistent marketing across all 10 locations?
-

4. Digging Deeper – Implication Questions: "It seems like you've got some solid traction, but what happens if you don't solve these visibility or marketing consistency issues across your locations?"

Implication Question:

- How do you think it might affect your overall growth or profitability if a few locations aren't performing as well as others?

Possible follow-ups:

- Have you thought about what it would take to keep a consistent flow of customers across all branches?
-

5. Solution Offering – Need Payoff: "So, if I could help you get more consistent visibility for all your locations through social media, leading to more foot traffic and higher customer retention, what would that mean for your business?"

Need Payoff Question:

- If you could bring in X% more customers every month to each location, how would that affect your overall growth?
-

6. Starter Project and Close: "Here's what I can offer as a starter project: For R1000 per month, I'll manage your social media across all locations. We'll aim to increase your customer base by [mention % or metric] and ensure consistent branding and engagement on platforms like Instagram and Facebook, driving more foot traffic to all your barbershops."

Starter Project Offering:

- Begin by highlighting key features: managing social posts, creating targeted content for each location, running promotions, etc.
 - Ask: "Does that sound like something that would benefit you and your team?"
-

7. Final Close: "If we can get started right away, I'll put together a plan that ensures each location gets the attention it deserves and we'll monitor growth over the next few months. How does that sound?"

Additional Notes:

- **Focus on Consistency Across Locations:** With multiple locations, consistency in branding and marketing across social media will be a critical pain point. Tailor your solution to focus on standardizing content and engagement.
- **Metrics Matter:** Barber shops, especially those with multiple locations, may already have some marketing in place, so position your service as something

that can improve their existing efforts with measurable results like foot traffic and customer retention.