

# Sales Call Outline

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Write out a series of questions you can use on your discovery sales calls to build rapport and go through the SPIN framework.

## Intro and Rapport Building

- Take a few minutes to relax and get to know them as a person
- Find some common ground or shared experience if possible
- Take a genuine interest in them keep an eye out for good or bad vibes
- (They need to Know and Like you before they can Trust you)

Hi, Good morning

How are you \*name?

Where are you from?

How's the condition right there [ Their Country]

How's your day?

Have you heard about Ohio? It's bad

How did this business start?

What motivates you to continue this business?

## Situation Questions

- Now you get to know their business.
- Learn about how/why they got started
- Ask about their ideal customers
- Learn about what they are currently doing to market their business
- (They need to know you understand their business way before you make any recommendations or even ask about problems in order to believe that the solution you propose can even help them)

### **Current State:**

How did this business start?

What motivates you to grow this business?

What's your ideal customers look like?

Who is your target market?

Can i get the testimonials from you favorite customer  
What are you currently doing for your marketing?  
How big is your current email list?  
How many customers do you have?  
What's your goals?  
Where does your biz want to go?  
What you've been doing to reach that

## Problem Questions

- Ask about their goals
- Find out what isnt working as well as they like
- Identify what is keeping them from getting to their goals

### **Goals/Dream State/Pleasure**

What would your biz look like if it was perfect?  
What's keeping you from reaching this goal?  
What would you wish your biz looked like?  
How many lists do you want to have?  
How many customers that you want to have  
How much money do you want to make from that product?  
What would you wish your online marketing looked like?

### **Problem:**

What isn't working for you that you've tried?  
What's holding you back to excel with this biz?  
What have you tried in the past that's failed?  
What marketing problem do you have?  
How is your list health? Are they good? It's important to have a good list health

## Implication Questions

- Explore the second and third order consequences that will happen if they don't solve this problem
- This is where you will be helping them feel the true pain of their situation

What will happen if you don't fix that <Problem>?  
What would happen if you fix that <problem>?  
What will happen if you solve that problem  
What will happen if you DON'T solve the problem?

## Needs/Payoff Questions

- Quantify if possible what solving their specific problem would be worth to them, “how much more money would X bring in?”, “how much are they losing because of Y”, etc

Is it worth it for you if you solve that problem?

What would it be worth for you to solve this problem?

How much money will you get if you solve that problem?

How much money you will get if you do more sales on the product

If you fix that <problem> is it gonna give you a big difference in your biz?

How much of a difference solving that <problem> is going to make in your biz?

The problem was that they're not selling enough of a particular product.

The Implication is that's gonna be a crucial part for them establishing profitability and winning in a market place

**Needs/Payoff : So if you're able to solve this problem and get more people to purchase your product, how much more revenue is that gonna bring your biz or how valuable is that going to be to your biz today or over the next year, over the next three years?**

## Discovery Project Proposal and Close

- Lay out everything that needs to be done to take them from where they are now to where they need to go
- Identify the first steps that would make sense as the discovery project
- Offer the discovery project
- Define next steps for fulfilling the work, handling payment, and future communication timelines
- End call and collect the money

After we discussed a lot of stuff, I have a lot/lists of solutions/here's what i recommend for you to improve your sales/lead/anything in your biz.

Here's the solution, we're going to do discovery project

Discovery project is a smaller size of a full project

Full project 1-10 steps

Discovery Project 1-2 beginning steps

And it cost a lot cheaper than full project

And I do it because it's more reasonable right. I'm still a stranger to you

So here's what we're going to do <Explain The Discovery Project>

Set the \$\$\$ price

Payment Method <half half>

They agree

So we will be going through a few phase just 5 phase of it okay. So you know

1. Research
2. First Draft
3. Revision we do it until you happy with it
4. Upload to live
5. And i'll upsell you to another thing

**OR**

Give them the summary back of everything we've talked about

You told me how you started this biz

This is your goal, this is your problem

And this is why it's important to solve this problem

Here's what I recommend,

\*Lay out all of the things they need to do from now until reaching that goal

\*Changes to their funnel, rewriting sales page, etc.

We're gonna do this, this and this.

But instead jumping into that right now and having you pay me a giant retainer

Or pay me thousands of thousands of dollars right now.

Here's what i recommend we do instead

Let's do a small chunk of it and do a discovery project

The point of the discovery project is to establish a benchmark for future business.

We're gonna do the first little step of this

We write this one little email sequence, for example driving people to purchase your product

We're gonna keep this short, 3-4 emails instead of you charging you thousands of thousands of dollars for a whole retainer or whatever

Let's start with this project

That way i get to know what it's like working for you, you get to know what's it's like for me

And if we like how it is, we can iron out all the kinks there, and if you want to continue

Then we can continue on with the rest of the project

But this is sort of a way to determine whether or not we're gonna be a good fit

And to get you some quick and easy results.

So that we can start this thing off right.

### **Pricing \$\$\$**

Take 10% from the payoff

Ex. Revenue \$10k, take \$1K