

Sales Call Outline

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)

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)

Problem Questions

- Ask about their goals
- Find out what isn't working as well as they like
- Identify what is keeping them from getting to their goals

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

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.

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