



GROWTH FACTOR™

Revenue Accelerator Course

Discovery Call Outline & Scripting Guideline

Preparing For Successful & EASY Discovery Calls



From Discovery Call, To Paying Client

Map out your key questions ahead of time. It's important that you lead them through this call, and do not let the call go off into tangents.

- 1. What is your goal for the call?**
- 2. Based on your value video script, what points can you bring up?**
- 3. Do not make the mistake of talking about yourself too much.**
- 4. Ask them questions and listen!**
 - **What are you working toward?**
 - **If you could have a magic wand to fix this..._____?**
 - **What is the biggest challenge you are currently facing?**
 - **What would help look like for you?**
 - **Can I introduce you to my new process?**

The Right Frame of Mind

Remember, this client has a problem they want to solve, otherwise, they wouldn't be talking to you. But remember, this is about **them** and their goals. Don't fall into the trap of talking about you and your

accomplishments, or goals for any longer than you have to. They took the time to schedule a call with you, so they already believe you are qualified, at least on some level. If they ask, or there is a specific example that will illustrate your expertise great but don't over do it.

Hold The Floor

Do not let them take the wheel, or disregard your expertise. If a client tries to diminish or invalidate your approach, they either aren't a fit, or are unclear on some level. **REGARDLESS** If you are getting resistance, you never want to make a client feel wrong. For instance, if you make a suggestion of how a website should be built for best results, and they seem to reject the idea, it's likely they are simply trying to sound like they know what they are talking about, or they have someone else's wrong idea in their head. It's okay. It's not their fault, or yours. Talk to them. Ask Questions. Listen through the words.

They called you for your expertise, and it's okay to gently remind them of that. If they are unreasonable and/or not willing to allow you to lead them and consider new ideas, then it's probably a sign they are not a good fit. Politely end the call and move on.

30-60 Minute Successful Discovery Call Breakdown:

50% Helping them get clear on their vision and providing practical advice on how their vision can become possible with your help. Don't be afraid to refer them to technologies, solutions, or even other experts if you feel it could benefit their goal. Doing this will set the tone that you are genuinely there to help them solve their problems and achieve their goals.

30% Illustrating how your skillset can help them build a bridge to their goal. Use words that illustrate a journey from point A, to point B, the pitfalls they are likely to encounter, and advise them on how to survive the trip.

20% Next steps, and dropping all expectations. This is the most powerful tool in sales. By the end of the call, you should clearly know their goal, and they should clearly understand the journey they are about to endure, and they should clearly feel a sense of loss if they don't have you on their team. The closer you can get to having zero expectations of a sale, and simply put 100% of your efforts into listening and providing value, they will feel that you aren't attached to closing them, and will open up to you more.

Speak To Their Future Ideal Self

“In conclusion Kim, I really like your business plan, and it sounds like you'll be able to serve a lot of people with your new solution. In my experience the main challenge with growing a business is how to balance your cash flow against the cost of the new team you'll need to support this growth plan because if you get either one of these wrong, it can possibly derail your whole business, I've seen it firsthand.

Kim, is this something you feel ready to get out there and do on your own, or would you like to map out what a 90-day growth strategy service would look like? In most cases, we help our clients save months of wrong turns and wasted time and money.”

Collecting Payment

You can close them and take a payment over the phone, or you can send them a payment page link, and product details after the call for a conclusion. Either way, it's good to get them to some sort of YES (that you can help keep them accountable to), before they get off the phone. If not, the followup won't likely go anywhere. This is why time-sensitive offers should be built-in.

“Would you like to get on our build calendar before I raise prices next

month? We can only work with a few clients per month, and I aim to fill my schedule up before the end of this week.”

I’m hesitant to give you any more scripts here because you need to practice developing your own unique and specific client relationship and the “layering” process of moving someone from problem to solution in a way that makes sense for your brand and your product.

HINT: Asking them questions that lead to obvious yesses from your client, as well as questions that lead to your solution, can move the call forward, but if you try to do it too fast, or the questions are too obvious, the client may feel trapped and bounce. This is best done on a case by case basis and will get easier with each one you do.

The Bottom Line:

The only way to fail with this is if you don’t do it. Get your value video done, and get some calls scheduled. The first few will suck, but after that, it will become second nature, and in time will represent one of the easiest ways to make revenue with your professional service available anywhere.

Part 2: General Call Flow Outline:

I use a general question timeline that looks something like this:

First 2 minutes:

Reiterate your two promises: No pressure to make a decision, and you will get a real price quote, if I believe I can help you.

Intro and acknowledgment of something you found during your pre-call client research. *Before the call you want to review their form questions, or something of theirs so you can give immediate praise and feedback.

Always praise before you criticize. Be genuine and find things you like. This cuts down on small talk and sets the tone for a productive conversation.

Next 5-20 minutes:

Ask them to fill you in on what has brought them to here and now, ask them how it's going and if there is anything specific that they are challenged by, or struggling with. They will love this and jump at the chance to tell you their story. *This story contains everything you need to know about the client's personality and mental framework, to know if you can help them.

Do not let them take the wheel, continue to ask them thought-provoking, solution-oriented questions throughout their explanation. Sympathize with them, but never commiserate with them, or you'll find yourself on their level, which means you can not help pull them up to where you are.

30-60 minutes

***Golden moment:** They've shown you their cards, it's time to expose the pain they may be feeling. Questions like: What's going to happen if you don't find a solution. Let them answer in their own words. Allow space for silence while they reflect. SHUT UP and let them think.

Insert solution: Now that you've earned their compliance and trust, introduce your solution on a high high level. Do NOT talk about features, or technical specifics. A client's brain that is thinking about features and specifics is not in a good place to make a financial decision. This is a time to talk about the **efficiency of your process, why it produces results,** and the **results you have produced.** Not necessarily the solution in general.

If they probe for specifics, you can simply say that your proprietary process

is available to all of your members, students, clients etc. If they continue to ask for too many specifics, they may not be a good fit. Again, you are allowed to be general, and you will need to give them some details about what they are signing up for, but your call can die in the details.

Instead, your job on this call is to help them illustrate and visualize their ideal future outcome that YOUR proven process and experience/results you can help them achieve. From point A (where they are) to B (where they will be after working with you.)

“What would it be like if your website delivered ___ leads to your inbox every morning?”

“How would you feel if you found yourself effortlessly losing five pounds per week for the entire year, like my client Jim?”

Speak In Visuals & Emotions

The better job you do of helping them visualize the goal “point B”, and its benefits, the more they will attribute you with getting them from A to B. Do not get distracted, you are here to help them get from A to B, and if you don't spend time illustrating that with words, the energy of the call will feel weak and not go anywhere.

Conclusion, do not let the call go too long, do not sit there and say “uhuh”, while the client endlessly rakes over their problems. GUIDE THEM with intelligent and leading questions. You are the expert on this call, relative to the problem they are trying to solve.

Close the call by asking them if they are ready to start a journey to point B (results) today, and save money by registering before your next round of price increases, or the end of your sale, or whatever time sensitive offer

you put out.

Winning Is Easy If You Do This ↓

Get them to a yes, no matter what. They will often tell you they like your solution, but need to talk to such and such about the money, or whatever. But you can always get them back to a yes by saying, “if money was no object, and your husband (insert any objection) didn’t exist,” does this problem still need to be solved? They will tell you yes.

Now, you have a customer, if you can get them through the pay barrier.

At this point, it’s okay to “assume the sale”, and simply ask them what project start date or payment method is best for them.

Creative Financing:

It’s always best to get the full payment upfront. Let’s say you have this discovery call on a Tuesday, honor the current price if they pay by Friday in full.

Or if they want to do a few payments, you’ll typically charge an additional amount for the hassle. (5%-20 is avg.) Some companies charge up to double for a multi-pay option, but that is up to you.

Conclusion: Like a circuit board, for these calls to be powerful and “flow” creative and financial energy, you must be able to carefully and willingly guide them through a journey of understanding, hope, vision, and decision.

Refunds: You’ll need to construct your own refund and service agreement/contract. You can offer a hesitant client a refund after the first 30 days if they aren’t satisfied etc, and your satisfaction guarantee should be part of your sales process.

Chargebacks: It's okay to take a credit card over the phone as well, just be sure it's backed up by an invoice, and a service agreement is sent to the client for them to sign. It's important you get a Digi-signed service agreement in case the client attempts to initiate a chargeback from their card company, as this will be your only way to defend yourself against an unwarranted chargeback. Credit card companies always favor the customer, so your documentation is key.

You don't always need this to start, but you will need it eventually, so don't forget about this step.

In conclusion, you are never on a call to close someone, you are on a call to learn more about them and qualify them to see if they are a good fit. From there it's just mapping the details and timeline.

Remember, all NOs = NOT YET. ALWAYS ALWAYS ALWAYS, depart a call with a happy ending and best wishes. Do this, and you may find them calling you back sooner than you realize!

Start Today: What matters most is that you start having these calls ASAP. Many of you are doing the right thing by getting calls booked early, possibly before your value video is done, that way you can practice, learn, and evolve this rapidly.

Do your prospecting. #1

Practice by using this guide, and you will close business.