1 Hour Sales Convo Script

RAPPORT (0 - 1 MINUTES)	*Where you calling from today? How's the week going?* ● Be charismatic and conversational ● Do your best to make them laugh and be comfortable
PROBLEMS (1-5 MINUTES)	*Before we dive into {your NBO}, can you briefly share with me some of the challenges you are facing with {your client acquisition and sales} so I can be as helpful as possible for you?* ● The goal during this stage is to get inside their head and understand what language they use to describe their problems ● Ask them if they have hired someone before for this and how that went. ● Ask them to clarify why they haven't been able to solve their problems yet.
SOLUTIONS (5-15 MINUTES)	*Alright, now I'm going to begin the {assessment}. I have prepared a few items that I want to discuss with you based on what you shared. After each item, we can discuss any questions you may have, sound good?* ● You should have a checklist of 3-5 common problems that you want to address and provide a clear process they can follow to solve these problems. ● Clearly state what they are missing out on by not having these issues resolved and the desired outcome they will achieve by solving these issues. ● Use statistics and previous results where possible, but refrain from talking about your company or your services. ● Keep the focus entirely on your prospect and adding as much value as possible. ● While you perform the audit, ask yourself whether or not the prospect is a good fit for what you do. ● Ask the prospect if they have any questions, answer them and move on.
QUALIFICATION (15 - 25 MINUTES)	**Scenario 1: Prospect is Not Qualified** ● If it is clear that this prospect is not a good fit, then ask the prospect if they have questions, answer them, ask for referrals and conclude the call. **Scenario 2: You're Not Sure if Prospect is Qualified** ● Ask further qualifying questions to understand if you can truly help the prospect. **Scenario 3: Prospect is Qualified** Would you mind sharing with me your 6 to 12-month goals so I can share some more specific insights to help you out? ● If you believe the prospect is a good fit at this stage, this question will allow you to gain more insight into their plans and how you can help them. ● Reiterate the process shared previously during consult
TRANSITION TO OFFER OR BOOK A FOLLOW UP (25 - 30 MINUTES)	Do you plan to {implement the things we discussed} internally or are you looking for help with implementing this? ● **Scenario 1**: Prospect says "No thanks, I got this." or "I'm not sure." ● Ask questions that create uncertainty and make them realize they have no idea how to implement this properly and will likely end up wasting precious time/money. ● If they still insist on doing it themselves, simply ask them when would make sense to check back in and see how they're going in a few weeks and schedule a follow up. ● **Scenario 2:** Prospects says, "Yes" ○ **Option 1**: If you know you can help and you are confident they are a fit, tell them you would be happy to help them and ask them if they would like you to share exactly how you can help... then go into your offer ○ **Option 2:** If you or the prospect need more information and you feel you would have to rush to get through to your offer, schedule a follow up live on the call at the next mutually agreeable time. Confirm they received the invite and confirm the time again. Regardless of the outcome of the call, be sure to request referrals, especially if the prospect had positive things to say about you!
GAIN COMMITMENT (30 - 40 MINUTES)	*Okay so I just want to make sure we're on the same page... Based on the assessment and what we've discussed so far, **in order to** achieve your vision of (insert 12 month growth targets ie. $5M per year revenue) **so that you can** (insert desired outcome ie. become #1 in your niche)... all **you need to do** is to solve (insert specific problem ie. grow beyond referrals) by (following a proven system/a mentor/get help)... is that right? Did I miss anything?*

	● Get their confirmation and verbal approval **Ask objection busting questions to confirm they want to solve their problem immediately:** *- When are you wanting to fix this?* *- Why now? Why not next quarter/year?* *- Why is this so important for you/your company right now?* *- Do your team/partners/spouse share this level of urgency?* *- On a scale of 1-10, how committed are you to solving this?* After they answer, ask… *Why not a 2? Why not a 10?* *- What would happen if you do not take action to get these problems resolved immediately?* ● Based on their answers, tell them the truth whether they are a good fit or not for your offer. ● If not, schedule a follow up. If yes, proceed to the next stage.
EXPLAIN OFFER (40 - 50 MINUTES)	*Walk them through the offer explanation graphic using the exact same language they used above regarding their problems, solutions, gap while explaining away potential objections… Mention the limited time promotional offer available and ask for their thoughts.* *Offer Explainer Graphic Checklist & Examples* *Offer Doc Examples & Template*
BEGIN REGISTRATION (50 - 60 MINUTES)	**Ask looping questions to reaffirm what they have already stated… If you sense uncertainty, isolate it, overcome it and then proceed until all uncertainty is resolved.** ● Do you feel like this could be what you are looking for? ● Why do you feel it is though? Do you feel like this is something you can (have, do) that will get you where you're wanting to go? ● Are you sure now is the right time? **Begin Registration on the Call:** 1. Give them a checkout page link, collect payment and confirm they have received automated emails. 2. Congratulate them for taking such massive action to transform their life and confirm they have access to start onboarding 3. Schedule their kickoff/onboarding while on the call and ensure they have crystal clarity on next steps…