

Conversation Script 3.5!

Your goal is to know what their problems are and to schedule an appointment.

How is your website doing for you?

Is your website producing people that are calling you? Would you like it to do (more of) that?

What's wrong with their current web situation?

What would you like your website to do for your business?

Is your website producing people that are calling you?

Is it saving your business time on the phone (If they are busy)?

Is it making your business money?

These are their “hot” buttons.

These are the reasons they will buy.

(Record them)

The salesperson will address those hot buttons.

Book a demo:

Okay. Are mornings **or** afternoons better? Does Tuesday **or** Thursday work for you? (“This or that” questions)



It'll take 20-30 minutes. (Dial down a time)

Additional Info:

The answer to any and all questions that you don't know:

That's a good question. I don't know, but I'll make sure to forward that along to the product specialist so that they can cover that at the time of the appointment.

[I just started here, I'm not sure, but I can set an appointment to have an expert/someone address that for you with a demonstration.]

3 Boxes:

1. Who are you?
2. Why are you calling?
3. How did you find us?

