

Sales Script

Pre Call Preparation

5 minutes before the call make sure you do the following:

- Make sure that you are in a quiet room with no interruptions
- Use your phone or laptop with headphones so that your hands are free for taking notes
- Make sure that you are recording the call
- Print out any application forms you've received from your potential client and have them in front of you
- Have a pen and notepad in front of you
- Don't have any screens in front of you which can distract you. Turn off all notifications
- Release all attachment to the "YES" and put all attachment into "Accurate Diagnosis"
- Get into peak state by listening to your favourite song and do some press ups
- Once the prospect has joined the zoom room, lock the room
- Make sure you have all payment gateways open and ready to process payment

Mental Model

A doctor's job is to diagnose the problem. Prescribing a solution or quoting a figure without understanding of the true problem would be considered "professional malpractice."

Price is contextual and must be anchored to the cost of missed opportunity. Price doesn't make sense in isolation, so do not quote a price until you fully understand the problem, the cost of not fixing the problem, and can link your fees to the fees of the prospect doing nothing.

People are coming to you because they don't know how to do something on their own, something that you know how to do. The economics are in YOUR favor - the cost of signing up with you is drastically lower than the cost of them going it alone, wasting their time, effort and money when you could shortcut the entire process for them.

Finally, remember that you have a duty of care to your prospect. If they are a good fit and you let them walk away, you're doing a disservice to them and your mission.

10 Certainties

For a call to close, you need to check-off the following 10 certainties. The following script allows you to do this, but it's good practise to have these written down on your notepad and check them off as you go through the call encase you go off script.

- **Pain/Problem** (What's their surface level pain (e.g. Not enough leads, 20lbs overweight etc) and deep emotional pain (e.g. unable to find love, have sex with the lights on, make enough money to start a family etc)
- **Desire** - What is it they want to achieve, both surface level and emotional
- **Roadblock/Challenge** - What do they believe is stopping them from achieving their desire/Goals
- **COI (Cost of Inaction)** - What will happen if they don't fix their problem
- **Finances** - Do they have the funds to buy your service/product
- **Spouse / Partner** - Who else are they doing this for and are they supportive
- **Trust** - Have you established yourself as the authority via leadership on the call
- **Timing** - Are they ready to go right now?
- **Coachability** - Are they welcoming your feedback or resistant?

5 Sections:

1. Opening: Building rapport and setting the scene
2. Discovery: The main body of the call
3. Transition: Setting up the offer or diverting the call for a follow up
4. Offer: Pitching the service/product and delivering the price
5. Objections: Diffusing any concerns and increasing certainty

Rapport Building:

This is simply to help just warm up the potential client and make them feel welcome. This should maybe last from 1m-2m tops.

- Greet them
- Conversation

Pre Framing The Call:

Pre framing the call is tremendously important as it allows you and the potential client to meet expectations and become in instant alignment with eachothers intentions for the call. In short, this allows the potential client to know what will happen in the call and possible outcomes.

A: Give them clarity

B: Help them understand what they're struggling with, what they need, and how they're going to struggle until they get help

Example of Pre Framing the call:

Hey Joe, so on this call, my main objective is to give you clarity over where you're at right now, where you're looking to go and what's ultimately stopping you from closing the gap.

I tell you this so that you know that I'm here to help and also at the same time, be able to dive into this conversation with you to find the best solution moving forwards. That could mean getting access to a bunch of useful resources that I share with private clients, book recommendations or even potentially looking at what it could mean, possibly working together on a deeper and more collaborative level, however together, we're going to find the right path for you.

Sound good?

PROSPECT: YES

Awesome. So before we dive in Joe, I of course want to make sure that whatever we decide here to today, you're able to make those type of decisions on your own for example if it meant working together, would you be able to make that call on your own, or would you need someone else here with you such as a partner, friend, relative etc?

If they need someone else, then reschedule, if not, then continue.

Discovery:

This section is all about discovering their why. This will be very useful to you later in the call and it's important to keep in mind so that IF you do face objections later in the call, you have this to fall back on if needed.

A: What's your goal?

B: Why is this important to you specifically?

C: Why do you say that exactly?

Roadblocks / Challenges

A: What's the biggest struggle when making this happen?

B: What have you tried?

C: Why do you feel those things didn't work?

Digging Deeper / COI

A: What is it about (Current situation) that you don't like?

B: And how long has this been the case?

C: How has it affected other areas of your life such as personal, at home, work, social events etc?

D: And how does that feel

E: And let's say that we weren't able to deal with (insert problems) how would that change your life? I'm assuming it's not good right?

F: Do (Current problems) impact anyone else's life besides your own right now? (Partner, kids, work colleagues etc)

Positioning You As The Solution

A: What do you think you need in order to eliminate (current problems) once and for all?

B: Why do you say that exactly?

C: Let's say we were able to get you to (Insert goal) how would life be like for you then?

D: And how would that make you feel?

Offer Transition

Well look NAME, as you'd probably agree, we've covered a lot of ground here today and based on where you're at, I definitely feel with what we've got going on over here could be very supportive of you reaching insert goals, so with that being said, would you be open to explore how that might look together?

PROSPECT: Sure

YOU: Sweet. Have you got a pen and paper ready to take some brief notes?

PROSPECT: Yup

YOU: Ok sweet, I'm going to take you through the INSERT PROGRAMME NAME

Breakdown the Pillars Of Your Offer

PILLAR 1:

FITNESS EXAMPLE:: “Eat anything, anytime system”

B2B EXAMPLE: “High Ticket Positioning”

PILLAR 2:

FITNESS EXAMPLE: “Train n Gain Method”

B2B EXAMPLE: “Leads on Tap”

PILLAR 3:

FITNESS EXAMPLE: “365 Accountability System”

B2B EXAMPLE: “365 Accountability System”

Deliverables:

Describe how the programme is delivered.

Example:

- 1x 30m weekly 1:1 call
- 1x Weekly group coaching sessions
- Unlimited direct messenger access
- End of Week Report check ins
- Personalised welcome gift
- VIP facebook group

Temperature Check:

So now that we’ve been through INSERT PROGRAMME NAME, how do you feel about the process specifically? Is this something you feel like can help reach INSERT GOAL?

What questions do you have for me?

If all clear, then move on to the price pitch

Price Pitch:

So NAME, for anyone who just clicks through onto one of my sites and signs up on the spot, it’s usually \$2500 for 12 weeks, however as you’ve taken the time out of your day to jump on this call and you’re clearly someone who takes action. I’d like to reward that by knocking off a total of \$1000, making it just \$1500. Sound fair enough?

