**SAMPLE SALES CALL SCRIPt**

**\*\* Remember to also record your sales call so you have it to refer back to\*\***

1. **Build rapport with the ideal client:**

Hello, how are you ,etc.

1. **Set Expectations on the Call**:

Over the next 45 minutes we are going to dive into strategy for your business. My goal is to understand what you are doing today so I can suggest a plan of action for you that is going to get you to your goal.

1. **Set expectations on asking for them to become a client upfront!**

By the end of the call if you are happy with the plan we have laid I am going to invite you to work with me 1:1. And from there you are going to have 3 options:

1. You can tell me yes and we will immediately get you going with a strategy for you.
2. You can say no, that either you don’t think this is a good fit or you don’t have any resources to make it work. That’s totally ok you won’t hurt my feelings.
3. Some people will say they need to think about it, check on some things, and get back to me. What I’ve found is that I’ve taken enough of these calls to know that those who don’t take action immediately will continue to not take action.

So all I’m looking for is for you to give me a yes and well get started or no answer and either way I’ll be ok with that.

So, before we dive in are you 100% clear on that and in a position to make a yes or no decision on your own?

(if spouse or someone else is needed is needed): ( Reschedule this call ) Okay, well let’s reschedule this for a time that they can be on the call as well. I would rather have both of you to hear exactly what you are working towards from me, and if we decide to work together, we can work out a financial plan and I’ll be there to answer call the questions. That’s just way more efficient, okay?

1. **Kick off the discovery portion:**

Ok so let’s dive in and better understand your business!

4a. What’s your main goal right now?

Why did you decide to take this call?

Why is solving X problem important to you?

\*\*Sometimes in the beginning of the call people will be a little shy and not want to open up- but you really want to keep asking these sorts of questions until they get more comfortable. If the person is really difficult to talk to you can give them examples ( ex for designer : Many of my clients tell me that the biggest challenge they have is finding the time to create designs for their business and that it is really difficult for the designs to come out professional- do those challenges sound familiar to you ) \*\*

1. **Diving into deepest struggles** :

What is the biggest challenge keeping you from hitting your goal?

What have you tried so far?

Why has what you have tried not been successful?

How long have you been trying to hit this goal?

How has not hitting the goal affected your life? ( Stress, lack of self confidence, being stuck in a job I hate, not able to get clients which is loosing me money etc).

\*\*You really want to dive deep and encourage your ideal client to give as detailed of a response as possible because their response to this question is going to make them realize they really need help!!\*\*

What is going to happen if you continue to not hit this goal? What areas of your life does not hitting this goal affect? ( confidence, finances, relationships etc. )

1. **Diving into the ideal solution:**

What do you need in order to be successful and hit your goals?

What does the ideal program look like for you?

\*\* This is where you are asking your ideal client what they are looking for. This is going to help you tremendously because as you go into your offer ( in a few minutes ) you are going to know exactly what is important to your ideal client and can emphasize this \*\*

1. **Picturing themselves in the ideal situation :**

What would your life be like if you could solve this problem in as little as the next 30 days?

What areas of your life will be better?

What will you do with X (the extra time, the extra money etc ).

\*\*This is where you want to get your client into them feeling how good it will feel to be in their ideal state. The more you can get them excited about solving their problem and what having that solved will feel like the better.\*\*

1. **Reminding them they need your help:**

What is stopping you from figuring this out on your own?

\*\*This is where you want to get your ideal client to admit that they do really need your help\*\*

1. **Ask to pitch:** Ok so based off of what you shared I do have a solution for you. Are you open to me sharing a bit more about myself and what I do?

\*\* You only want to go into your offer if they say yes. You don’t want to pitch someone who doesn’t want to hear it \*\*

**10)Re-qualify your ideal client :** So before I dive into the nitty gritty of what I do and how I can help- I only take on clients who have all of these 3 qualities :

1. Coachability- need to be open to learning
2. Authenticity- not a copy and paste coach- intentional about providing value to their clients
3. Ready to take action- because again I’ve done this long enough to know that those who are not ready to take action and are just not serious about building their business

Does that make sense?

Do you feel like you fit this criteria?

\*\* You want to make sure the ideal client is selling you on why they would be a good fit to take you on as a client just as much as you are selling them on why they would get value from your services\*\*

**11)Going into your offer:**

What you want to do here is break down your offer into 3 pillars. Each pillar is going to be a major selling point for them and a reason they should want to work with you. You can see an example of what I do here below :

1. A Signature Offer- I work with you to develop an offer that people NEED. I help you to make it compelling, unique and help you to price it, with the pitch ,overcoming objections and so on. what makes you unique what is the value that you bring to the table that separates yourself from others
2. Accountability: I work with you 1:1 through your offer- this is not one of those programs where I you are going to get lost in a group or send you an online course and never hear from you again. Your success is my success and I partner with my clients to ensure they become successful.
3. Action: I work with you to make the perfect plan- this is based off of what you share with me as well as what I have seen be proven to work before. This is a huge pillar because as you could imagine I could give you the perfect plan but if you do not execute on it then you are not going to get any results- make sense?

What I do is work with you in a high touch 1:1 environment. In addition to our calls we can communicate via Voxer or you can ping me via facebook- I’m always going to be here to answer your questions.

My ultimate goal is to get you to your revenue goals and not just have a big pop of a 10k month but to get you to a point where you can get this revenue consistently and really rely on it

**12) Questions:**

Do you have any questions at this point?

After you have just say “awesome, so where would you like to go from here? Are you still feeling good? Ready to here the nitty gritty?

They’ll say yes

You sure?

**13) Price :**

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| --- |
| So option A is to work with me for 90 days in 1:1 capacity for X( higher number than you want) . Now because I like to work with people who are ready to take action right away and because those are the people who have always been my most successful clients if you are able to commit on this call I have a 1X fast action discount where my completely tailored 1:1 program is Y( the number you want them to end at ) Is there any questions I can answer for you on this? |
| If price sounds too high : Now, what I do in your scenario is if you feel this is a fit and you want to be on board but the price tag makes your eyes pop out of your head or you have a mini heart attack, or whatever reaction you might have, maybe you didn't have one. **What I do is as long as you can do a minimum deposit, which would just be, "Hey, Alexandra, I am serious about growing my business”** And do a minimum deposit of $500 I can hold that price for you for 45 days so you have time to think about it. \*\*Basically if they are interested but not ready to spend the money you want them to make some sort of commitment here \*\***14) Take Payment:** If they say they have to think about it you are not going to make the sale. You need to take the payment over the phone!!  |
| **14) Next steps If yes:** Ok great now that the payment went through I will send you over a contract. Once the contract is squared away I will send you a welcome questionnaire and we will set up our first call together.  |