

Leverage these scripts in all sales situations from booking appts to closing. Happy Selling!

WE'RE HAPPY:

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'awesome! Well you shouldn't even think about going anywhere!' In fact, that's exactly what many of type of clients we work with initially said the first time I called. If i could help you **[INSERT CORE OF YOUR PITCH]**, would you be open to scheduling a brief conversation?

I'M BUSY:

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'i figured you would be, and i'm not here to take up your time'. My main goal is to help you make more money, and i'm confident I can do that. How about we find a time to briefly talk next week at **[INSERT TIME]**. How does that sound?

that's exactly why I called, and I wanted to find a time that's most convenient for you. How about we get together next Tuesday at 2 pm instead?



SEND ME INFO:

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'sure, i'd be glad to. Can you tell me specifically what you're looking for?'

'sure, i'd be glad to. Just to be sure i'm sending you over the right information, what would specifically would you like me to send you? (wait for reply)..We actually have a profit calculator that can tell you the exact amount of money you may be leaving on the table with your existing deal, and the additional revenue you can create right now without doing any additional work. Would you like me to send this over to you? Ok great, what's the best email?

"I'll be happy to send over information, but to make best use of our time, would it make sense if I send the information inside a calendar invitation, and if the info resonates, you can just accept the appt time?"

NOT INTERESTED:

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Actually that's exactly what many of type of clients we work with initially said the first time I called. Most business that do Groupon don't think they can make more money because they're already giving up a significant amount of revenue already to drive sales. How about we have a brief conversation next week to see if i can help you more money?

You know that's what a lot of my current clients said the first time I called. Most businesses say they're not interested before they see how much more money we can make them. I don't know if our service will be a perfect fit, but does it at least make sense for us to have a brief conversation to find out?

I totally understand. In fact, that's exactly what our clients initially said the first time I called. They were surprised at how much revenue there were leaving on the table, and how much additional money I could help them make without doing any additional work on their part. So, if I could help you make an additional **[INSERT AMOUNT]** right now, could we have a brief conversation next week?

you know, that's a common response I often hear when reaching out the first time. you don't know me. I get it. But just to be fair, what If our conversation resulted in us helping you increase profits and driving more customers in the door, with no obligation on your part. Would that be worth 15 minute conversation to at least investigate the possibilities?



LET'S WAIT/NOT RIGHT NOW

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Out of curiosity, what do you think waiting will change with your current situation versus what can change right now with my help?

I can understand how this is a big decision to make, and I see why you'd want to wait. You conveyed that you're not currently **[INSERT THING THEY'RE NOT DOING & THE IMPACT OF IT]**. Do you think you'll be further along in achieving **[DESIRE]** if we don't take action? How about we do this: We get started today, I'll help get everything situated, and we review after 30 days to see if you still want to move forward. How does that sound?



Let me ask you this. What is the core challenge you need solved right now?

PRICE/COST TOO MUCH

I agree. it is a big investment. Let me ask you this. If we put the cost aside, would you move forward today?

I can understand how making an investment like this is uncomfortable, especially when you don't know if it will yield an ROI. Let me ask you this: If I could prove results before spending a penny with me, would that change your situation? (wait for response) Well, let's schedule a time to get together to show you how it works.

I understand it's a big investment. But let me ask you this. What if the result of our work actually made you more than you invested with me, so it cost you nothing. Would that help you feel more at ease?

I understand it's a good amount, but it's what you need, and we should definitely move forward!



INDECISIVE/CAN'T MAKE A DECISION/ NEED TO THINK ABOUT IT



"On a scale of 1-10 where would you say you're at in us moving forward today?" (Listen).. What would make it a 10?

"I understand and I appreciate you want to think about your decision before making it. Let me ask you this: on a scale from one to ten, ten being you are absolutely certain and ready to go, and 1 being you wouldn't move forward no matter what, where would you stand at this time?" (what would make it a 10?)