



IMPORTANT ACTION STEP!

If you are in different niche than business coaching / make money online, please copy and paste this script into a doc and EDIT it for your offer by following the FRAMEWORK!

Also remember this is a SCRIPT / GUIDELINE to follow.

When you are on the call you'll want to be relaxed and NOT robotic.

You are there to have a friendly conversation with the potential client to genuinely help them overcome their BIG PROBLEMS so they can take action by buying your offer to achieve the END-RESULT they desire!

CALL #1

STAGE #1 – CONNECTION – SITUATION QUESTIONS

Part 1 – QUICK RELATIONSHIP BUILDING!

Hey is that “NAME”? “1st YES”

How’s it going and whereabouts in the world are you calling from?

Awesome, well I am originally from the UK, about 3 hours from London but I am travelling around the world at the moment and currently in Reykjavik, Iceland.

Part 2 – Set The Strategy Call Agenda + Position Yourself As An Authority.

So “NAME” the purpose of today’s call is to get to know each other a bit better and get a better understanding of your current situation and how I can help you out and then we can determine the next appropriate steps from there.

Does that sound good? “2ND YES”

Great here’s how these calls work... I am going to ask you a few questions...

... then I will quickly walk you through my proven 5-Step Million Dollar Business Blueprint” that helped my clients make \$3.4M in rapid time so you can understand the key components you need in place to scale to 6 & 7-Figures within the next 12months....

Then towards the end of the call I will tell you about what I have to OFFER and you can make a decision on whether you want to be a part of it to help FAST TRACK your results.

Does that sound good? “3RD YES”

STAGE #2 - DISCOVERY – SITUATION & PROBLEM QUESTIONS

Part 3 – Figure Out What They Want To Achieve In The Future & Their BIG PROBLEM That’s Holding Them Back From Achieving The END-RESULT They Desire!

NOTE : *Be Aware of what they say there biggest problem is and skim over that step FAST during VALUE STAGE of the call*

when you share the overview e.g “5-Steps Million Dollar Business Blueprint PDF” training – For example If they say their biggest problem is TRAFFIC skim over that step of the PDF.

You do not want to solve their BIG PROBLEM on the strategy call otherwise they will not buy your PRODUCT / SERVICE OFFER at the end of the call. You want to make them FEEL THE PAIN of it not being solved so they buy now when you go in for the close!

WHEN ASKING THESE FOLLOWING SITUATION & PROBLEM QUESTIONS “LISTEN” AND TAKE NOTES TO REFER BACK TO IN THE LATER STAGES OF THE CALL WHEN YOU TRANSITION INTO THE OFFER & CLOSE THE SALE!

- How long have you been working online?
- So “NAME” tell me more about your STORY and what you want to achieve in the future?
- If I could help you make a certain amount of money per month so you can live a life of more FREEDOM, what income number would that be?

- And what's the BIGGEST CHALLENGE you have been facing in your business that's stopping you from getting to the next level?

- And what motivated you to book a free strategy call with me today?

Part 4 – Diving Deeper Into The BIG PROBLEM That's Holding Them Back From Achieving The RESULT!

SITUATION & PROBLEM QUESTIONS

- What are you selling?
- How are you pricing the product(s)?
- Who is your ideal customer?
- What's your BIG PROMISE / MARKETING IDEA?
- What's your U.S.P (*Unique Selling Proposition*)?
- Do you have a U.S.S.P (Unique Story Selling Proposition)?
- Do you have a Unique Mechanism, if yes what is it?
- Why do people buy your product / service?
- What is your sales process from stranger to client?
- Are you selling multiple products, if yes... which makes up the largest sales volume?

Part 5 – Gather Important Data & Cause Self Inflicted Pain

- How are you currently getting customers?
- Do you know how much it is costing you to get a customer?
- How big is your email list / audience?
- Do you have a proven optimized SALES FUNNEL in place to get new customers on demand?
- Are you comfortable relying on this style of running your business?

Part 6 – Figure Out There Their DEEP EMOTIONAL DESIRE & What They Really Want & Desire!

THE MAGIC QUESTIONS!

- *How Much Are You Currently Making Per Month From Your Online Business Right Now?*
- Ok “NAME” if I could help you GROW your business & make a certain amount of money per month over the next year how much would that be?

YOU MUST GET AN ANSWER TO THESE 2 MAGIC QUESTION BEFORE MOVING FORWARD WITH THE CALL!

BE THE BUSINESS DOCTOR & DIAGNOSE THE PROBLEM!

At this stage of the call you should have the answers to the 2 MAGIC QUESTIONS

1) How Much They Are Currently Making Per Month From Their Business Or Job?

Eg: \$10,000

2) How Much They Want & Desire To Make Per Month?

Eg: \$100,000

*When you have answers to these 2 questions the next step is figure out the **DEEP EMOTIONAL DESIRE** of **WHY** they want to make more money because people only make buying decisions based off **EMOTION** and then back it up by **LOGIC**.*

*Then during and after the **VALUE PROPOSITION STAGE** you want to **POSITION** yourself as the **AUTHORITY EXPERT** to help them go from their current revenue / income number to their future desired revenue / income number in the **FASTEST** time possible!*

- How would your **LIFE** & your **BUSINESS** be different If I helped you make “**ENTER DESIRED MONTHLY INCOME NUMBER**” eg: \$100,000 per month?

- And would getting to “e.g. \$100,000 per month” have an impact on other areas of your life?

What’s the real reason WHY you want to make that kind of money?

Depending on what niche / industry you are operating in...here you’re looking for answers like...

FAMILY, TIME FREEDOM, LOCATION FREEDOM, SECURITY, MORE CHOICES, FREEDOM etc and you’ll want use this data / information during the TRANSITION & CLOSE stages of the call”

*You’ll also want to **MOTIVATE, INSPIRE AND ENCOURAGE their vision for the future** during this stage of the call and tell them they can do it with the right guidance, coaching, knowledge, insights, accountability and support.*

Plus, if they are aiming too low in terms of their income goal EXPAND their minds and help the realise what is actually possible by sharing some of your client wins / case studies if you have them.

STAGE #3 – VALUE PROPOSITION

Part 7 – OPTIONAL BUT ADVISABLE – Share a Brief Value Proposition So You Can Use 2 of the 6-Psychological Triggers of Influence (*Authority + Reciprocation*) To Increase Sales Conversion Rates!

During this stage of the call, you'll want to have your 5-Step Value PDF available and briefly go over some of the steps on the journey towards achieving the end-result!

However, you DO NOT want to go into detail in relation the HOW! This is just a quick overview to share some value with the potential new client!

Here we are using the “WOW not HOW” method to get them excited and also to demonstrate that you know what you are talking about.

In my business I follow the “5-Step Million Dollar Business Blueprint PDF”

After briefly going over the 5 steps you'll then ask...

- Do you have any questions you'd like me to quickly answer about the steps before moving on with the rest of the call?

STAGE #4 - TRANSITION

Part 8 – The Challenge + Desired End Result Recap & The Offer Permission Transition While Positioning Yourself As The EXPERT AUTHORITY!

- So, you've told me your BIGGEST CHALLENGE is
[X.....]

And that your DESIRE is to make [\$X.....] per month so
you can [*ENTER DEEP EMOTIONAL DESIRE! E.g. LIVE A
LIFE OF MORE FREEDOM WHILE SPENDING MORE TIME
WITH MY KIDS etc*]

Now my area of expertise is helping entrepreneurs just like you,
get the correct million-dollar education and set up proven sales
conversion system that reliably and predictably creates profits
WITHOUT wasting time & energy...

... Now I know exactly how to help you go from where you are
now to you desire income of [\$X.....] per month rapidly,
just like I've helped many of my previous clients.

So... I definitely think my DONE FOR YOU Infrastructure Offer
+ Coaching Program could be a good fit for you.

What I'd like to do is just briefly go through some of the details
with you.

Would that be ok with you? **“YES”**

Part 9 – Presenting Your M.D.I.O (Million Dollar Irresistible Offer)

Here you have 2 options:

OPTION #1 – Present The Offer Over The Phone

If you already know how to sell effectively, just present the offer over the phone by focusing on helping the potential client overcome the SPECIFIC big problems they are facing and SELL the END-RESULT you can help them achieve!

OPTION #2 - The PERFECT END-RESULT PITCH VSL / Sales Page Method!

This requires you to create a short 7-12 minute power point slide dec or sales page and record your sales pitch by selling the end result!

You'll send them a link and stay on the call while they watch the video presentation! You can also just walk them through the presentation while sharing your screen on zoom.

(Go to module #8 of the Client Acquisition Accelerator course to see the example of my Perfect End Result Pitch VSL + Sales Page so you can model and get some ideas if you haven't created your own yet!)

- So what I will do "NAME"... is I will send you over a link to your Facebook messenger / share my screen if using Zoom.

Click the link and watch the short video presentation in full.

The video is only 7-12 minutes long so I will stay live on the call with you and after you have watched it... say "hello" back and I will answer any questions you may have & talk more about the MASTERY BONSUES that you'll get for FREE so you can fully understand the power of what you're getting access to.

Does that sound good? "YES"

When you have walked them through the offer presentation over the phone, via sharing your zoom screen or by sending the video sales pitch presentation link to watch you'll then move onto...

STAGE #6 – COMMITMENT & CLOSE

Part 10 – Reverse Psychology Switch Using The SCALE Close!

Hi "name" what were your thoughts on the presentation and on a scale of 1 to 10 with 1 being this isn't for you and 10 being this might be what you're looking for to help you achieve your income goals and live a life of more FREEDOM... where would you rate yourself?

If they rate themselves 7 or above.... Ask them the following question...

- Awesome! Why did you rate it so high?

Asking the potential customer / client this very important NINJA QUESTION flips the psychology of the sales call completely around and they are now telling you all the BENEFITS of why they should buy your offer which results in them selling themselves.

Part 11 – Brief Irresistible Offer Walkthrough + Mastery 1-3 Bonuses + FAST ACTION Price Reveal Using REAL Urgency & Scarcity!

During this part of the call the prospect will probably have some questions around the features of your program /offer.

Walk them through the steps to get end-result by briefly going over them and tying it into the DEEP EMOTION DESIRE they want to achieve in the future!

During this section we are going to offer a FREE fast action MASTERY BONUS that is directly linked to the BIG PROBLEM they have previously told you on the call.

For example: If they said they were struggling with getting traffic and leads you could offer a bonus where you write 4 of their ads for them. Or if they are struggling with converting sales, you could offer them a done for you sales rep or proven optimised funnel.

After you have briefly walked them through the components / modules of your offer while tying in the BENEFITS of achieving the end-result e.g. more TIME, LOCATION & FINANCIAL FREEDOM then reveal the special FAST ACTION STRATEGY CALL DISCOUNT PRICE.

Here's an example:

- So "NAME" what you're getting today is a TOTAL VALUE of \$58,970

Now the GENERAL PUBLIC PRICE for (OFFER NAME) is \$10K but because we've spent some quality time together on the call... I am going to give you a special FAST ACTION DISCOUNT.

If you make the decision today and get started, I will knock \$5K OFF the normal investment... so you can get access to everything you need to succeed and hit your end goal with my personal help for ONLY \$4,997!

(EXPLAIN YOUR BETTER THAN RISK FREE GUARANTEE!)

Now because of the nature of the offer we only have 5 more spots available because of the work that is required to get everything set up & help you!

Would that be something you might be interested in so I can help you achieve (*DEEP EMOTION END GOAL?*)

THEN SHUT UP – Sometimes the silence goes on for longer than 30 seconds to 1 minute.

Its super important you do NOT say a word until the lead on the phone says something first... and always expect the first NO!

The real sale starts when the clients says NO and it's your job to **overcome their OBJECTIONS** by keeping them on the straight-line towards the sale so the only logical thing for them to do is to buy now!

At this point the client's brain is trying to calculate all the value they are receiving compared to the price. They are also weighing up the fast action discount price.

Now depending on what the clients says the call can go 1 of 2 ways...

- 1) **They BUY NOW** - Many of the clients that I have previously done sales calls with get started on the 1st call and pay in full or on a payment plan straight away because of 5 main reasons:

A) The True VALUE of Your M.D.I.O (Offer)

B) Getting Access To 1-3 of Your FAST ACTION MASTERY BONUSES That Directly Helps Them Overcome Their Specific BIG PROBLEM!

C) They Have Sold Themselves On Your Offer Due To The Sales Psychology Switch (Prospect Rating Your Offer From 1-10)

D) The Special FAST ACTION DISCOUNT Price

E) The Use of REAL URGENCY & SCARCITY!

F) The Better Than Risk Free GUARANTEE!

So "NAME" Do you have any more questions? "NO"

Awesome! Would you like me to help you get started so we can help you? "YES"

Great I will send you over the payment details and as soon as you have completed that I will send you over your access to the coaching program and the mastery bonuses and we will get started working together...

Great to have you on board "NAME" and looking forward to working with you!

Make sure you stay on the phone while you are completing the payment details by sending them a link over the DM's in messenger or via email / SMS text!

SALE COMPLETED!

2) They need you to help them overcome OBJECTIONS!

The majority of prospects will have some questions and objections they need help overcoming before the buy!

If they have objections, you'll want to RECAP how you & your offer can help them go from their current painful situation to the

desired situation of pleasure and tie in the emotional benefits + STUDENT / CLIENT CASE STUDIES & RESULTS by OVERCOMING the specific OBJECTION they have told you on the call!

*To do this go to the **OBJECTION & SALES CLOSING DOCUMENT PDF** I have given you access to inside the C.A.A high ticket sales course module!*

Also note: *Your offer should have 5-7 Mastery Bonuses that they will get for FREE when they buy.*

At this point during the call, you have only revealed 1-3 of your bonuses so as you are overcoming their objections you will keep stacking on the mastery bonuses and increase the monetary value of your offer, so the offer becomes infinitely more valuable as call continues which improves sales conversions!

*Your goal here is to make your offer so valuable the client FEELS bat sh*t crazy for saying no while selling the END-RESULT they deeply desire!*

If they still don't buy depending on your dynamic offer structure if you're more advanced, you can down sell them into your lower ticket offer if you have one to get them inside your value eco-system.

Or you can just send them some more information on the current high ticket offer ready for your next follow up call.

If you are selling high ticket offers from \$5k - \$100k per sale you may need 2 or 3 calls to convert the client.

*If that's the case, go to the **Million Dollar Follow Up Call Script** inside module #4 of the Client Acquisition Accelerator course and arrange a time and date for a follow up call! 😊*

