



## CALL #2 – FOLLOW UP CONVERSION CALL

### IMPORTANT ACTION STEP!

If you are in different niche / industry 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!

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*If you are selling \$4,997 & \$10,000 - \$100,000 OFFERS usually it will take 2 calls... sometimes 3 phone calls to convert the client by showing them the...*

1) **PERCIEVED VALUE** - Getting the lead to understand the power of what they are really getting when they invest. (e.g. Million Dollar Education + Million Dollar Insights + Mastery Bonuses + **DONE FOR YOU** Components + Coaching, Guidance, Accountability & Support to help them achieve the **END-RESULT** they desire with a **BETTER THAN RISK FREE GUARANTEE!**)

2) **DEEP EMOTIONAL BENEFITS** – You should have already gathered this information on the application form and the first initial strategy call. Refer to this information during the follow up call and get them to understand that the OFFER can help fast track their success & RESULTS so they can move away from the PAIN that they are currently experiencing in their life or towards PLEASURE by tapping into the EMOTIONAL BENEFITS!

3) **OPPORTUNITY COST** – Showing them how much it will cost them in time, energy, effort, sacrifice and money by not getting started. E.g. If you can paint the picture and share with them that you have the power to help them make \$100,000+ in

*their first 12 months... investing \$9,997 for a coaching program seems cheap. Multiply that by 3-5 years and that's \$300,000 - \$500,000 in lost revenue / income.*

*4) **THE DEADLINE** – Explain to them that there is a strict deadline for them to get started! Real SCARCITY is one of the 6-Psychological Triggers of Influence and gets people to take action and buy now! Most online business owners use fake scarcity and urgency. You do not want to do this. It must be real & believable for it to be truly effective!*

**BEFORE THE FOLLOW UP CALL MAKE SURE YOU HAVE THE OBJECTION DOCUMENT OPEN AND ALSO CREATE A STRATEGICAL CUSTOM MADE PLAN FOR THE CLIENT BEFORE TAKING THE CALL WITHOUT GOING INTO DETAILS.**

**(SHARE THE OVERVIEW ON HOW YOU CAN HELP THEM BASED OFF THEIR CURRENT CHALLENGES AND DESIRES!)**

**CREATE A CUSTOM OVERVIEW PLAN BEFORE THE CALL BASED ON THE INFORMATION THEY HAVE PREVIOUSLY SHARED WITH YOU IN THE APPLICATION FORM AND THE 1ST STRATEGY CALL!**

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**Part 1 – Call Intro + Authority + Taking Control of The Call!**

Hey “NAME” how’s it going?

Great, have you watched the video and read through all the info I sent you?

Ok cool, so the purpose of today’s follow up call is for me to answer any questions you may have... then we will quickly go over the plan to show you what’s gonna happen when you join the program so you can get (*DESIRED END RESULT!*)

Does that sound good?

Great!

Now before we do that I’m just going to ask a few questions so I can get a much better understand of your business / current situation... that way I can better help you out.

## **Part 2 - Go Over The BIG PROBLEM(S) They Told You In The Previous Call & The Application!**

### **DIVE DEEPER INTO THE PROBLEMS BY ASKING MORE 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?
- Do you have a compelling Marketing Message Dialed In Targeting Your Core Client Avatar?
- What's your U.S.P (Unique Selling Proposition)?
- Have you implemented 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's the deep emotional benefit of why clients buy from you?
- What is your sales process from stranger to client?
- Are you selling multiple products, if yes... which makes up the largest sales volume?

**Part 3 – 100X The Problem & Cause Self Inflicted Pain So They TAKE ACTION & Reinforce That You Can Help Them**

## **Achieve The END-RESULT They DESIRE Then TRANSITION Into the Custom Made Business Plan OVERVIEW!**

- How are you currently getting customers? **TRAFFIC / LEAD GENERATION**
- Do you know how much your CPA is? How much is it costing you to get a customer?
- Do you have An optimized **SALES FUNNEL** in place to get new customers on demand? **SALES CONVERSION**
- Are you comfortable relying on this style of running your business?

So “NAME” it seems to me that you definitely need some help based on what you have told me.

On our previous call together, you told me you want to go from **[ENTER MONEY THEY ARE CURRENTLY MAKING eg \$10,000 per month]** to **[ENTER DESIRED INCOME eg \$100,000 per month]** ...

now I know exactly how to take you from where you are now... to where you want to go in the future so you can... [**ENTER DEEP EMOTIONAL DESIRE eg FREEDOM / HELP FAMILY**] so what I would like to briefly do is go over a custom made business PLAN that I have personally created for you on exactly how I can help you.

Does that sound good?

Cool before we do that... If I could help you get to [**ENTER DESIRED INCOME eg \$100,000 per month**] how is that going to effect your business and your life?

**SUPPORT THEIR VISION!**

**BRIEFLY GO OVER THE BUSINESS PLAN WHILE LASER FOCUSING ON THE AREAS THAT THEY NEED HELP WITH BASED ON THE PROBLEM(S) THEY HAVE PREVIOUSLY TOLD YOU BUT DO NOT GO INTO TOO MUCH DETAIL INTO THE FEATURES.**

**YOU WANT THEM FOCUSED ON THE END RESULT!**

Do you have any questions about the plan?

## **Part 4 – “Sales Psychology Switch” So You Can Get Them To Sell Themselves!**

Ok, “NAME” you said you want to make [ENTER DESIRED INCOME GOAL eg \$100,000 per month].

Tell me what’s stopping you from getting there on your own?

**LISTEN FOR THESE 3 REASONS WHY PEOPLE BUY PRODUCTS / HIRE COACHES / CONSULTANTS / GET DONE FOR YOU OFFER!**

- 1) Inability to get to their desired result on their own.**
- 2) Want to get results faster.**
- 3) Want to use a proven sales conversion system & have help, guidance, support and accountability from someone that has already done it.**

**Part 5 – Tapping Into The Commitment & Consistency Bias & Tying In STRONG EMOTION While Keeping Them On The Straight Line Of The Sale Using IMPLICATION QUESTIONS.**

- Ok “NAME” so you’re currently making [ENTER \$XXXX PER MONTH] Why not keep doing what you have previously been doing and stay where you are?

- Ok and if you don't make a change right now how is that going to affect other areas of your life?

- Ok so you have told me you want to fix this problem, right... Now on a scale of 1-10 with 1 your not very committed to fixing this problem and 10 being you desperately need to fix this problem now...

Where would you rate yourself?

**THE RESPOSE TO THESE QUESTIONS BRING OUT STRONG EMOTIONAL DRIVERS THAT GETS THEM TO MAKE A BUYING DECISION.**

Ok "NAME" Well I can definitely help you with (ENTER DESIRED END-RESULT e.g. SCALING your business.

Would you like me to explain how I can help you grow you income to [ENTER DESIRE INCOME GOAL eg: \$10,000 - \$100,000 per month] so you can [ADD IN DEEP EMOTIONAL DESIRE] ?

**Part 6- POSITION Yourself & Show Them You Are An EXPERT AUTHORITY That Can Help Them & FAST TRACK Their Success!**

Well my area of expertise is helping online business owners, coaches and consultants SCALE to \$10,000 - \$100,000 per month rapidly by giving you the PROVEN step by step ROAD-MAP and helping you **set up an automated sales conversion system** that creates PROFITS on demand so you can live a life of more TIME, LOCATION & FINANCIAL FREEDOM while working in your ZONE OF GENIUS!

**THEN BE SILENT**

**Step 7 – OFFER Transition – Offer STACK Slide Walkthrough While Keeping Them Focused On The OUTCOME / END-RESULT!**

Cool I what I will send you over a special link to now to your Facebook, then I will walk you through the modules and the mastery bonuses so you really understand the power of everything you are getting.

**>>>>> SEND NEW OFFER LINK SO YOU CAN WALK THEM THROUGH THE INNER CIRCLE COACHING PROGRAM <<<<<<<**

**OFFER WALKTRHOUGH – BREIFLY GO OVER EVERYTHING THEY ARE GETTING**

**Step 8 – FAST ACTION DISCOUNT Based Pricing Using Urgency... Scarcity + Recap The Guarantee!**

Example: Now the general public price is \$10K

But because we have spent some quality time on the strategy call together where I hope you've got some real value.

And after doing thousands of these calls myself... I have come to realise that the people that take action and make FAST DECISIONS always turn out to be the best clients to work with so...

Here's I am going to do ... I am going to give you a special FAST ACTION DISCOUNT PRICE so if you get started on the call today, I will knock off...

\$5,000

So, you can get started today for one investment of ONLY...

\$4,997

Would that be something you might be interested in so we can PARTNER together and get help you with (*ADD DEEP EMOTIONAL END RESULT e.g. SCALING your business so you can live a life of FREEDOM & HELP YOUR FAMILY?*)

**THEN BE SILENT**

**If they still have objections overcome them and use the...**

**OPPORTUNITY COST CLOSE!**

Now I know exactly how to get you to [*ENTER DESIRED INCOME GOAL eg \$10,000 - \$100,000 per month*] so if you take action and you are coachable your success is pretty much guaranteed.

You also have to think about something called OPPORTUNITY COST.

Do you know what that is?

**GO TO OBJECTIONS & SALES TRIAL CLOSES PDF &  
EXPLAIN OPPORTUNITY COST CLOSE**



IF the prospect say "OK yes..."

*"What's the next step?"*

*"Ok well what's next?"*

*"Ok how do we get started?"*

*"Ok let's do it!"*

When they are ready to move forward say:

Great "NAME"!

I will send you over the payment details via messenger now, take care of the investment and then we will get you onboarded.

Great to have you on board "NAME"

Looking forward to working with you and helping you SCALE your business!

**SALE IS MADE! \$ £**