



SALES CALL SCRIPT

When doing sales calls, it is very important to know why the other person is getting on the call.

The very first thing I recommend is either 1-2 qualifying questions or creating a questionnaire that is connected to your calendar.

What most people do is avoid talking about money. This will almost always result in a great call and end with, “I cant afford it.”

You want to know this information in advance.

A great way to qualify prospective authors is to ask them how many clients they are working with, what their annual income is—or the most direct way —if they have access to \$2,000 that can be used to invest in their business.

Also ask them what information they need in order to make a decision and ask them to bring anyone on the call that is needed to make financial decisions in their business.

It is important that you lead the call from start to finish.

No one has ever invested money with someone they perceive to be less of a leader than they are.

They need to know they can trust you to lead them and leading them on the call is where it starts.

You have the questions, you ask the questions, and then you invite them in if you like them.

This is how I lead calls...



Hi Lisa, I'm excited to meet with you today. We'll take the next 15 minutes to get to know each other better and see if you are a right fit for being in such and such book.

First off, I'd like to hear what caught your attention about the project and why you booked this call.

(Listen and say what you heard back to her.)

What do you need to know in order to feel good about participating in this project?

(Listen and reflect back.)

Would you benefit from more authority in your business and a supportive community to help you serve at the level you desire to?

(Listen and reflect back.)

Great! And are you in a position to invest \$___ in order to receive this type of support and opportunity?

(If you like them and answers are lining up, tell them directly.)

It sounds like we are on the same page and I would like to invite you to share your story in such and such book.

If I provided the link now, would you be able to register in the next couple of hours?

(If they say no, ask when they could. The point is you are creating an agreement and making it clear when next steps will happen.)

(If you are not on the same page, say, "I appreciate your time, but it doesn't sound like this is a good fit for us," and click off.)