

THE *Launchpad* DIY

MODULE EIGHT

Sales Scripts that Convert!

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If you lack confidence in your sales ability then your ideal client will pick up on it and read it as a lack of confidence in what you offer. They will doubt how amazing your services are because your energy, language, or tone of voice will say 'I'm not really confident about this'.

When you are selling transformation it's that little bit harder to see the benefits than if you were selling a physical product like a tv. Your ideal client will naturally want to gauge how to think about what you're offering.

When you are confident in your own ability to provide transformation, to sell and to present, you will engage them in a way that feels inspiring and reassuring. They will follow your lead, while developing their own confidence in their own ability to transform.

The best way to build your own confidence with sales is to practise having quality, well rounded conversations. When you are familiar with talking about the benefits, outcomes and solutions you offer, you will be more comfortable overcoming objections.

Manage your state before the call. Get yourself energised and feeling powerful. Remember, the potential client has asked for the call, so it is your job to coach them to a decision, to coach them through their fears to enable them to become the person they want to be.

You owe it to them to show up as your best self and challenge any objections, to remind them of where they don't want to be and to move into where they do want to be.

I used to get worried when challenging people's objections for fear of upsetting them. But leaving them in a resourceful state does not serve them or you. You must believe in your ability to work with them if they are right for you and handle those objections. The following 10 point sales script is a helpful guide for you in structuring your sales conversations. You can adapt the various elements to make them relevant to you and your client group.

1. Welcome them and set the scene

Welcome! I am so glad to have this call with you today. Okay, let me explain how this will work. I will ask you some key questions about where you are right now with your life and your business and what your goals are. My job is to find out where you need help. I will be listening for some specific things that may be holding you back from enjoying your life/business more fully.

Feel free to ask me any questions along the way too. The goal of our conversation is to determine if what I offer is a good fit for you and you're a good fit for me. It needs to work for both of us. In the end, we will check in with each other and go from there. Does that sound good?

2. Delve into their pain/struggle

You must do this to reveal the depth of the issue

Firstly, what made you want to have this call today?

I'd love to know more about that.

Where is it that you are struggling?

How do you know that it's a problem for you?

How is that impacting you?

What have you already tried to resolve this?

How long has this been a problem for you?

How has this impacted your relationships?

Your finances? Your health and wellbeing?



Agree with what is wrong in order to allow them to see the depth of the problem.

What have these problems/this problem cost you in the past? What is it costing you now and in the future?

On a scale of 1-10 (1=not important/10=extremely important), how important is this for you to get solved?

3. Identify their goals/create their vision

What is it you would like to create instead of this (problem)?

What specific results are you looking for?

Uncover the value

If you resolved this, how would this make a difference to your life (or business)?

And what is important about that?

So looking at this bigger goal, can you think of any milestones you might reach along the way? Shorter-term like 30-60 days?

How quickly would you like to move into that scenario?

What would that do for you?

What would be the best part about it?

What would that allow you to be, do or have that you currently don't?

What would it cost if you didn't fulfill this plan?

4. Introduce your offer

I understand that it is important for you to create some new results.

I'd like to explain what it would look like and how we could work together, to achieve the results you desire, is that ok?

5. Summarise the gap

It is entirely possible for you to remove this struggle and feeling stuck. I know you may not believe you can do this, but I know you can. I know that you can create the success and outcomes you desire. It begins with your mindset and creating habits and positive change. You have already started by speaking to me today, so well done!



*This is how I would take you from where you are towards your goals:
I have created a 5 step process (or whatever your process) using (NLP/ Positive Psychology or whatever you use) tools and my experience (5 years? 10 years?) I've had hundreds of clients have breakthroughs, I know how powerful this is!*

I created my signature programme (name of programme) to help you to stop struggling with (insert results here) in (one month? Three months?)

6. Share the results you will get

*From listening to you, I am sure we can achieve:
(identify 3-5 tangible results here related to their goals)
Would that be of value to you?
Does it match what you believe you are looking for?*

7. Describe what they will receive - benefits and features

*Here's a quick overview of what you get in the programme (name of programme), it is my signature programme which begins with you receiving your introductory pack, which you will then return to me, so that I can gain an in-depth understanding of you and your current reality so I can serve you for your highest good.
(Offer high-level outline of the programme).*

Talk about the Benefits i.e. *you will gain xxxx and be able to xxxxx.*

Then talk about the Features:

*It is 12 weeks, online, you will have one coaching call a week.
(Note: 'Features' don't sell; 'Benefits' do sell. People want to know how they will benefit from working with you.)
How does that sound? Do you have any questions?*



8. The reframe

Cool, so now we know that the programme is definitely right for you, which I pretty much knew anyway, it's time to see whether you are right for the program. I only want you on board if you are a 100% right, or else it's just a waste of time. But, if it is right, then we'd be silly NOT to do it.

I know you are willing to hear the truth if it means getting results, so I'm going to be honest with you.

What you have told me so far today has highlighted to me that if you keep doing what you are doing you will not get the results you want. End of.

Everyone in their life is at a certain point based on what they have done and you what you are doing is not working. Would you agree?

So, if that's going to change, then YOU'RE going to have to change in a big way. It's not easy to get results you want and the reason only some people succeed and others don't is because most people aren't willing to do what's required, and in all honesty? You haven't either, yet!

We both know that (reiterate their goals) is important to you.

Unless you are willing to step up, NOTHING is going to CHANGE, and there is NO WAY I can put you in this program because as I said, you won't get results. I have seen too many people full of good intentions and not willing to take action. Success isn't accidental; it requires consistent action.

The thing is, in order to make the changes you need, you need to be prepared to face your biggest fears, one after another and bust through them to create the success you desire. I am not sure if you are ready to do that, or whether or not this is important enough for you at this stage.

I know that you could potentially get results in the future, I am wondering if you have what it takes right now.



On the plus side, I can see, I see you have huge POTENTIAL. You are such (identify three outstanding qualities you've observed or qualifications obtained) and I'd really love to see you succeed.

At the end of the day though, if you don't make a decision to do something different, then nothing is going to change. You've told me how important it is to you to succeed because if you don't you will stay stuck (reiterate pain points). Despite how important it is for you to step up right now and as much as I want to help, ONLY you can make the decision to move forward.

Once you do, I will hold your hand and guide you every step of the way, until you build traction.

Working together, you will achieve:



BULLETPROOF MINDSET
MASSIVE PERSONAL AND OR BUSINESS GROWTH
UNSHAKEABLE SELF-BELIEF

So you need to make that decision.

Right now, I'm going to ask you a question, a question that will define your future. You can make an easy decision and stay where you are and continue to go in circles and getting nowhere FAST or a much harder decision that will set you free to live a life you are only dreaming of at the moment, and it's all on you.

So, my question to you is - Are you willing to step up, YES or NO? (Typically- the answer is YES)

I really think you will be perfect for the program. So, what is really exciting is that this program is specifically designed for exactly where you are now, and what you're struggling with. So, other than the investment, which we'll talk about in just a moment, do you have any questions?

Assuming the investment works for you, is this something you'd like to say yes to?



9. Investment

Would you like to know the investment?

Okay so you have two options. The first option is the instalments option which is £xxxxx per month, for xx months.

OR

Paid in full in advance, it's £Xxxx and comes with SIGNIFICANT savings of £xxxx on the instalments investment option.

You now have made a major impact on someone; someone who is deciding what their next step is. A step that can transform their life!

Wait until they start talking first! It's perfectly normal to have a moment of silence as they are making their choice.

Which option do you think will best support you?

10. Closing

Here are the next steps.

First, is to complete the admin – your telephone number, email, and to process your investment and schedule our first session.

(know your payment options in advance– do you take credit cards/Paypal/BACs transfer?)

Tell them the payment options.

Once we've processed your payment, we'll send over all the details on your programme, including your Introduction Pack.

Be Ready to Accept Payment!

In the meantime, let's set up our first session. (Book in session)

Agree their payment terms (instalment or in full) and take your payment

Get out there and have conversations!

Remember, not every ideal client will be ready to buy from you right now. You will not convert every call into a sale and that's ok. The more conversations you have, the more you will further qualify your ideal client type and tweak your model.

Practise having quality conversations that lead your ideal client through the many features and benefits that your course or programme has to offer.

Don't be afraid of no's. You will experience a lot of them while you perfect your pitch, refine your offer and develop your confidence. Use them as an opportunity to evaluate and learn. Every successful coach has been there.



Don't Be afraid of the No's