Cassie’s Heart-Centered Sales Script:

The 13-Step Easy, Authentic Sales Call!

**Part 0: Pre-Call Steps**

* Review their application and any other contact you’ve had with them
* Make sure that you are in a quiet room with no interruptions or distractions
* Put phones and devices on “do not disturb” and mute
* Use a phone with headphones so your hands are free for taking notes and expressing yourself freely, and ideally do a video call! Video calls have a higher conversion rate than phone calls.
* Record the call, if possible.
* Have a pen and notepad, in front of you, ready to take detailed notes.
* Release all attachment to the “YES” and put your energy into helping them!
* Do what you need to do to clear your energy and get into a good headspace, such as meditating.
* Get your energy up with a cup of coffee, a 30-second dance party, or your favorite way to boost your energy!
* Have the number ready to dial and make sure you dial the very moment the clock hits the specified time.

Pro Tips:

* *Name your Sales Call. Ideas: “Strategy Session” or “Discovery Call”*
* Don’t make it too difficult for yourself. Drill into a few key areas and get them excited about what’s possible, and then invite them into the transformation!
* Make sure to stay on time and not go more than a few minutes over your allotted time for this call. It’s important to respect their time and stay true to your word.

**Part 1: ­ Relationship-Building Chit Chat For 2­-3 Mins**

“Hey \_(their name)\_\_\_\_, this is \_\_(your name)\_\_\_\_, how are you? How’s life in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?”

“Great! I’ve got you down for your *strategy session* right now. How about we dive right in and get started?”

**Part 2: ­ Take Charge & State Intention of the call**

“Perfect! How this call will go is I’ve got the next [insert length of call] minutes set aside for you.

I’m going to be asking you some questions to get a clearer understanding of where you are at now, and where you want to go.

Then, if it sounds like I can help and if it feels like a good fit, I can share more about how my program works, and you can make a decision whether you want to be a part of it or not.

Sound good?

*Pro Tip: You must set the tone of being the leader for this call. Wait for the “ok awesome,” then move forward)*.

**Part 3: ­ Figure Out What Caused Them To Schedule Call & Why They Are Here**

“Great! So \_\_\_\_\_\_\_\_\_, tell me what inspired you to schedule a call with me?

One thing I like to ask is, why me and why now?

*Pro Tip: The “gold” here is an emotional answer filled with their problems and why they need your help, and your help specfically.*

**Part 4: ­ Understand Their Current Situation, Pain and Frustrations**

Phrases and questions to help you dig deeper:

* How is that affecting you?
* How else is that affecting you?
* Tell me more about that.
* What else have you tried to do to fix this?
* How long have you been dealing with this?
* Oh, so why do you need my help?
* How does that make you feel?
* Are there things you want to do or want to do better that are affected?

*Pro Tip: They will want to escape the pain as fast as they can, but it’s important you keep them in it and allow them to share and feel how much this problem is weighing on them.*

**Part 5: ­ Craft Vision & Figure Out What They Want**

OK \_\_\_\_\_\_\_\_\_\_, can you talk more about where you really want to get to with your \_\_\_\_\_\_\_\_\_\_\_ in the next [insert length of your program here, such as 12 months or 6 months]?

Phrases and questions to help you dig deeper:

* What is your *motivation* for achieving that?
* How would things be different for you if that happened?
* How would that change your life?
* If you had that, what would be the best part of that for you?

*Pro Tip: (You must get a solid, exciting answer to this question, and hear them out before moving forward).*

**Part 6: ­ Illuminating the Gap**

OK \_\_\_\_\_\_\_\_\_, so you’re currently here \_\_\_\_\_and you want to get to \_\_\_\_\_\_.

Did I miss anything?

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

*Pro Tip: Listen for those 3 magic statements before moving forward:*

*1) Inability to do it on their own*

*2) wanting to do it faster or*

*3) wanting guidance by somebody who can help.*

**Part 7: ­ Gaining Commitment**

Okay, and as far as fixing goes, is this a later or sooner thing for you?

And why is that?

What will happen if you don’t fix it/nothing changes?

*Pro Tip: The responses to these questions always bring in the emotional drivers. Things like being a single mother, recently going through a divorce etc. There is always a POWERFUL reason behind why somebody wants to go through a huge change. Make sure you get a solid reason why they want to fix this now.*

**Part 8: ­ Acknowledge The Gap & Consent To Move Forward**

OK \_\_\_\_\_\_\_\_\_\_\_, well from what I’ve heard, I can definitely help with that.

Would it make sense to talk about how I can help?

*Pro Tip: Always ask for permission before sharing your program, your price, or anything about YOU. We want consent before proceeding!*

**Part 9: ­ State What You’re An Expert At**

Great! Well, my area of expertise is helping \_\_\_\_\_\_\_\_\_\_\_ to *\_\_\_\_\_\_\_\_\_\_\_\_\_* by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Pro Tip: State what you’re an expert at, you want to say it in a way that speaks directly to what your prospect has just told you throughout the call and it should be true and also sound PERFECT for her.*

**Part 10: ­ State Your Offer And How It Works- KEEP IT VAGUE - NO FEATURES**

This part of the script, you need to write out because everyone’s service and offer is different. You should write it out, practice saying it, and nail the delivery. You want to be SUPER confident talking about what you have to offer! Your description of how your thing works and the transformation it provides should be no more than 2 minutes and should NOT TALK ABOUT PRICE.

The only questions you ask after this is:

Does this sound like something you need?

What would be the best part of it for you?

*Pro Tip: Focus on the transformation more than the features! A confused mind doesn’t buy! Make sure you keep them in their heart space (if you get too focused on logistics or features they will switch to their head instead of their heart.)*

**Part 11: ­ Answer their Questions**

Now they will start asking you questions about how it works. Let them continue asking questions until they have a clear understanding of exactly how it works and more importantly, will work for them!

As you answer the questions, be careful not to divert the conversation. Just answer the specific question they asked you and then be quiet, and let them process and ask more.

Eventually, when your prospect has asked all the questions they have regarding the offer, they will ask you for the “Price Question”.

**Part 12: ­The Price**

ONLY bring this up when they ask for it! Do not bring up the price unless and until they ask.

Well, the everyday price is $XXXX. That said, I use something called incentive-based pricing because I’ve found that those who…make decisions quickly always turn out to be the best clients, and so for that reason I have something called incentive-based pricing where if you make a decision on the call with me today I knock $XXXX off the investment so it’s just $XXX.”

It’s also a good idea to offer a flexible payment plan. I recommend only mentioning this if they say that they do not have the money upfront. Then you can say:

No problem! We do have a flexible payment plan that makes things easier for you and easier on cash flow. I could just take down $X,000 today and then it’s just monthly installments of $XXX.

Next, it is crucial to be quiet. The magic happens in the silence. Let them process what you shared, and don’t cave in.

From here, they should either reply with a phrase indicating “let’s move forward” (like “what’s the next step?” or “okay, how do I get started”

OR an objection. You will move on to getting them started, or handling the objection.

When they are ready to move forward say:

**“Awesome! Well, we can get you started right now if you want.Which credit card would you like to use?” and BOOM! Congrats!**

*Pro Tip: Write down their credit card number!*

**Part 13: ­Handling Objections**

5 Common Objections and Suggestions to Overcome:

**“How much time do I have to decide?”**

“Is there something in particular you need to think about that we can discuss right now?”

Flesh that out and talk about it.

**“I can’t afford it...”**

"Tell me more about that.” (Let them tell you.)

"OK, so you shared with me throughout the call that this is exactly what you need to do to move forward. So tell me, how is it that you are going to afford to continue without it?" (“I can’t.”)

"So how can we make this a reality for you?"

**“I need some time to think it over”**

“Can I ask you this? What haven’t we discussed that you still need to think about? That’s why I take the time on these calls. I’m here right now to help you make an empowered decision. While you still have me on the phone here, what questions or concerns do you still have that are unanswered?” (Discuss those.)

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive-based pricing.

**“I need to check with partner or spouse.”**

“Yes, that is very important. So let me clarify here. Are you saying you are in, and you just need to get a ‘sign­off’ from your spouse/partner, and then we are moving forward? Or is there something else?”

If yes, say, “Okay great. When specifically will you be able to talk?” “Perfect. So you will have spoken with your spouse by noon eastern tomorrow...” Let’s set up a follow-up call so we can connect and get you signed up, or if they have any questions they can be on that call with me, too. How does (insert soonest day/time possible after they said they will connect with their partner/spouse)

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

*Pro Tip: OFFER to get on the phone with the spouse and discuss, because YOU are a much better person to talk about your program than they are!*

**“It’s not a good time.”**

“Do you mind if I ask you a question about that?

“When WILL it be a good time for you to start putting the things you said are most important to you into your life?”