

## CALL OUTLINE

### Part One - Small talk, relationship building

Hey <name>, how's your week going?

Alright, well we can dive right in and get started with this call if you want?

### Part Two - State agenda & take lead

OK well how this call will go is I will start of by asking you some questions about your business. Then if it sounds like I can help and if it sounds like we're a good fit I'll explain what I have to offer and how that works and everything. Then at the end you can make a decision whether you want to be a part of it or not.

*(Wait for the ok awesome then move forward).*

### Part Three - Figure out why they're here

So <name>, tell me what motivated you to take the time out of your day and schedule a call with me?

If you get \*the gold, great. If you need to dig a little deeper here are some probing questions:

- ☐ What do you mean by.....?
- ☐ Tell me more about that.....?
- ☐ Why do you think this problem exists?
- ☐ What else have you tried to do to fix this?
- ☐ How long have you been dealing with this?

*\*getting the gold refers to them surrendering their primary pain point*

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### Part Four - Understand current situation

OK, so what services are you currently selling?

Who is your ideal customer?

Why do people buy your product or service?

What is the sales process from stranger to paying client with you?

If selling multiple products and services what is making up most of the sales volume?

### Part Five - Acknowledge the gap and permission to share

OK <name>, well I can definitely help with that.

Would you like me to tell you about what I do?

### Part Six - State what you are an expert at

Well my area of expertise is helping <niche> get a website they can be proud of and also help their agency rank higher on search engines to attract their ideal clients.

*When you state what you are 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 sound **PERFECT** for him/her.*

Script out how you present yourself and practice it until you can deliver it clearly and in a powerful way.

You want your prospect to think

- ☐ "that's me" and
- ☐ "That's my situation right now" and
- ☐ "I definitely want to achieve that result"

Therefore...

- ☐ You must be the expert to help them here.
- ☐ When you finish stating your sentence just shut up.

### Part Seven - State your offer and how it works

The next step when you do this correctly is that your prospect will ask you how they can work with you or what you have to offer - when they ask you need to present what you have in a clear way that **DOES NOT SOLVE** their issues.

**Here you state what you do and how it works.**

You **MUST** talk about it at a high level and keep it vague. Don't talk about the processes or the features or anything like that because you will trigger the wrong "feature brain" in your prospect and you want to keep their brain fixated on the **OUTCOME**.

Your description of how your thing works should be no more than 2 minutes and **SHOULD NOT TALK ABOUT PRICE**.

**THEN SHUT UP.**

Now your prospect will start asking you questions about how it works and they will keep asking questions until they have a clear understanding of exactly how it works and more importantly will work for them.

When you present your offer in vague detail the prospect then asks you for all the pieces they need to understand and they keep asking until they have the full picture that **THEY NEED**.

As you answer the questions be careful not to divert the conversation, just answer the specific question they asked you and **THEN SHUT UP**.

Eventually when your prospect has asked all the questions they have regarding the offer they will ask you the "*Price Question*".

### Part Eight - State your offer with incentive based pricing

**This part comes ONLY WHEN YOUR PROSPECT ASKS FOR IT.**

"Well the everyday price for this is \$X,XXX but I have found that those who make decisions quickly always turn out to be the best clients and we do amazing work together 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 \$XXX off the investment and it's just \$XXX, then just \$97 /month."

#### **THEN SHUT UP.**

This **SILENCE** here is the most crucial part of your entire call. You **MUST NOT CAVE IN** and **YOU MUST REMAIN SILENT UNTIL THE PROSPECT SPEAKS**. Sometimes this silence is longer than 1-2 mins.

We're waiting for any words that mean let's move forward with this:

- ☐ "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:

- ☐ Awesome! Well we can get you started right now if you want.  
(OK well how do we do that... OK how do we do the payment... Words like this....)
- ☐ We can do credit card over the phone if you want.  
(OK cool.... Or words to this effect)
- ☐ So is that VISA or MASTERCARD, collect the details and **BOOM!**