

Charge More Sell More

— BLUEPRINT —

POST-CALL EMAILS

There's often a lot of back and forth after a call - especially high ticket sales. Here are several scripts you can use to follow up with some of the most frequent sales objections and issues after the call.

Feel free to edit to suit your personality and situation.

When a potential client says “no”

Hi [NAME],

Thank you so much for taking the time to speak with me today, and for sharing your thoughts About [PROGRAM/PRODUCT].

While I understand [#1 CLIENT CONCERN] I wanted to be sure you know [RESPONSE TO CONCERN].

If I didn't explain that well, I don't want you to think this program will not work for you — it absolutely will.

If you have other questions, or would like to speak again to clarify anything, please hit reply. I'm here for you.

[YOUR SIGNATURE]

When a potential client says, “it's not in my budget”

Hi [NAME],

Thank you so much for speaking with me today. And thank you, too, for your candidness.

I can certainly appreciate your concerns with the investment, and you're right to not want to get in over your head. That's just smart money management!

But I want you to remember, too, that [PROGRAM] is not an expense. That implies that there's no return on your investment. With this [PROGRAM OR SERVICE], you're investing so that you can grow your business and earn more. If you do the work (and I know you will, because I can see how driven you are) then you have every opportunity to earn back your investment and more.

Now of course I can't guarantee that...but you certainly can.

If I can help in any way, or if you want to talk about payment plans, feel free to reach out. I think you have a fabulous gift to share, and I hate to see you struggling to get your business off the ground.

[YOUR SIGNATURE]

When a potential client schedules a discovery session but doesn't show

Hi [NAME],

We had a discovery call scheduled today at [TIME] and I didn't hear from you. I hope you're not ill. If an emergency came up, I'll be happy to reschedule.

It's also not unusual for people to change their minds or get overwhelmed. If you're feeling like maybe you're not quite ready, perhaps this will help...

[SHARE A SHORT CASE STUDY OR STORY ABOUT A PAST CLIENT WHO WAS NERVOUS ABOUT COACHING BUT WHO ULTIMATELY ACHIEVED A BIG GOAL]

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OR

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[SHARE A PERSONAL STORY ABOUT HOW YOU OVERCAME NERVOUSNESS TO ACHIEVE A BIG GOAL]

In reading through your application, I can see that you have a fantastic business in the works — all that remains is to put the pieces together. I want to encourage you to not stand in your own way. You have so much promise, and you don't have to keep struggling to put it all together.

I'm here to help.

[YOUR SIGNATURE]

When a they hire someone else

Hi [NAME],

Thanks so much for letting me know that you're working with [NAME]. They're a fantastic company, and I know that you'll do great things together.

I know that one of the goals you have is to [GOAL]. I'm not sure if you're aware, but my [PROGRAM] is designed with that goal in mind. You may find it's a good companion piece to the [PROJECT] you're doing with [NAME].

And if, for whatever reason, you're ever in need of my help again, please reach out. I'd love to have the opportunity to work with you one on one.

Best of luck in your endeavors!

[YOUR SIGNATURE]

When a sales call doesn't go as planned

Hi [NAME],

Thank you so much for taking the time to speak to me today.

I wanted to reach out to clarify a couple of things that I don't think I expressed well on our call, and to also recap what we discussed and what our next steps are.

As you may recall, we talked about several things:

- [CALL TOPIC 1]
- [CALL TOPIC 2]
- [CALL TOPIC 3]

One of your concerns was [CLIENT CONCERN], and as I mentioned, I'd like to [HOW YOU WOULD ADDRESS THE CONCERN]. I think that's the best solution for you, because [BIG BENEFIT OF YOUR PLAN].

I have time in my schedule to get started with you on [DATE] or [DATE]. Which one works for you? Let me know, and I'll have my assistant send over the welcome packet right away.

Thank you again for your time today, and I can't wait to get started! Feel free to reach out if you have questions.

[YOUR SIGNATURE]

When a customer visits a sales page but doesn't purchase (requires tracking at the cart level)

Hi [NAME],

I can't help but notice you seem really interested in [PRODUCT]. I see you've visited the sales page several times, so it seems there's something there that's really speaking to you.

I thought it might help if I shared some of the most common concerns my clients have.

[LIST 3 - 5 FAQs]

What other questions or concerns do you have? What's holding you back from investing in yourself and your business?

Hit reply and let's talk about it.

[YOUR SIGNATURE]

When a client isn't following through (on a course/program and will likely cancel due to lack of progress)

Hi [NAME],

I was going over my notes from our past few calls, and I see that there are a few goals we don't seem to be making progress on. For example, you wanted to [LIST 2 OR 3 GOALS] by [DATE], and it seems you've stalled on these.

One of the reasons you wanted to [GOAL] was [HER STATED REASON]. Has that changed? I'm just wondering why this has become less important to you recently.

Here's something that might help.

[SHARE A SHORT CASE STUDY OR STORY ABOUT A PAST CLIENT WHO ACHIEVED A SIMILAR GOAL – INCLUDE HER CURRENT STATUS]

You have such a wonderful gift to share with your audience; I hate to see you struggle to get it out there.

How can I better help you move forward with your goals? Let's discuss during our next call.

[YOUR SIGNATURE]

When a customer asks for a refund

Hi [NAME],

I'm so sad that you weren't happy with [PRODUCT/SERVICE]. It's important to me that my clients receive incredible value from my products, so I'll definitely be looking into that to see how I can improve it.

I will of course be happy to refund your purchase price, but I wonder if I might have another product that would be a better fit for you? Would you like to take a look at my catalog [LINK] and see if there's something that appeals to you?

I'll be happy to exchange [PRODUCT] for another of the same value, or offer a credit towards something else if you like.

Let me know!

[YOUR SIGNATURE]

When you want to re-engage a canceled member

Hi [NAME],

I was doing some rearranging on the members' site and I happened to notice that it's been XX [MONTHS/WEEKS] since you last visited. How have you been? I hope everything is going well with your [BUSINESS/LIFE/GOAL].

I also wanted to let you know that there have been several changes to [PROGRAM/PRODUCT] that I think you'd really enjoy.

[DESCRIBE THE CHANGES IN 3-5 SENTENCES]

Care to take a peek inside? I created a coupon code for you that will give you [7 DAYS FREE/THE SAME PRICE YOU WERE PAYING BEFORE/50% OFF/ETC]. Just use promo code [CODE] in the cart here. [LINK]

Hope to see you back on the inside soon!

[YOUR SIGNATURE]

When you want to reconnect with a past client

Hi [NAME],

I was looking through some past client files, and I happened to come across yours and thought I would reach out. How are you doing with [GOAL WHEN LAST YOU SPOKE]? I recall that you really wanted to complete that, since [COMPELLING REASON FOR REACHING GOAL]. I hope you were able to achieve that!

I also wanted to let you know that I've just released a new [PROGRAM/PRODUCT] that I think is a perfect fit for you.

[DESCRIBE THE PROGRAM IN 3-5 SENTENCES]

If you're interested in learning more, please reach out. I'd love to hear from you!

[YOUR SIGNATURE]