

Charge More Sell More

— BLUEPRINT —

SALES CALL OUTLINE

Here is a sales call flow you can follow for your sales calls. You'll need to personalize it for the products/services you sell. And, change the wording to match your tone and flow - don't force something that doesn't feel right.

1. **Call lead at agreed upon time** (call them, don't have them call you)
2. **1 minute of small talk** (create a connection, laugh and lighten the mood - so you're both comfortable)
3. **Set the stage** - "we have 30-45 minutes for us to talk and I want to make sure you are served to the highest level and get everything you need from me in that time. So, if you're alright with it, I'd love to just dive in." - Trains them to say yes.
4. **Set desired outcome** - "I like to start all my calls by outlining one clear desired outcome. This is 100% to serve you first and foremost, so the bulk of the focus is going to be giving you a really solid honest overview of what I see as the best course of action for your business based on my expertise and experience.

Obviously you scheduled the call because you have a problem and I want to help you solve it. BUT I do find that when calls are all information and strategy, it devalues the conversation because action is more important than information. <Does that make sense?>

In terms of desired outcome, my recommendation is that by the end of the call you just make one decision. Making a decision is so much more powerful than consuming information. So the commitment I'd love from you today is that by the end of the call, you'll make a decision - no or yes today - are we a good fit for working together in helping you achieve the strategy we come up with. If I'm not, you don't wait any more time and can go start researching other options. If I am, great, we don't waste any time and an dive into taking action immediately. Did you have another desired out coming in mind? Or, does that sound fair?

5. Is there anyone else who needs to be on this call to help you make this decision? If so, who is it so we can set up a time to reschedule.

6. **The Problem** - I read your questionnaire and checked out your website, but would still love for you to tell me in your own words a bit more about yourself, where you are at right now, and what you are struggling with that lead you to request this consultation today.
7. **Point A to B** - Really great information. Now, I'm going to give you my thoughts so just hang tight. I know you're probably anxious to get this all solved. We basically just talked about your Point A, where you're at right now. And what I'd love to do next is get clear on your Point B - where you want to go. Can you talk a little about that? What do you envision for the future? What are you trying to accomplish? What future do you need my help creating? The more vivid you can be, the better.
8. **Urgency** - Last question before we get into my thoughts. Do you have a timeline in mind for how soon you want to make this happen? What is your reasoning for that timeline?
9. **Recap** - I've got a pretty clear grasp of what's going on. Just to recap so you know I'm hearing you correctly before I give you my super honest recommendations. What I'm hearing is.... Right now, you're (point A), and you want to (Point B), And you want to do this in (Time Frame) so that you can (Motivation - or desired outcome). Does that sound accurate, or am I missing anything?
10. **Permission** - So I have what I need from you. Is it alright if I give you some honest recommendations and feedback for a moment?
11. **Consulting - what would happen** - So you are at the exact stage that I work with people on this - so, it's exactly what I can help with. You haven't explicitly said this, but what I'm picking up on is that 1) This has been going on for a while 2) You're stuck right now 3) If things keep going this way - (what would happen?). So I want to share with you what I know you should do to prevent that from happening, and just let me know when I'm done if it sounds scary or if it sounds exciting, ok?
12. **Buy In** - has this been valuable? What are you thinking?
13. **Hard Questions** - I want to ask you a couple questions that might hit you in the gut a bit, but they're REALLY important for this to work - is that alright? 1) Do you really believe in yourself and your ability to do this? 2) Do you believe in ME and MY ability to help you with this? 3) Are you willing to fight off the fears, overcome the obstacles, and do what it takes to make this happen?
14. **Solution** - You have the overall idea and confidence it will work for you. At minimum, you get to leave the call with that. But I think you sound like the head-strong type of person who sees the value in So I think this is a great place for me to tell you how I can support you, what it looks like, price, etc.
15. **Pitch** - Based on what you've said, I believe you would be a good fit for - because the desired outcome is (outcome) and it's in line with what you outlined. It's designed to take you from

(Point A) to (Point B) and within your timeline of (Timeline). We typically see these results within (our timeline).

16. **Buy In** - Does that sound good so far? Any questions?

17. **Price** - If it was free it wouldn't create results, so there is an investment - but we offer some pretty nifty things with our pricing. We base our prices on the past results our clients have achieved. (We don't raise our prices until we raise our client results) This way we can make sure our clients are set up to get a successful return on investment. The second thing is we offer payment plans with no financing fee, so whether you pay in full to just get 'er done, or you pay in 2 installments, the investment is the same because the value is the same and that's how we price our stuff.

18. **Price** - Value is Usual investment is And when you join here on the phone the investment becomes Plus we also bonus to celebrate you making a decision.