

# SAMPLE SALES SCRIPT

Hi \_\_ *(Client's Name)* \_\_,

I'm glad we're able to connect today.

How are you?

\_\_\_\_ *(Client's Name)* \_\_\_\_, I'd like to mention that this call is being recorded for quality and training purposes. Is that ok?

I see your from \_\_\_\_ *(Client's City or County)* \_\_\_\_\_. *(banter a little about their area. No more than a minute.)*

Before we start. I'd like to share with you that this call is recorded for quality and training purposes.

Is that ok with you? *(If they say no, stop the recording.)*

I'll start off by sharing with you the intention of today's call..

What I liked to do during our time together is to get to know you and your goals. If during our time together, I see that I can help you reach your goals, I'd like to share that with you how.

Is that okay, *(Client Name)*?

Tell me what inspired you to meet with me today?

*(Take notes. They will share some of their pain points. Acknowledge and validate their pain. Champaign when appropriate.)*

Thank you for sharing that. What are your goals for the next \_\_6\_\_\_\_ months?

What have you done to reach your goals?

What do you think is missing from your approach?

What is not reaching your goals costing you emotionally, spiritually, and financially? *(Most people buy with emotion. Focus on emotion, peace of mind, etc.)*

What will happen if you don't reach your goals?

*Share a success story to help them imagine what it could be like if the problem was fixed.*

*Show them some areas you noticed they could use improvement on and how your program will help them.*

Has what I shared with you been helpful so far?

Does everything make sense?

What has really stood out to you from our time together so far?

Would you like to learn a little bit more on how you can get help with everything I just shared with you so you no longer have to *(mention challenges)*?

## Make the Offer

After getting to know you, It's so clear to me that my program *(Program Name)* is the perfect next step for you.

*(Program Name)* covers all of the *business concept development, launch and sales information* you need to *launch a strong health business* and obtain *(mention goals)*.

*(mention main challenges)* are covered in the program and broken down into online modules, private coaching, community, and group accountability to keep you on track and motivated.

Do you have any questions for me about the program or what we just went over?

*At this point, they will likely ask you:*

- 1. How does it work? (Ex. It's an online course with group coaching, .etc. Insert your short sales pitch here. )*
- 2. What is the cost of the program*

*(Program Name)* LIVE a 6 month live coaching group program and is \$5,000. However, there is a Full Payment Incentive of \$250 if you pay in full today.

*(Program Name)* On-Demand is a self paced program, minus coaching and is \$2,000. However, there is a Full Payment Incentive of \$100 if you pay in full today.

**So are you ready to start developing your business and *(mention their biggest goal)*?**

**How would you like to invest?**

*(Make sure your checkout pages are open.)*

**Credit card or debit card?**

Offer at least 3 bonuses.

**Bonus # 1..**

*(Bonus #1)* Valued at \$???

**Bonus # 2**

*(Bonus #2)* Value \$????

**Bonus #3**

*(Bonus #3)* Value \$????