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Script:

Setter: Hey (name)?

Prospect: Yeah this is (name)

Setter: Hey (name), it's (name) from COMPANY. How have ya been?

Prospect: Good, how are you?

Setter: Doing great! No complaints over here.

I'm the coordinator here at COMPANY and I'm just calling because you responded to [an email, linkedin message, etc (insert referral source)] from us about potentially getting help with your (PROBLEM YOU SOLVE.) Is now a bad time?

Prospect:

IF YES: Completely understand, well then I'll make this quick (Positive tone)

IF NO: *Continue with script*

Setter: Perfect, so the purpose of this call is really just to learn a little more about your company, where you're at with your (goal), as well as to share more about our process to see if we can help.

So with that being said, I've done a little research on (company), I'm on your website right now and it looks like you're doing some really great work in [NICHE] space. I have a general understanding of your company, but in your own words can you give me a quick 20-30 second high-level overview of what you guys do and what makes you unique?

Prospect: *summary of what they do*

Setter: That's exciting to hear! [insert custom compliment here]

So (name) was there something in particular that piqued your interest in responding to the email we sent?

Prospect: *Here's why I think I need your help*

Setter: Awesome so it sounds like it's good that we're getting in touch now then! Have you (Step to reach goal, ex. Have you started to run ads) yet?

(wait for answer) Ok gotcha - What have you done so far?

Prospect: Yeah, I've done XYZ, or no I haven't because XYZ

Setter: (if they started to make progress, compliment them since it's not easy). Ok and zooming out, what is the big goal?

Prospect: *BIG GOAL, THEY ARE PAINTING THEIR VACATION*

Setter: Great (Repeat goal,) and how soon are you looking to do this by?

Prospect: I need to x by x date, or eh i don't really need to x but it'd help (listen to what it would help with, if they don't tell you, ask - this is the lever we can pull to motivate them to take action)

Setter: Ok got it - (Recap what they are currently at, what their goal is by X date, what they are doing now) Seems like things are going fairly well....what made you reach out again?

Prospect: Have them highlight pain points.

Setter: Well I know that can be tough, I appreciate you sharing all this with me, it sounds like this could be a good fit and we should be able to help.

Do you mind if I share my .02?

Prospect: That'd be great!

Setter: Great, so we see this all the time. Based on what you just told me, what we see works best (Briefly overview why what they are doing isn't working and hint at the solution that works.)

Ex. Since you have a low ticket offer, you don't collect enough cash on day one, which like you told me earlier you spend thousands on ads per month and don't see a positive return, so if we put in an irresistible offer...like we did for xyz with a similar business...what would your business look like if we doubled the front end cash collected? We'd make more money right? haha

Prospect: Yeah that's reasonable

Setter: Cool so I actually have an entire video walking you through exactly how to do this...two options...we can watch it on our next call...or I can send it over to watch it in between...which do you prefer?

Prospect: *they will take ownership of watching the video which increases the amount of people who watch*

Setter: Great, well it what works best for you, I have a slot at x tomorrow or x the day after? *Set time within 36 hours*

Setter: Real quick while I'm punching in my notes - what's your title exactly with [Company], are you the founder?

Prospect: I'm the founder

Setter: Awesome, and is there anyone else that might be beneficial to have on this call that I should cc? As an example, Do you have any co-founders? We would love to get them on the call as well, and the reason being is because with the nature of what we do we like to work with all of the founders.

Prospect: Yes, I would like my business partner on with me.

Setter: Perfect, What's the email? I will go ahead and add them to the invite.

Prospect: xxx@xxx.com

Setter: It was great speaking with you, I shot you the link to the invite. Did you get it? (wait for response) Perfect and you should have the video...did you receive it? (wait for response) and last thing...our calendars are slammed so is there any reason why I won't see you on x time x day?

Prospect: I'll be there!

Setter: Perfect- talk soon! Have a good day!

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Notes:

- Before you pick up the phone, ALWAYS start with a SMILE.
- Print this script and have it in front of you.
- ALWAYS assume you have the right number and are reaching the right person. In other words, DON'T start with: *"Hey is this John?"* DO start with: *"John!?"*
- When you are calling, don't be doing other things at once. Focus ALL of your attention on the call without multitasking.
- Always start the call with EXCITEMENT and see every single call as an opportunity to create an INCREDIBLE first impression on a potential life long client!
- IF THEY ANSWER, you need to finish the conversation. The chances of them calling you back or you calling them back will dip significantly. If they answer, you must try as hard as possible to take their CC on the phone.
- Double Dial. Meaning if they don't pick up the first time or it cuts to voicemail, hang up and call them back immediately so they know you aren't a telemarketer. People are way more likely to pick up the second call.

SCRIPT

"Hey NAME?"

(NEVER say "is this NAME?" Or "Can I speak to NAME?")

(Wait for response)

Great! I'm [Name] and I'm actually taking this call for [Name], he/she's our specialist here at [COMPANY NAME]. You've probably heard of [COMPANY] and our programs? (*Quick Pause*)...We're one of the FASTEST growing [TYPE OF COMPANY] in the region with HUNDREDS of [RESULT TYPE]?

No worries - I understand your time is valuable and important, so I don't want to take a whole bunch of it. And since we've had SUCH an overwhelming response for our [FRONT END OFFER], we're UNABLE to take EVERYONE. So, we are using THIS CALL to ensure you are a GOOD FIT for our program and get you scheduled for your assessment with [NAME], sound good?

(Wait for response)

DISCOVERY (PAIN, DIG, GET REAL)

"Cool, so what was it that MOTIVATED you to sign up for this program? Are you trying to [GENERIC GOAL 1], [GENERIC GOAL 2], [GENERIC GOAL 3], or all 3?

Prospect: "All 3"

I see.

- Ok great. Where are we getting started? What's your current [SITUATION ex. weight]
- What's your GOAL? Where do you SEE yourself?
- Which bothers you the most?
- How LONG has this been bothering you?
- What bad habits got you to _____?...Most women/men it's [BAD HABIT 1], [BAD HABIT 1], and [BAD HABIT 3]. What's YOUR thing?
- What negative impact has [CURRENT STATE] had on your life?

-DIG 1: How has it affected your kids? Marriage? Work? Body image? Sleep? What you can wear? How you feel?

-DIG 2: I need ya to be REAL with me. I know it's hard because it's a problem. But I can't help until I know what's REALLY going on. So you're telling me you've had NO NEGATIVE IMPACTS?

- Ten years down the road, if you're still dealing with these challenges, who are you going to be? Is it who you want to be?

(Listen and take notes)

Awesome _Name_, thank you for sharing that. Based on what you've told me, you're JUST like the people who get the BEST results with this program because [REASON BASED ON ANSWERS]. So, this is what we're gonna do.

Right NOW, you're [CURRENT STATE] and you want to get to [GOAL]. Since we've helped over 1,000 people just like you accomplish their goals, and given where you're at now we can definitely get you there.

Let's get you set up with your assessment with [Name]. What time works best for you, morning or evening?

Prospect: "Evening"

Perfect. Let me see if we have anything available - we've been so slammed that it's been really hard to get people in. *(be quiet for a few seconds)* Oh great, we actually have one spot open in the evening on [DAY] at [Time]. Does that work?

Prospect: "Yes"

Great, I'll block that off for you. All I need is whatever card you want to put on file to hold your appointment time. Because we are offering this at such a deep discount, we require a card on file to hold your spot and reserve this discount for you. Will this be a debit or credit card?

Prospect: Credit card

Great! [Grab card]
After grabbing information....

Alright [Name], I'm going to text you our address, parking instructions, and a selfie of me and [Name] so you know who you'll be looking for. Is this your cell? (Wait for response) Great, I'll text you here in a sec!"

NOTE: If you don't feel comfortable taking a credit card over the phone for an appointment, you can skip the last part and just confirm the date and time and use an "integrity tie down." Here's what it sounds like:

"Real quick - are you the type of person who keeps their commitments? The reason I'm asking is because XYZ's time gets booked up super fast.

→Yes

With that being said, is there any reason you wouldn't be able to make your time tomorrow?

→No

Okay, awesome. Then I'll connect you with XYZ right now. And we look forward to seeing you ZZZ date to help you with your [insert goal]!"

After you book the appointment in calendar software, text them: (AND INSERT PICTURE OF WHOEVER IS DOING THEIR ORIENTATION)

"NAME!!! Confirming your consultation DAY TIME with [Name] our specialist. Our address at [COMPANY NAME] is [ADDRESS]. Call this number if you can't find us and we'll come out and get you. You'll be looking for this person 📍📍📍"

OVERCOMES

OVERCOME #1: It's just like when you go to get your HAIR, NAILS, LASHES or any OTHER service done. You just put a card down to reserve the time slot since our coaches will be meeting with you for free instead of meeting with paying clients. Nothing fancy. It's just how we've always done it. Fair enough?

OVERCOME #2: We used to do it without a card, but we had like 10% of people show for the appointments. They just didn't have any skin in the game and [Name] would be sitting there all day, waiting to help people FOR FREE, and they wouldn't show. So we started doing this since and it's eliminated that problem. Now we can just get people the results we promise. What's the first 4 digits of the card you wanna use?

OVERCOME #3: JOKING TONE: Is the fear that I am going to go on an online shopping spree? Or...is it because you don't think you'd show up?

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ORGANIC STRATEGY - How to turn lukewarm leads into \$\$\$ for free.

We use this to get clients who follow you/your pages but don't take action on **YOUR** call to **ACTIONS**.

Overall process:

Lead follow's your personal or business account → Setter with trusted profile reaches out → Builds value → Give them a call/Set on calendar → Turns into \$\$\$

Simple scales. Fancy Fails.

Script Example:

Look for people who follow/like posts on your CEO/Company Accounts/Your account

Shoot them a DM using this framework:

*Hey (firstname)
How you found them
Personalized Complement
Question*

Pro Tip: Send in three different messages

Ex.

*Hey John!
Found you off Alex's account / saw you just followed
Saw you owned a brick and mortar store, looks amazing.
How long have you been in the game?*

The purpose of the first interaction is to get an **interaction.**

Use the **A-C-A** Framework when responding.

Acknowledge what they said. Restate in your own words. This shows active listening.

Ex. Two kids...and you're an accountant...

Compliment them on whatever they tell you. Tie it to a positive character trait if you can.

Ex. Wow! Supermom! So Hardworking! Managing a full time career and two kids...

Ask another question. Lead the conversation in whichever direction you want. In this case closer to your offer.

- Therapy/life coaching: ...Do you get time for yourself?
- Fitness/weight loss: ...Do you have time for workouts?
- Cleaning Services: ...Do you have anyone who keeps your house tidy?

Pro tip: Use Voice memos to break up the conversation.

How to set:

...By the way, do you know anybody who is (describe their struggles) looking to (dream outcome) in (time delay)? I'm taking on five case studies for free, because that's all I can handle. I just want to get some testimonials for my service/product. I help them (dream outcome) without (effort and sacrifice). It works. I even guarantee people get (dream outcome) or I work with them until they do. I just had a girl named XXX work with me (dream outcome) even though she (describe the same struggle your contact has). I also had another guy who (dream outcome) and it was his first time. I'd just like more testimonials to show it works across different scenarios. Does anyone you like come to mind? (Pause if on the phone) ...and if they say no...Haha, well...does anyone you hate come to mind? (ha) This helps break any awkwardness.

And if you have even **less time: USE THIS FOR DM**

"I help (ideal customer) get (dream outcome) in (time period) without (effort & sacrifice) and (increased perceived likelihood of achievement). Does anyone you like come to mind?"

If they say no–

“Anyone you hate? 😊”

****This short & sweet version works well for email, texts, dms, calls, in-person. Just fill in the blanks.**

Once you get the response → Set up a call.

Speed is king.

“Do you mind if I give you a quick call? I might have some free resources for you as well.”

FOLLOW UP LIKE A PRO:

Keep it simple + Natural!

1. Story Slide ups
2. Memes
3. Up arrows ^^

VOLUME WINS EVERYTIME. 100 REACH OUTS PER DAY.

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