

# Module Three:

## Sales Appointments

## SCRIPTS

# - denotes pausing for prospects response

### After Rapport Building

Well [name], thank you for coming along to this session today. I understand we have about [time] together, is that right? # Is that a hard stop or can you stay a little longer if we run over? # OK, good to know.

OK as you know the purpose of today's meeting is to [insert]. What I'd like to do is [set intention] so that by the end of this session you have [insert]. In order for me to tailor my advice to you though, I am going to have to ask personal questions [about your business], is that going to be OK? #

Now obviously my business is to [insert] and its something I'd love to work with you on, but today's session is really about adding value to you so that you can [insert]. Now if at the end of the call you want to ask me how I can help you specifically that's great. We can have that conversation. But no obligation. Entirely up to you. Today I just want to add value. Is that OK? #

### Discovery Questions

A few suggestions:

- What are your top three concerns right now?
- How much is this costing you?
- What happens if you do nothing about this?
- Tell me about [insert].....

### Making the Presentation

*Formalise the solution in your mind, and why based on what they said, you're going to make this recommendation.*

OK based on what you've told me, there are a couple of suggestions I have. From what I understand, you [repeat back key elements of what they've said], and [repeat back], and therefore [repeat back], so what you're looking for [repeat back] because by having it [repeat back], you'll be able to [repeat back].

#

OK great, so here is what you need to do [recommend]. How does that sound? #

OK, do you think that's something you can do yourself or would you be interested in hearing how I can help?

## **Closing the Deal**

So here is how I work with people [map it out], by the end of which you'll have [insert]. For this is usually takes [length of time] and I charge [insert] for which you get. How does that sound to you? #

Is it something you'd like to go ahead with? # OK great. What we'll need to do then.....

### *Alternative:*

Looking at this package, on a scale of 1 – 10 how accurately does it fit your needs? # OK, so what would need to happen to make that a 10? # And if I delivered those things, would that make it a 10 for you? # [Present new solution based on what you're willing to do and for what price]

- Be ready to send it to them in writing with brochures, email templates or sales copy online