



Opening Tips

Objective: Get curiosity
Intro & Important Title (who & where from)
Headline statement (think 4 second rule)
Credibility Statement (awards, name drop, etc)
Reason for Your Call (The what)
Confirm Availability (How busy are they?)

Sales Script Tips

Objective: Get Appointment/Do Presentation
Do the “Take Away”
List qualities of prospect (means, authority, needs)
Qualify the prospect (need, benefit, burning desire)
Confirm the Qualification
Give Benefits
Offer Presentation/Set Appointment

Opening Script

Introduction:

Hi, my name is [NAME]. The [POSITION/TITLE] for [COMPANY NAME]

Headline Statement/Credibility:

I help _____ like yours to close more sales using Facebook and sales automation.

Reason for Call/Availability:

The reason I'm calling is to show you how we helped another _____ client get _____ more last month, so they finally increased their sales. Is now a good time or should we set up a time to talk later?

Sales Script

“Take Away”

My system is exclusive and that means that I can't work with everyone, so in order to make sure I'm not wasting your time I just have a couple of questions.

“Qualify”

How many appointments can you handle each day?

How many sales do you get per month?

How many more would you like?

What would that mean for you?

Could you make a \$2,000 investment in your business right now, if you were positive it would generate you a 3x ROI?

“Confirm Qualification”

Great, you definitely sound like a good fit for our system

“Give Benefits”

As I mentioned earlier, I've personally worked with [NUMBER]/[BUSINESS TYPE] in [AREA]. My system is responsible for not only generating hundreds of leads for [BUSINESS TYPE] each month, but we also help them follow up on all those leads so they don't miss any potential sales.

“Offer Presentation or Set Appointment”

Great! I'm looking at my calendar and I have two openings available. One later this afternoon at [TIME] and another first thing tomorrow morning at [TIME]. Which one works best for you?