

*Divine Success*  
*Manifestation*  
*Accelerator*  
*Programme*  
*Sales Script*  
*With Robin Bela*

## SALES SCRIPT

First go through the work book, and then you need to update this script to make it fit your niche and offer, then learn the script by heart, repeat it in front of the mirror and practice it with a friend before your first sales call. Type out your own questions and pitch on a Word document, then you can print it out and keep the script in front of you on your calls.

### Structure For Sales Script

#### **Step 1: Understand why your prospects are here**

1. Say hello to your prospect and chat for a minute.
2. Tell your prospect what you'll do on the call and, in one sentence, explain the process for getting to work with you.
3. Ask the prospect why they scheduled a call with you and feel free to push to understand their problem and how they have tried to find solutions to it prior to the call.

*e.g. "Hi X, great to meet you, how are you today? Ok so you booked a call because you're interested in my X programme to help you with XYZ, is that right?"*

#### **Step 2: Discovery Process**

1. Understand what's going on in their business and in their lives now.

Ask as many questions as necessary to learn what their current situation is; find out where they are in life and in their business.

Examples below are for salaried professionals

- What is your current job?
- What are your responsibilities?
- How is it going for you?
- What made you choose to work there?
- What do you enjoy there?
- How did you go about choosing this job? What was the process?

2. Dig into their pain points/their struggles

Examples below are pertinent for career and weight loss coaches.

Gather data to measure their situation now and see where they want to be in the future.

- How are you managing your day-to-day budget or monthly expenses?
- How much money are you leaving on the table every month by not acquiring a better job?

- What efforts have you put in place to lose weight right now?
- Do you have a guaranteed process to lose weight?
- Are you comfortable with the way things are going for you/your career?

Then, it is very critical that you get an amount or a \$ figure here to quantify their situation as shown below:

- What is your current salary?
- How much do you currently weigh?

### 3. Take them into the future and find out what exactly their goal is.

Make sure to get specific answers to those questions and a figure or \$ amount to show them the gap between where they are now (previous questions) and where they want to be (questions below). If you can't show them that there is a huge gap and they can't get there on their own, then they won't buy. If they do not have goals, you will not be able to sell to them.

- What is the salary that you want to be making this year?
- How much weight do you want to lose this year?
- Why do you want to lose weight?
- Why do you want another job?

### **For Contentment/job satisfaction goals ask:**

- Why is this so important to you?
- How will this change your life?

### 4. Show that they can't get there on their own without your business.

You weigh X pounds right now and you want to weigh Y pounds this year. *Let me ask you, why can't you lose the weight on your own?*

Here you need to get them to admit that they can't achieve their goals or desired results on their own, no matter what their answer is, they need to admit to it. If they don't, then they don't have a problem and you can't help them.

### 5. Recap and get a yes to move forward

*e.g. So X, right now you're struggling with chronic fatigue and you can't hold down a job let alone meet a great partner, whereas you'd love to have energy again and as you put it "get your life back together" – is that right?*

More examples:

- When do you want to do something about your weight?
- When do you want to change jobs?
- Are you ready for this now?
- Is this a priority in your life now?
- If this is not their priority and they are not ready for it now, then you won't close them, so they need to be ready now.

### **Step 3: You are the only way to get them to where they want to be**

1. If they are a good fit, tell them that this is exactly what you do and ask if they want to learn more.

2. If they say yes, give them your elevator pitch (Your Niche Statement) and tell them what you are good at in 2 to 3 sentences only! Make sure you have that written and rehearsed the usual lines about your service/product.

**Use the magic words - “I can help you with that” – and own it!** (If your service can help them of course)

Re-word the solution or outcome they need:

- *e.g. if they want to lose 20lb*

*“So here’s what I’ve seen work with my clients in your situation. When we put them on a low carb diet and they do our daily 10 min exercises, they lose up to 5lb a week! So we’ll have you at your goal weight in a month”*

Do not go into detail on what you do yet. After your few sentences, wait until they ask you a question.

3. This is your big pitch! Go over what you have to offer. Go over your pitch and what you offer in less than 2 minutes—stay vague. Just focus on results and on what you can bring them in their future. Your prospects need to focus on the outcome only!

Do not mention details of services or exactly what you do! If you do, they will just get confused; your pitch should focus on how you get your clients to their goals, examples of clients you have helped or a timeline, but do not mention your process in detail. They don't care about the process, they just want the results you provide. Show them you can get the results they want, and better than others, but stay vague on your services. If they ask about the process or steps, let them know, but stay focused on the large milestones and goals.

You need to back up what you are saying with PROOF! Talk about past successes and make it tangible in terms of numbers—mention prior achievements to back up what you are stating.

### **Step 4: Add urgency and lock the deal**

1. Let them ask you questions. They can ask you as many questions as they would like, but remain vague in terms of the services you offer and the exact process. When they ask you a question, answer it as simply and clearly as possible. A short sentence will do, and never include more than what they want answered! Once you've responded, stop talking and let them ask you another question. Make sure you have answered all of their questions on the call.

2. State your price only when they ask for it. If they don't ask for it, don't disclose it. Here mention the 4 points: exclusivity, urgency, discount and bonus if they say yes right now! Tell them that you have X number of spots left for your program starting on X or give them your discount and bonus available ONLY NOW IF THEY SAY YES.

For the discount, don't go overboard and keep it realistic. Make the discount available only for a few days at most and then go back to the normal price. e.g. "The standard price for the programme is \$7,000, but because I love to work with quick decision makers, I offer a fast action discount of \$1,000 when you enroll today, so you can join for just \$6,000.

## **2. Now, it is time to collect the payment, here are your options:**

- Hard, yet possible: Get them to pay on the phone, ask for their card and collect the payment on PayPal, Stripe, etc.

- Easier way: Send them an invoice while they are on the call with you! Don't send it after the call. Make sure they have received the invoice, get them to fill it out and pay while on the call.

- If the prospect is on the fence: If they don't want to pay yet and need time to think, check their finances, talk to someone, etc., always schedule a follow-up call over the phone with them! Schedule the follow-up no later than a couple of days.

Don't ever wait until after the call—open your calendar, schedule a follow-up call and send them an invite immediately. You can send them a very brief proposal after the call along with testimonials. Close with them on the follow-up call!