

Smart Offer

SALES KIT

WORKSHEET

Sales Conversations Script

Do you need to close a sale with a live conversation?

Sales conversations happen frequently if you're a:

- Service provider
- Coach
- Consultant
- Freelancer

Over the years, I've had many sales conversations.

The most successful sales conversations happen when you:

- Listen closely and don't interrupt
- Demonstrate empathy by asking thoughtful follow-up questions
- Show you've listened by checking for understanding, (i.e. "Help me to understand more about ____")

A simple framework for sales conversations

The script here is an amalgam of sales conversation advice I've adapted from [Denise Duffield Thomas](#), [Taki Moore](#), and others.

DO NOT use the following framework verbatim! Use the blank spaces to customize this framework so it fits your communication style, your audience, and your offer. The words you'll say are **bold**. My notes for you are in italics.

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Getting started

Connect and greet:

How are you?

Explain the purpose of the conversation. State that your goal is to see if YOU believe you can work with THEM – take the reins of the conversation.

My goal today is simple:

- **I'm going to ask you questions that will help us to figure out if I/we can help you**
- **I/we only bring on clients if I/we can get you results**
- **If I/we can't help, I'll let you know and will try to point you to somewhere you can get help**
- **If I think I/we can help you, we'll talk about HOW**

Check for agreement:

- **Is that OK?**
- **Perfect ... let's get started.**

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Define the problem

Establish the current challenge:

What's happening in your life/business that makes you want to get help now?

Ask why they wanted to speak with **you** – this serves to remind them of why they thought you could help. It tells you what they're expecting from you.

Why me? Why did you want to talk to me about this?

Ask them to describe their reality/current situation right now – and what they'd like it to be in the future.

What's your reality ... and where would you LIKE to be?

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If this hasn't been shared, ask them to describe exactly what they think needs to be fixed or created.

What's broken, or missing, or not working?

If what they want still isn't clear, ask this:

What SPECIFICALLY do you want me to help you with?

Check for readiness:

Is this a priority now? Or something you want to work on later?

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Check for understanding

It's said that if your prospect feels you truly understand their problem, they'll believe you can help them solve it.

In this section, you're going to mirror back what you've heard. Fill in the capitalized words with the details they've shared. You may not need to use all of these explanations! Pick the one that fits best.

It sounds like your top 3 problems are:

Problem 1: You want RESULT but OBSTACLE.

You want:

... but

... is stopping you.

Problem 2: You have PROBLEM and it's costing you IMPACT.

You have

... and it's costing you

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Problem 3: You don't have DESIRED THING and it's hurting you BECAUSE.

You don't have

... and it's hurting you because

The verdict

Share whether or not you think you can help.

At the start of the call I said I'd ask you questions to help me determine if I can help you. Based on what you said ...

NO: I don't think I'm the right person for you

YES: I think I'd be a good fit to help you – I help people with problems like yours every week

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Pricing options

If you decide to work with this person, pivot the conversation toward your packages.

Let me run through our options to work together ...

Start with your most expensive offer:

We'll completely map out the best [DESCRIBE SOLUTION].

If they aren't interested ...

If that's not right for you right now, [DESCRIBE LESS EXPENSIVE SOLUTION].

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If they aren't interested in any of the above, invite them to any DIY offer you may have.

If that's not right for you right now, [DESCRIBE DIY SOLUTION].

If not, recommend they stay subscribed to your free information and end the call.

I understand. It sounds like you're not in a position to move forward right now. I have a lot of free information on my site and I hope it helps you meet your goals!

Closing the sale

If you've reviewed your packages and are ready for them to make a commitment, it's time to close the sale!

Based on what you told me about what you're trying to accomplish, which package seems like the right fit for you right now?

Great! Let's get started!

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How to meet pricing objections

If you really want to close a high-value client and feel they're a great fit, consider using the questions below to help them justify their investment.

When they object to your price, say:

“That’s OK.” or “That’s fair.” “Thank you for your feedback.”

“Can I ask you a few questions?”

- **What results are you looking for right now?** Ask them what they want to accomplish.
- **How much is that worth to you?** Add it up. X/month and that adds up to XXX/year. And if that's every year, it's XXX. Put numbers on things.
- **When we work together you'll learn REPEATABLE skills.**
The impact of our work goes beyond the time we work together.

After you've explained the bullets above, repeat the “Closing the sale” section.

HOMEWORK:

Edit this document so it fits your voice and meets your goals.