

Sales script

Intro & Framing

“Hey [name], great to connect! Where are you calling from?” (light small talk, smile be happy)

“Cool. Well I know we don’t have too much time, so let’s jump in. Do you have something to take notes on if needed?”

“Awesome. So probably what would be most helpful, is I’ll ask you a couple of questions around where you’re at, what you’re working on, and where you want to go. Then if it sounds like we’re a good fit, I can walk you through what it looks like to work together and at the end you can decide if you want to be part of it or not! Sound good?”

Discovery

A. Primary Motivation (for call)

“Perfect, so maybe, the best place to start is, looking at what got you interested in booking this call in the first place?”

IF booked through DMs:

“Perfect, so I know we’ve chatted in the DMs already a little, but it would probably be helpful to ask... what got you interested in booking this call in the first place?”

If you get nowhere with the first question:

“When you say ____, what do you mean exactly?”

“Could you explain that in a little more depth?”

“Sweet, well props to you for taking action and getting to where you are now... now let me ask you this...”

B. Current Situation Diagnosis (cause pain)

“What are you doing for training right now?”

"What do you like about that?..... What do you dislike about that?"

"How long have you been lifting consistently?"

"What results have you seen in the last 6-12 months?"

C. Pain & Problem Diagnosis

"What do you think is the biggest challenge right now?"

"Why do you think you haven't solved it yet?"

"What have you tried already?"

"How did that go?"

"What did you like most? What did you dislike most?"

"How long has this been going on?"

D. Desired Situation Diagnosis

"Ok, [name], well what is your 12 month goal for [your physique]?"

"Do you think going beyond that is possible?"

"Whats your motivation for getting to [goal]?"

"How would getting to [goal] impact other areas of your life?"

"What else would change in your life if you reached [goal]?"

"Lets say, next month you hit [goal], what would be different?"

"Okay [name]. Well you currently are at [Current situation] and you want to be [goal situation] and it seems to me like PROBLEM 1, PROBLEM 2, and PROBLEM 3 are the main things holding you back, is that correct?"

Now, correct me if I'm wrong... but it seems to me that if you had a proven roadmap to follow and a mentor to walk you through that who has done it before... you would probably be the type of person to take action on that?"

E. Cost of Inaction

"Okay, well how has struggling with [problem] been having an impact on you?"

"What happens if nothing changes over the next 6 months?"

"Ok if we were to flash forward 6 months from now, and things were still how they are currently, is that possibly something you want to avoid?"

"What is that costing you in time, energy, or money?"

"Now if we were to go back in time 6 months ago and you had a clear roadmap and possibly mentorship to help you, do you think you'd maybe not be struggling with [current situation] and be closer to [desired situation] today?"

"Okay cool. Now it sounds to me like you are pretty committed... but just to double tap this... how committed are you to making this happen?"

Transition

"Great. I feel like I have a solid understanding of where you're at, but before we potentially move on, what else should I know about you or your situation?"

"Awesome. Well [name], based on everything you've told me I 100% believe we can help you because [INSERT REASONS based on what they've told you AND YOUR PROOF]"

"Would you like me to walk you through what we do and how it works?"

if they need business partner/ spouse confirmation, ask them if they are available NOW, or when, and BAMFAM to that time BEFORE pitch

If objection - only 2 hours a day available, include that IN pitch with PROOF example

Pitch (30 minute mark- means on time)

"Awesome. Now, this is a 3-step system to help you go from plateauing with a disproportionate physique to achieving an aesthetic inverted triangle look in about 12 weeks."

"And would you mind writing down 1-3 in your notes? Just so we make sure we don't miss anything."

Your Pitch (3 phases)