

Hey [name]. Please tell me your biggest motivation for taking the time out of your busy day and scheduling this call with me.

Or

How may I help you?

Okay, can you tell me more about that? What do you mean? What exactly are you referring to when you say _____?

Why do you believe you're experiencing this?

Okay, so why is _____ important to you?

Why are you serious about _____ right now?

What have you done previously to try and fix this?

How long has this been going on?

What has prompted you to look at this now?

What isn't working, and why do you think it isn't?

Why do you feel you haven't achieved this yet?

If we're having this conversation twelve months from today and you're looking back at the past twelve months, what would have needed to happen for you to be happy with your results?

What are you looking to achieve in the next 12 months?

Where do you want to be in 12 months time?

What do you want to achieve?

What revenue do you want your business to be doing?

What would that do for your lifestyle?

How much money do you want to be making?

I understand - and what is your motivation for achieving _____?

How would these change things for your business / life if you achieved X?

Okay, so when you achieve _____ what difference is that going to make in your life? What's the reason you want to do this?

Why is this important for you to figure out and get it working?

Okay, on a scale of one to ten - 1 being not really important and 10 being extremely important - how important is this for you to do?

What does it mean if it doesn't get done? What does that represent / what does that look like?

Okay, so what you're telling me is that you're currently doing isn't working, right? And it sounds like it's time to finally do something about it?

OK [name], I can definitely help with that. Would you like me to show you a little of how we could do that and what would be involved?

Help them with their problem.

Here's the way my program works:

Ok [name] how did you enjoy that? / Did that help you?

Does that sound like the type of help you're looking for? Would you like to know more of the specifics?

Ok [name] it looks like you would be a great fit for my program. Do you want to hear how that works?

Based on what you've told me, it sounds like this would be a great fit to help you [_____] and [_____].

The prescription

Provide the features and benefits in a way that translates into how it will help them.

'You'll have predictability in your business, more time, more money, less stress, greater freedom, increased security.'

The Close

[name], I want you to understand this is not for everybody. It does take time and commitment from yourself, and requires that you actually do the work and take action. With that said, why are you serious about solving / achieving _____ right now?

Before I move forward [name], to the financial investment, I'd like to first know something from you. After hearing about what is available, the benefits you'll receive, and how this is going to get you closer to achieving your goals, and getting you the help that you're looking for, do you have any other questions or concerns that I haven't covered?

Okay, you're clear and comfortable with everything so far, and you know how everything works? Okay, great.'

Other than money, is there any other reason that it wouldn't make sense to go ahead and get started today?

Okay, if the money makes sense, then we can get you set up and reaching your goals immediately.

Okay [name], based on what we've discussed, why do you feel you would be a good candidate for this program?

'Well [name], as I mentioned, there's humanly a \$1000 set up fee. However, I've found that people who are able to make decisions quickly always turn out to be my best clients. This is because they're decisive and can take action. Also going back and forth costs me time, energy and money. So for that reason, if we can get this all sorted for you on the call today, I'll waive the \$1000 set up cost of your investment, making it just \$_____. How does that sound? Can we go ahead and get this set up for you?

Ok, great. We can take visa or Mastercard. Which card would you like to use today?

When selling coaching, consulting, or professional services, it's important to weed out people quickly if they're not going to be a good fit using surveys and applications. It frees up more time for you to spend with people who are a good fit and that you can actually help.