



## Your Perfect Script

### Pre:

- If personal relationship, take a couple minutes to establish casual rapport no need to jump the gun
- **MUST** read prior DM conversation with the lead / get info from the appointment setter who made contact

### **Connecting Questions** (Purpose - takes the focus off you, and puts it on them)

Hey \_\_\_\_\_, this is just CLOSER NAME can you hear me okay?

Yeah, it looks like you booked a quick call to see if we could... possibly, work together to get your WHAT YOU HELP THEM WITH??

So just curious, what was it about myself and BIZ OWNER NAME that attracted your attention and made you wanna book in the call today?

- Okay and is there anything else specifically?

Okay, just so I don't assume anything, what is it that you're hoping to get out of the call today?

- (well I'm assuming you're not just hopping on sales calls all day just trying to find information so what problem are we trying to solve?)

Yeah absolutely, and so the first part of the call here is just to get a better idea of where you're at right now. I kinda treat this like an interview, and I'll probably have a couple of questions for you first just to **make sure that what we are doing here would even work for you.**

Umm, so fill me in if you don't mind me asking, like what do you currently do for a living?

"Okay" / "I guess that makes sense" / "right" / "sure"

### **Situation Awareness** (find out their present situation)

So what are you currently doing for a living?

- That's cool man, how long have you been doing that for?



- And what kinda gotcha involved in that?
- If no job, ask about outside investments/credit card IF you think they're broke

### If they say No Job:

- Oh, I'm sorry to hear that, I suppose what's got you looking to learn this high-income skill now and learn about ecom?
- Oh, I'm sorry to hear that, I suppose what's got you looking to THEIR GOAL now and learn about how to become that person?

### Eliminate the biz partner and spouse objection and parents:

Okay cool nooooww is it just yourself or do you have a partner and kids?

- Does she/he know we are on the call today or are we on a secret mission?

If you're getting the vibe that they are OBJECTIVELY broke (physically low likelihood that they have a few grand in the bank or credit) **OR** if they put broke on app/college student may not be qualified:

- Awesome man, just wanted to be upfront and transparent - what do you have saved up right now to invest in yourself? Just wanted to know in case you passed our interview at the end of the call.

### **\*\*Impact Questions (Now we look to establish the impact of the problem)**

SO do you... do you like.... the JOB/BUSINESS you have in place now?

#### *[If Not Happy]*

Hey man, it can't all be doom and gloom, there has to be at least a few things you like or can appreciate about it.

#### *[If YES]*

Oh fantastic, and what do you like about it?



### Two Truths

So to me it sounds like things are going fairly well for you ..... Is there anything you would change about your PRESENT SITUATION, if you could?

### Weed out whether they want to leave job/part/full time/entrepreneur/etc

- What do you mean by that? (CLARIFY)
- How long has that been going on? (TIMEFRAME)

### IMPACT QUESTION

- Okay and has that had an impact on you? (IMPACT)
  - In what way though?

(get one lifestyle difference they want and move on)

### SET TRANSITION FRAME (if they want to leave 9-5)

Yeah I really really love working with people who are kinda making the transition from being a traditional employee to living the laptop lifestyle.

It's a really rewarding time because it completely changes your entire life and finances. Gives you freedom

I guess taking more risk is a very very fulfilling time and I really enjoy working with people as they transition from one to the other.

Does that make sense?

### Rationale (Why Ecom Vs Anything Else?) **DO NOT SKIP:**

Just so I can see the rationale behind why you **might be** looking to GOAL, what's the main reason your looking to do \_\_\_\_\_ vs maybe finding a better paying job or a different biz op?...

Okay and like, why not try to figure out how to do this on your own?



### Weed Out "I Don't Have Time":

And what we have seen is that the time commitment required to be successful within this program is about 2 hours per week during the training phase, and then we place you either part-time or full-time in an established offer. Is that something that you would be able to commit to given your current schedule?

### Solution Awareness Questions (Transition to Zoom here)

Okay so before we started talking here today were you already out there looking for ways to start making money online?

- Or what have you been doing so far?
- How long have you been looking for a way to (solve the problem)?
- And how's that working out for you?
- How much do you need to leave your job?
- **Now do you have any other calls booked with other people?**

### MUST ASK:

- I'm curious what you think has prevented you from taking steps in the past to get the coaching that you need to be able to be successful with an ecom store? **(curious tone, not accusatory)**

**OR** ↓ (if they worked with someone in the past)

- How did it work out for you with that company/coach? **(never say the name of the company/coach!!!)**
  - What type of results did you get with them?
  - What do you think held you back from having success with that strategy/approach?
    - Do you think that not having good sales ability held you back?
  - Do you think that it may have been because of TikTok ads?



So, there are what seems like 100's of Gurus out there, so **WHY would you want to work with us?**

- How do you see yourself working with us?

### (IDEAL CRITERIA)

So just to make sure that what we are doing would actually work for you, besides \_\_\_\_\_ / \_\_\_\_\_ what are you actually looking for in training and coaching programs, what would be your **ideal... criteria** so to speak?

- **Can I ask why that's important to you now though?**
- **Why do this today vs next month next year?**
- Is there anything else you're wanting?

### **Future Pace Questions**

So with all this you want to obviously make more money. What's the goal, what would you really want to make per month?

- Okay so you wanna make \$x,xxx\_ per month is that right?
- And what's the timeframe you want to do that in?
- What are you at right now?

### (What can happen if they make the change)

So let's say we were able to help you get to \_\_\_\_\_ in the next 12 months, what would you do with that type of money coming in consistently every month ?

- Who's the first person you'd call when you're able to xyz?
- And What does it feel like to be able to walk into that house and call your father? - What would that do for you personally to be able to make that much?

*[If they give a positive emotions IE, I would be super happy, flip it.]*

- Does that mean you are not happy with XYZ now?

Probing questions (based on their answer ↑)



- What do you mean by xyz?
- Well how long has that been going on?
- Has that had an impact on you and your family?
- In what way?

**Consequence Questions** (Helps your prospect question their way of thinking and explores the consequences of not solving the problem)

What if you don't do anything about this though and you just keep doing the same things in your business for the next 2 days, 2 weeks, 2 months, 2 years..... 2 decades? - Why is that though?

**IF THEY THINK THEY'LL BE FINE:**

**Need to get them to explore failure in order to accept success**

**"That's great that you are so positive you have a great outlook on things but in order to accept success you have to be willing to explore failure otherwise you can live in the fairytale land of butterflies and rainbows of "oh I'll figure something out"**

**Are you willing to settle for that?**

- Well whose choice is it if you settle or not?
- So right now is it important for you to do this business so that you can [insert emotional driver] is that important to you?
- But why is this important to you NOW, why not do this later?
- (make them dig in probe and clarify)
  - So time to make a change possibly?



## **Transition To Offer** (TRANSITION FROM PHONE TO ZOOM!! SHOW THE PROGRAM WITH SCREEN SHARE)

**BELOW IS AN EXAMPLE - CONSTRUCT YOUR OFFER BREAKDOWN PER YOUR OFFER**

Ok so...based on what you've told me and this conversation that we've had, what we're doing here Would actually work for you.... So if its okay with you I can just umm, tell you a little bit of what we do and how I think it can help get you from that XYZ current lifestyle to more of that business owner mindset making \$10, 20, 30K/month would that be okay?

Price & term

So the investment of the program is \$997 USD and FOR THAT, here's what I'm going to do with you:

### **Offer**

1. The full membership site produced by Jacob, this covers everything you need to know around how to scale your store with TikTok ads + organically.
2. 1-on-1 access with Jacob on a weekly coaching call
3. Your store gets built out for you by us, so you don't need to do any of the work yourself and it gets done right.

And the last thing I want to cover is... we're providing everyone I work with a FULL 90 day refund guarantee - which means if you don't make your \$1K within our first 3 months of working together, you'll get your money back.

So that's really everything there is, do you have any questions?

Do you feel like it could be the... answer for you ?

Why do you feel like it is?



Any pillar in particular that you feel is like the key to the castle for you?

Starting a job analogy

### **ASK FOR CLOSE**

Well you know (NAME) , it sounds like we've gone through everything I would need in order to make sure that we can actually get you to GOAL

So .... From here the **next steps** would be and **if it's appropriate**, we can organize your onboarding I would just need to double check your email and phone number and then we can go ahead with the payment and you can do that with a credit card or debit card then from their the next steps would be getting you onboarded and store in process.

Would that be appropriate? Or how would you like to proceed?

Would you be opposed to move forward today because it sounds like you're a good fit

**Advance Sale Forward**

**Repeat.**