

P1 : Opening Questions / “Ice Breakers”

[VERSION 1]

What was it about my business partner (name) and myself that made you stop and want to book this call in the first place (more high lvl)

OR

[VERSION 2]

Tell me, What sparked your interest to want to book this call today? (simple & effective)



Purpose OF Asking The Above: Authority & Frame POINTS+ because 1. You are a business partner rather than just a sales rep 2. You are reminding them that THEY booked the call.... Not the other way around they found us, not us approaching them (not a cold call....) aka doing THEM a favour of delivering on the promise to help without even ever reaching for their wallet.

Outlook / Agenda for the call:

Okay... yeah.... That sounds fair- [then roll into your outlook phase]

[VERSION 1]

[So.. Well.. Prospect Name] the whole purpose of the call today is really just to get a better idea of where you're at right now.... So I'll probably start with a couple questions first. My main goal is make sure we can even help you in the first place because if I asked is (niche) for everybody what would you say (let them reply) exactly

We currently have hundreds of applications coming in daily and fact is our bandwidth is limited as in we just cant work with everyone- so forgive if im blunt but if at any point I feel as if perhaps what were doing here just wouldnt work for you ill just tell you-

However I will still make sure to leave you with some value no matter what so you mission forward in some way shape or form, sound fair? (more high lvl)

[VERSION 2]

So look, the point of this call is to get a better understanding of you and to see if what we do even make sense in the first place, I'm sure you can imagine, we get hundreds of applicants everyday and we can't just work with everyone, so if at any point during this call I feel it wouldn't make sense for you, i'll just tell you, i'm a very straight forward person, OR we can talk next steps and get the ball rolling. (simple & effective)



Urgency + Status (showing them the door if not “perfect fit”) - btw never say “fit”

P2 : SITUATION AWARENESS

- What are you doing now for work?
- How long have you been doing it?
- Do you like it?
 - Are you making any money?? (curious tone) follow up with “what are we at on a month to month basis?”
 - After expenses are we able to save anything? Follow up with “what have you been able to put to the side”
- Decision Maker- DO NOT SKIP
 - Cool is it just you planning on going into [insert niche] or do you have a business partner, wife, brother, best friend that sort of thing?
 - If “yes i have a wife, business partner etc” say “cool, and they know you’re on the call or... are we on a secret mission kind of thing....

Depending on answers, relay back to them and ask why they want to make a change now then dive into pain.

P3 : SOLUTION AWARENESS

- Why (opportunity) specifically? [versus xyz]
 - something more traditional like stocks, crypto, real estate that sort of thing?
- How long have you been looking into [insert niche]?
- So what have you done in the last 3-6 months to advance your mission forward?
- What stopped you from taking action in the past?
- Why not go to youtube?
 - theres a bunch of great resources / videos on this kinda stuff
- Why invest to work with a program like us?
- Time commitment
 - I mean the common denominator we see with our students no matter what even if their goal is just hitting 5 or even \$10k per month ... is really the time you’re looking at anywhere from 1-2 hours per day for at least a week or so JUST to get the ball rolling... is that even something you can commit to?... or should we end the call right here. **(DO NOT SKIP ^^)**
- Have you worked with a coach in the past?
- Why is it so important for you to do something today and not push it off to tomorrow, or next week, or next month.
- Why us? (Avoid look around) update wording

*I mean there are thousands of guys out there saying buy my course..
And you'll be a millionaire. Why the heck do you want to work with us?*
(Curious Tone)

Transition to Future Pace:

Example: "Okay- Well Ive grilled you with questions how about we have some fun-
**Upward inflection in voice: soft, warm and uplifting

P4 : FUTURE PACE

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

***lower ur tone on last 5 words** aka power whisper*

[ask this even if you already got their "goal" this is a great place to get micro commitments as well as remind where the prospect is currently / how far they are from their goal]

- Okay so you wanna make \$x,xxx per month is that right?

*[if really high, don't stress simply say "sounds like we got work to do.. **pause then then smirk | if reasonable say "well thats breathing a fresh air...." and reward them for being reasonable. | if really low say "thats it?!? Come on man try again!"]*

- And what's the timeframe you want to do that in?

[lock down a timeline for this dream]

- What are you at right now? / What does that compare? (another version)

[either question is fine just get a number]

- (What can happen if they make the change / paint the picture)

- So let's say you were to join our program today and you found yourself in the top 5-10% of our students doing 20-25k per month... month over month what would you do with that kind of money coming in..... Every single month?

[This is where you guide the prospect to mentally experience the outcome — the result of working with you or solving their issue]

- 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 positive emotions IE, “I would be super happy, flip it.”]

Does that mean you are not happy with XYZ now?

Extra Probing Questions If Needed Based on Their Answers

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

P5 : CONSEQUENCE

[VERSION 1]

- That’s the top of the mountain, but it starts with drawing the line in the sand to actually start climbing it.
- What happens if you let fear of failure, temporary discomfort & uncertainty stop you from doing that and nothing changes, you stay where you’re at, what does that look like?
- Is that something you’re willing to settle for?
- Time to make a change possibly?

[VERSION 2]

- What would life look like if you were to not make a change
- How would that impact you and the people around you
- How would that make you feel knowing that you did not take the necessary steps to get to where you want to go
- Is that something you are willing to settle for?
- Why not?
- So how important is it for you to actually take action then?
- Time to make a change possibly?

P6 : GETTING INVITED TO PITCH

Well [lead name] based on everything you told me.... I don't see any reason why this program wouldn't work for you... If you'd like I actually can run you through exactly how students in similar positions have used our program to actually hit 5-10 even \$15k per month- Month over month, if you'd like? Would that be helpful if I did that ya

P7 : PITCH

PITCH: So the investment of the program is [insert \$XYZ] and we break it down into three master components...

PILLAR 1 : example education

PILLAR 2 : example community

PILLAR 3 : example 1 on 1 support

PILLAR 1 BREAKDOWN

- Check in: Does that make sense?

PILLAR 2 BREAKDOWN

- Check in: Are you comfortable with all this so far?

PILLAR 3 BREAKDOWN

- Wrap up: And thats... pretty much everything this is

Any questions?

I mean.... Do you FEEL like this could be the.... Answer you've been looking for? What part sticks out to you like that's gonna be the key to the castle for me?

Tie Down : Is there any reason why you feel the program wouldn't work?

If Yes: Loop and raise certainty (go back to pillar and patch the hole)

If Not: Showtime.... Time to close this deal repeat these words....

"Well then it sounds to me like the decisions already made...."

[Insert your offers closing line]

Example: "You wanna come join a bunch of Ecom Cowboys"

If yes- advance if no LOOP then retake order when all points are cleared.

P8 : INVITE TO CLOSE (check engines...)

Onboarding process:

Alright [prospect name] well we could organize your onboarding- again I would still need a bit of information from you first before anything..

I'd need your email, first name, last name, that sorta stuff so we can set up your [student/member/partner] account..

Once we have that done and sorted thennnn we can head over to enrollment and you can take care of that enrollment fee however you'd like Credit card, Zelle of course you could also just break it up into tiny pieces that sort of thing.

From there will set up a gameplan PEN & PAPER so that way the moment you are off this call you know EXACTLY what to do to start generating [results,sales etc]

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

If yes- begin gathering email addresses, phone numbers, first names, and last names. These are micro-commitments that indicate progress in the right direction.

If no- get ready for your knife fight and let the chess match begin.

Remember your training. Raise the certainty. Handle what you must handle.

Advance the sale forward.