

# RAPHS OG B2C SCRIPT

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## Connecting Questions (takes focus off you, puts it on them)

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

I cant seem to see you can you see me alright? (If lead has camera off **concerned tone\*\***)

Yeah man, so it looks like you booked a quick call to see if we could... possibly, work together and get you started with ecommerce??

So just curious, what was it about myself and (business partner) that attracted your attention and made you wanna book in the call today?

- Okay and is there anything else specifically?

Yeah absolutely, so the first part of the call here is really just to get a better idea of where you're at right now so I'll probably have a couple of questions for you first just to **make sure if what we are doing here... would even work for you in the first place**

I'm a pretty blunt and transparent person so if at any point I feel like this just isnt a right move for you ill just tell ya and wont waste your time... cool? **\*\*empathetic tone**

## Situation Questions (find out their present situation)

Right! 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"

- - 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 side hustles etc

If in between jobs use below

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

## Eliminate the biz partner and spouse objection and parents

Okay cool noooww is it just yourself or do you have a business partner, wife, brother best friend you plan on doing this with? quickly add in\*\*

### **Put on pedestal (give them a chance at seizing the power)**

Or are you sort of going for the lone wolf approach kinda how (partner) did it when he first started out?

### **If hit with oh my wife / husband will do this with me use below**

- 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 LEGIT broke (logistically low likelihood that they have a few grand in the bank or access to credit use below) OPTIONAL

Awesome man, just wanted to be upfront and transparent - what do you have saved up or set aside right now that you were aiming to use in order to actually get this project off the ground? In case you do love everything were doing here and actually want to start and ecom business

### Problem Awareness (establish the impact of the problem)

So do you... do you like the (Job or Business) you have in place now?  
[IF UNHAPPY]

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

- I mean better to be busy than broke right? **\*\*optimistic tone**
- Hey I mean a jobs a job right..... **\*\*caring tone**
- Well what have we done to solve (insert the issue with job)

[IF YES]

Oh fantastic! **Then skip to the rational question\*\***

### 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? Why even do this at all?

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

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

### Impact

wow okay and has that had an impact on you?

- In what way though?

(get one lifestyle difference they want and move on)

Chat if the conversational feels natural and not forced... remember you do need to advance the sale forward but ideally with as little sales resistance as possible

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

Just so I can see the rationale behind why you **might be** looking to get into this mentorship, what's the main reason your looking to do Ecom vs maybe something more traditional like stocks or crypto that sort of thing.... **\*\*eyebrow raised**

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

- I mean you can find half of this stuff on YouTube right... **\*\*Curious Tone**

Fair enough...

### Why Now?:

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)

ideal... criteria

- Can I ask why that's important to you now though?
- Why do this today vs next month next year

## **Eliminate Time Commitment Stall**

I like to use these calls to manage expectations. I think a lot of people feel as if ecommerce is just laid back passive income that requires no time-

*but it's actually quite the opposite.*

I mean typically our students need to spend at least 1-2 hours a day especially when just getting started in order to just get the ball rolling..... **\*\*Serious Tone**

-  
*Is that something you can do... or should we just end the call now **\*\*Conversational tone + anti sell is lethal***

## **Solution Awareness / Help them realize they are not making any progress**

"Okay so before we started talking here today were you already out there looking for ways to start making money online? What have you done to advance your mission forward in the last few months"

- - 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?

## **See if there's been a loser who failed them before / and how they let them down**

"I mean do you have any other calls booked with other people?" **\*\*curious tone**

Or

How did it work out for you with that company/coach?  
(never say the name of the company !!!)

- - 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 on TikTok ads?

## **Eliminate The "Look Around" Stall**

So, there are what seems like 00's of guys out there saying BuY My CouRsE and You'll Be A MiLLioaniRe, so **WHY the hell do you want to work with us?** **\*\*Funny tone shoot for a laugh but have an eyebrow raised**

## **Tie Down / Today not Tomorrow Not Next Year**

"Can I ask why that's important to you now though?"

- I mean what happened that made you wake up say enough is enough.... **\*\*motivated tone**
- Why do this today vs next month next year

### ***If young under 20:***

“Man how do I know you’re not one of these 18-19 year kids who come through my door going I want to buy a Lamborghini overnight who’ll just quit after a few weeks”

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)

**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)  
So, there are what seems like 00’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 so to speak?

- Is there anything else you’re wanting?

### **Future Pacing:**

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. Then 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

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 where you're at now... to ideally more a lifestyle that you aspire too... would that be more helpful?

***\*\*you are then invited to pitch/break it down***

So the investment of the program is \$4800 and FOR THAT, here's how we break it down we separate the program into three master components

Offer\*\*\*

1. **Reverse engineering**
2. **Education**
3. **The 1 on 1 Mentorship**

So first off reverse engineering what's the best way to learn how to swim? ... jump into the water. ---That's exactly what I will do! we're gonna pick you up and throw you in the deep end \*\*laughs no i'm just kidding however we know the best way to learn how to run a store is to literally run a store so that's exactly what will do!!!

We're going to build you a store with a winning product that is already picking up steam in the market so you can hit the ground running.. day... one

Now here's the thing: I'd love to give you the keys to a Ferrari but if you don't have a driver's license.... we're kinda screwed cause you'll likely just end up crashing. We don't want that so before we give you a store we're going to provide you a full education. You are going to learn everything there is to know from front to back about E-commerce in order for you be able to not only own and operate but eventually scale your store.. essentially allowing this to become hopefully someday more than just a side hustle instead but possibly even a career.

Does that make sense?

Now here's the thing.... Despite how great the store looks and how well of an education you get you are still gonna get stuck... there's still gonna be moments where you're like what the hell am I supposed to do now and THAT'S

OKAY... it's normal and I hope it happens because despite how famous "offer owner" is... he developed and trained an ENTIRE team of experts just to help students every single... day. You'll be able to text them directly and if messaging them back and forth isn't cutting it... then jump into a live zoom call with them for more hands on help and if ever they can't answer the question for whatever reason then "offer owner" personally will tap in and solve your problem.

*Essentially they'll be there every step of the way to jump right in and guide you to help you avoid any common mistakes, or traps that he might have made when he was first starting out. Like I said... their goal is to help you every step of the way. **\*\*empathetic tone***

and that's .....really everything there is, do you have any questions? **\*\*Enthusiastic tone**

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?

**then transition to close.**

Well you know (NAME) , it sounds like we've gone through everything I could of asked ya I mean... it sounds to me like the decisions already made

What do ya say... you wanna come join a bunch of **ecom cowboys or what?!**

If yes,

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. That way I can start by making you a student account .. once I had that done we can head over to enrolment... that's where you can make your payment however you'd like... credit/debit venmo zelle paypal whatever works best for you...

from there will get you right into our curriculum, followed by our student expert line so you meet all the team and start asking questions but most importantly were going to set up a game plan so that way 48-72 hrs from now when we deliver you a store there is **NO REASON** why you dont have everything you need in front of you to start seeing some actual progress / hit the ground running

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

**^^ HUGE AF**

**Bang advance the sale forward.**

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