



SALES SCRIPT · FREE VAULT DOWNLOAD

The High-Ticket Sales Script: the Master Call



A JAMIE SONNEX CONSULTING RESOURCE

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OUTLINE

A sales call is a series of steps. You must fully complete each step and overcome all objections from each step before moving on.

1. Build Rapport
2. Set the Agenda for the call
3. Figure out their motivation for the call and outline the journey they will take with you should they buy your product
4. Understand the details of their situation
5. Gather essential data about their pain points and cause self inflicted pain
6. Figure out what their goals are and their motivation for achieving their goals
7. Releasing control and self admission that they can't achieve these goals alone
8. Gain commitment that they are ready to do something about their situation
9. Acknowledge the gap between where they are now and where they need to be and gain permission to share how you can take them there
10. State what you are an expert at
11. State your offer
12. State your price - Potentially include incentive based pricing
13. Manage objections

PART 1 - BUILD RAPPORT

- Hey ____, how's your week
- Small chat
- Alright well we can dive right in and get started with this call if you want?
- [Yep, let's do this.](#)

PART 2 - SET THE AGENDA AND TAKE THE LEAD

OK_____, I want to make sure I add heaps of value for you in this call so to do this I will start out by asking you some questions about your business and your application which I have. Then if it sounds like I can help you and we are a good fit, I will explain what I have to offer and how that works. Then at the end you can make a decision whether you want to be apart of it or not. How does that sound?

- We are pre framing the exact steps that are going to take place
- Sales only happen if you have the alpha role
- If they are leading the conversation you will not sell, if they start leading and asking you questions you will need to flip it, reframe the call and push the lead back in your favour
- You need to dodge the questions and restate the agenda for the call
- If you can't take the lead just end the call

PART 3 - FIGURE OUT WHY THEY ARE ACTUALLY HERE

So _____, tell me what motivated you to take the time out of your day today and schedule this call with me?

- This could even fast track the call to the sale
- They could tell you their problems right now
- But some might not give you clear answers. You will have to dig a little deeper and if so ask the following question.
- So, OK, tell me what is not working in your business.
- Find the **pain**. Dig **Deep, Deep, Deep**.
- Ok, well we can't move forward until we can identify what your goals are, what your motivation is to achieve your goals are and what your current challenges are **because** the marketing strategy and business growth strategy we will discuss today will change depending on the answers you give me.
- How long can you afford to be operating like this?
- How long can you afford to ...
- Are you comfortable relying on this style of running your business?
- Problem ---- Nightmare.
- Cancer and Chemo analogy. Not sure I really need this....
- What and Why questions.
- So tell me, where do you want this business to grow to?
- Ok and what is your motivation for getting to \$XX?

PART 3.1 - OUTLINE THE JOURNEY

- Outline the Journey if they don't come on board. Pain - in 12 months wake up ...
- Awesome _____ would you like me to tell you what the journey will look like if you jump on board today and join .
- **Yes please.** (by asking them to ask you about the journey they are giving themselves over to you and the potential solution to everything they have been looking for).
- Firstly we will begin by coaching you to build a solid business model that easily attracts the right customers at the low end, and ascends them up to the highest profit areas of your business.
- We are going to show you how to create irresistible offers and funnels that when your target market sees your ads, they immediately respond and become a lead at the best possible return on investment possible.
- Develop a seamless sales system that makes closing your leads, and up-selling them into your higher end products and services incredibly simple.
- And of course, we'll be looking at scaling and growing from there. This means that we want to work with you to bring your business to a point where you can employ staff to do the things you don't want to do and begin to act like a business owner, not a business operator.
- Is that where you want to get to?

- Solution ----- Dream
- Make sure the size of the gap between where they are now and where they want to be is as big as possible.

PART 4 - (MIN 10 MIN SPENT HERE) UNDERSTANDING THEIR SITUATION

Imagine you are a private investigator and you need to know everything about their business

- OK so what are you selling?
- How are you pricing that?
- Who is your ideal customer?
- Why do people buy your product or service?
- What's the big promise?
- What is the sales process from stranger to client with you?
- What is your average client worth?
- We now know much we can spend on advertising to attain a client.
- If selling multiple services or products, what makes up most sales volume, you could blow it with this if you are focusing on the wrong product they care about if they keep referencing it. So you might lose the sale if you only focus on that. You need to latch onto what they want to grow, where it fits in with their bottom line.

Make sure you are writing everything down

PART 5 - GATHER ESSENTIAL DATA AND CAUSE SELF INFLICTED PAIN

- How are you currently getting customers?
- How many customers did you get last week? How many the week before?
- Do you know how much its costing you to get a new customer?
- Do you have a proven process in place to get new customers at will?
- How long can you afford to be operating like this?
- How long can you afford to ...
- Are you comfortable relying on this style of running your business?
- You can't judge them or they will get defensive, it's purely getting data together and cause self inflicted pain, not pain inflicted by you.

How much money are you making per month with this business right now? You MUST get the answer to this question before moving forward. Get a \$ figure

- It is like you are a doctor, you need to simply ask, be quiet, and let them talk through it, they need to be clear answers, be quiet until they are giving you clear answers. Do not try and solve.

PART 6 - FIGURE OUT WHAT THEY WANT

Ok _____, so you have told me that you want to get your business to \$XX. Where do you want to grow this business to in the next 12 months time?

- You **MUST** get an answer to this, hear them out and then get a specific dollar figure per month they would like to be at.
- Ok and what is your motivation for getting to \$XX?
- How would things be different for your business if you got to \$XX?
- Would getting to \$XX have an impact on other areas of your life? Tell me about that...
(talk about personal, life, relationship, health, freedom)
- Excellent _____, well as we have discussed, if you are willing to put in the hard work that running a business requires and you are willing to work with us and implement our strategies you **WILL** achieve this result.

In this part, support them in their vision, help them define it, if they are aiming too low, help them aim higher. In this point you can use case studies or stories of people you have helped so they can see themselves with a different life, ask why they are aiming low.

With the case studies talk about someone else just like them, and how they aimed low and how you increased their vision and then how you helped them get to the bigger vision. And change their beliefs, and ask them if that is where they want to be, and then go through the questions. They must want to at least double their business.

The customer needs to believe that your product will help them achieve their goals as much as you do. Using positive language like "**YOU WILL**" is very powerful. If you believe without a doubt that your customer will achieve these results then the customer will, and feel incredibly empowered as a result. If you get this right you are well on track for success.

PART 7 - RELEASING CONTROL AND SELF ADMISSION

Ok _____, you're currently making \$XX per / month and you want to get to \$XX per / month. Tell me what's stopping you from achieving that on your own.

- Once you ask this question be dead silent.
- This question lets them dwell on what their current situation is and the gap between this and where they know you can take them. Let them sit with the pain and paint the picture of where they want to be in their mind - achieving the success you have helped paint on the call.
- Let them stretch that vision and realise how it will change their life.
- If you have expanded the gap between them doing this themselves and realising that you are the vehicle to get them there you are positioned to move on.
- What you are waiting to hear are:
 - Unable to get there on their own
 - You get them there faster
 - They want a proven system from someone who has done it

Listen for any or all of those **3 statements** before moving forward. If they don't think anything is stopping them from doing it on their own then you will not be able to sell them because that is the biggest objection. If they think they can achieve success on their own say that's awesome and if that's the case then they probably won't need your help and try to end the call. If they don't say they need your help let them know, if you don't think you need help how do you think i can help you, and they will open up or the call will shut down.

They are releasing control with these statements and how that they can't do it on their own and they are admitting defeat and they need your help.

PART 8 - GAINING COMMITMENT AND WRAPPING IN EMOTION

Ok _____, so you're currently making \$XX / What will happen if we do nothing?

Ok and when are you wanting to fix this? (want answers like, immediately, now)

Ok and I know that you are wanting to fix this now but how committed are you to make this happen?

The response to this question always brings in the emotional drivers... You are finding the underlying reason why somebody wants to make more money in their business and you need to uncover it here

PART 9 - ACKNOWLEDGE THE GAP AND GAIN PERMISSION TO SHARE

Ok, so you're (current situation) and you want (XYZ). And you're ready to achieve that right now?

Do you want to learn exactly how we can help you do that?

PART 10 - STATE WHAT YOU ARE AN EXPERT AT

You must be energetic here, outlining that your solution is new, exciting and different than what everyone else is offering.

Fantastic. So we're experts at helping people who (current situation) (achieve goal) by (what needs to happen).

At a minimum this means doubling the business, but many times it's about getting 10x more revenue, with less work and effort.

Many of our clients that we have coached have grown from a revenue position of under \$100k/year to over \$1M/year within 12 months.

If we could help you with that it would be pretty life changing wouldn't it?

So here's the deal.

We want to show you everything we've done in our businesses to (result you guys have got), and everything we've done to help X clients get X result, in our program.

We'll help you:

- Build a solid business model that easily attracts the right customers at the low end, and ascends them up to the highest profit areas of your business.
- Show you how to create irresistible offers and funnels that when your target market sees your ads, they immediately respond and become a lead.
- We have spent over \$5M on Facebook advertising over the last 5 years and we know what works and what doesn't. At the same time, we help our Clients spend approximately the same amount each year on advertising their products.
- As a result, we are going to help you put together powerful Facebook or Google ads just like we and our clients use to achieve the same success we have achieved. We'll show you exactly which metrics to watch and how to set them up for success.
- Develop a seamless sales system that makes closing leads, and up-selling them your higher end products and services incredibly simple.
- And of course, we'll be looking at scaling and growing from there.

And from what you've been saying, I think this is EXACTLY the right move towards reaching (their goal). Is that right?

When you finish stating your sentence just be **quiet, say nothing**. You must wait, they will then have to say something, like, i want that, how do I sign up, awesome what do we do next.

Script out how you present yourself and practice it until you can deliver it clearly and in a powerful way. You want your prospect to think “that’s me” and “that's my situation right now” and “I definitely want to achieve that”.

Your statement reflects what they have said their troubles were in the call

Therefore... You must be the expert to help them here.

CHANGED TEMPO FROM THIS POINT

Now things change.

You state what you are an expert at and then be quiet and wait for them to start pulling more information from you. At this point you have lead them into a mental state that they have never been in before, they know they have a problem, they know what they want and they know they can't get there on their own and they know that you are the expert to get them there.

But.... You are now not leading the conversation forward and they have to pull it all from you which again build their neediness while strengthening your power in the conversation.

PART 11 - STATING YOUR OFFER AND HOW IT WORKS

The next step when you do this correctly is that prospect will ask you how they can work with you or what you have to offer - when they ask you you need to present what you have in a clear way that does not solve their issue.

Here you state what you do and how it works. You must talk at a high level and keep it vague. Don't talk about the processes or the features or anything like that because you will trigger the wrong “feature brain” in your prospect and you want to keep their brain fixated on the **OUTCOME**.

So _____ is a program that consists of **Online Modules**, a closed **Facebook Group** that is only available to _____ Members and **4, 2 day catch-ups** each year that are run each quarter. The next 2 day catch-up is in _____ on the dates _____

Your description of how your thing works should be no more than 2 minutes and NOT TALK ABOUT PRICE.

Now your prospect will start asking you questions about how it works and they will keep asking until that have a clear understanding of exactly how it works and more importantly will work for them

When you present your offer in vague detail the prospect then asks you for all the pieces they need to understand and they keep asking until they have the picture that THEY NEED.

As you answer the questions be careful not to divert the conversation, just answer the specific question they asked and then Be Quiet.

Eventually when your prospect has asked all the questions they have regarding the offer they will ask you for the '**Price Question**'.

So now they have asked all the questions and when they asked the price they have gone through most of the questions so you don't have to double back after, they they have asked everything they need to hear to see value.

Wait until they ask how they can work with you, or what you have to offer.

Now sit back and answer their questions like usual.

PART 12 - STATING YOUR PRICE WITH INCENTIVE BASED PRICING

If they ask the price earlier, respond: Ok awesome, I'll get to the investment in just a moment, but first, is there anything else you wanted to know about how works?

So tell me, how much is it worth to you to be able to (ACHIEVE GOAL)?

If their response is less than 10%. Respond: You mean to tell me, if we could help you (achieve goal), you would only be prepared to invest XYZ to achieve that? Dude/Name, I thought you were serious about (goal), but something's not right here. What's really going on?

Fantastic.

So the investment for program is only \$250/week on a 12 month agreement and we can get you started right away.

- So what happens is I'll take down your details now to get started and process the first weeks investment.
- You'll then get an agreement sent out to you in your email.
- As soon as you get that back to us, you'll be added into the Facebook group, receive access to the online modules, and be welcomed into

However, considering you're 10/10 serious about (achieving goal), I have something pretty special to offer you.

Look, the community aspect of _____ is so important, being able to work alongside, brainstorm and bounce ideas off up and coming entrepreneurs who are all pushing to reach unbelievable goals, that's what really gives this community the extra edge.

17.7 So obviously, the best people to have in that community, and likewise the people who get the greatest results, are those who're able to be decisive and take action. So we reward that.

This means, if you take action, and get started right now and get your agreement back to us before (2 hours from now), you'll get our **Action Taker Price**.

This is where you'll get to join _____ at a special action takers investment level of only \$200/week. This saves you \$50/week.

Does that sound fair enough?

Awesome, so let's get you started then. Can I just confirm your email address is XYZ.

(Get their details).

Confirm agreement will come back within 2 hours. If they can't do this and there is a valid reason for this then extend this time to a time that works for them.

Must now overcome all objections and get a decision. Are you in or are you out.

So, can you confirm that you are going to sign the paperwork and join us in the group today?

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

calendly.com/jamiesonnexconsulting/30min

