

Sales Script

[AFTER YOU'VE COMPLETED THE 30 MINUTES OF FREE COACHING]

[SET THE FRAME]

I hope some of that was valuable...and I'm not sure if I can help further. And so at this stage, I'd love to connect with your story, ask some questions, and if I can help I'll let you know how, but if not, I'll politely let you know so we don't waste any of your time is that okay?

[let them respond]

[CLARIFY WHY THEY BECAME A LEAD]

So first question, Why Me and why Now? Like what issues are you hoping to solve?
[problem awareness]

[Listen]

So, it sounds like you have [XYZ Problem]

Like, what's your goal in this process? What does a really ideal outcome look like for you over the next 12 months?

[Listen]. [Repeat back things and rephrase things so they can really connect to a free future and how that would impact their kids, husband, career, etc]

So cool, I love all of that...so (Name) what's missing? Like what's keeping you from all of those things right now?

What else?

And what have you tried? Counseling? Self-help books?

Why didn't that work?

Transition Formula- (Confident)(Transition into presenting your solution)

Based on what you told me, what I'm doing might be able to help you...because you know how you were saying you maybe want [insert their solution/outcome (freedom, better relationships, more connection/confidence)]

But with your current situation [what they don't like]
and how that might be making you feel a little [negative emotions]...**pause and how that has you maybe looking into coaching with me (pause for answer)**
Well with your permission I could share with you how I feel like I can help?

Mention 3 steps you'd like to walk them through

(l.e. Self awareness, processing through inner critic, working through shame, getting connected to unprocessed pain, getting love and compassion in...etc)

Does all that make sense?

Committing Questions – (Closing)

NAME, do you feel like this trying this out could be the answer for you?