

ASSIGNMENT

SALES
SCRIPTS



CREATE A SALES SCRIPT

CHOOSE YOUR FOCUS

What are you selling or promoting?

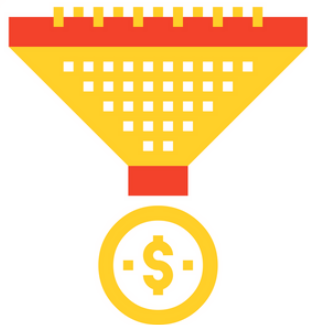
What is the behavior you want to reinforce?
(sign up, buy, order, join, register, refer, purchase)

What is your goal?

Choose 3 areas to create scripts. Use the headings in the primer. Write your choices in the boxes below.

3 CHOICES

Name five activities, free offers, upcoming events you want to focus on.



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EXTRA SPACE FOR YOUR WORK

Start writing your scripts. "Say" the words out loud as you go, and make it as natural as possible!