

Sales Scripting PRIMER

Introducing yourself

I'm (name) and

- I am excited to hear this speaker.
- I've never been at this facility.
- this is a really energetic group, have you been to an event sponsored by them before?
- I'm looking for a person who handles (what you are looking for), can you point me in the right direction?

Learning about others

What is your connection to this event?

(If they you have used their product) I love using (product), (share your experience).

What do you think about (something going on in their industry).

What kind of events do you prefer? Sometimes these are hard to get around but it's fun to be here!

I love meeting in person- it's a nice break from social media isn't it?

Getting deeper

I'm a speaker- I just spoke at an event last week (describe event).

I'm working on a presentation about (subject) and it's interesting what I'm finding out about (deeper info).

I've been working on getting better at (something related to social media or technology)- how about you?

My big goal this quarter is (name one), what are you tackling this year?

Basic questions- when the time is right

Where are you located?

Do you have kids? What are they into?

Do you have a team in the hunt at the superbowl or world series, etc?

Have you always lived in (city or area)?

Finding connections

That is so interesting, I have something I would love to send you- a link or resource related to.

Okay- I just published a book, can I show it to you. I know cheesy but I have it in my purse.

I have someone to introduce you to- they can help you with that.

I just wrote an article about that. I just did a livestream about that.

Follow up.

I would love to talk more- let's find some time to chat.

I'm so glad I came- I'm going to e-mail in the morning with some ideas.

Can we connect later? I have some ideas?

I would love to talk about your product- let's connect later. What do the next few weeks look like for you?

Oh that is so interesting- I have some thoughts- or I would love to invite you to (event) or if you like this event there is another one you will enjoy.

Next day and after follow up.

We talked about (something), and I wanted to let you know about a few ideas I had.

Here is the tip of the iceberg. Do you have ten minutes to connect?

I don't know if you use this, but it's really worked for me.

That was so fun to connect last night- what does your week look like?

Is it crazy I'm following up tonight- I just had to let you know about.

Here is my formal invitation to the online or in person event. I would love for you to be my special guest.

I want to send you a book- what is your address or can I drop it off?

I would love to see your work, when can I drop by?

Talking about your work.

I've brought a few things to look at, so you get a flavor for what I do.

There are a few opportunities or ways to play and I think this might be the best one.

I've really been thinking about what you told me and I have some thoughts about what you could do to make it better.

Let's run through how this works first and then see if it's a good fit.

Can I offer you a free week to try it?

These two things will get you what you want. What are your goals?

What if I was able to provide...

Naming the price:

There are several options. I recommend this one based on what you told me.

These are the basic packages. I think this is best. I like to tailor it to your knees.

Am I right on with these ideas? Here's what I would suggest.

You will get x and x, and there are a few extras you can pick and choose from.

The range is between this and this. We can tailor it to get you the outcome you want.

It's an investment but here is the response I've gotten so far.

If you have to choose one thing, don't lose this. It's really core to the success.

And finish it.

What do you think? I really want you to try it.

What's stopping you from jumping in.

How about I talk to you in a month?

I'm crazy about follow up so let me know what you are thinking or I might make you crazy.

I'll leave this info with you.

I'll follow up with a summary of what we discussed so you can think it over.

We are so on the same page aren't we? Can't wait to serve you.

Excited to dig into this with you.

Social Media:

That is so great. I'm happy for you.

Is there anything I can do for you?

Hey can we chat quick? Ten minutes.

I want to talk to you about an idea – you are going to love it.

I've noticed you have had several posts about (something), I have an idea- or a thought- can I take you to lunch?

You **HAVE** to attend this event! When you look at it you'll know why I'm pumped for you.

I do lives every week and next week I'm talking about...

Message me when you get a chance- I have a few questions and then I might have some ideas for you.

You really need to meet (someone beneficial).

Use this code and you'll get x% off because we are connected. Nice right?

Choose your goal- what is the behavior you are looking for? Sign ups, a follow up consult, a connection, final sales, people to try something, etc.

What are you listening for? Health, financial, interpersonal, income, ideas, etc.

Choose your scripting opportunity.