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## SECRET SALES SCRIPT

### Key points

Find the chaos in the mind of your prospect  
Block 60 min calls just in case  
ALPHA, I'm going to let you ask me questions.

### Sales Script Major Points to focus on

#### FULL Call Script

First 4 seconds- Establish that you are

1. Enthusiastic as hell
2. Sharp as a tack
3. An authority that can help them achieve their goals

**Outline of the call... Most important Get them to talk about their fears and desires as much as possible, then position your program as the solution.**

“The longer your get them to talk about what problems they’re having, the more they’re going to recognize they need your services to solve their problem”

#### Take the prospect through these three phases:

1. Pain – We’re going to find out the REAL reason they’re calling and log it. What is the motivating pain making them call for help? We’re going to dig deep here.
2. Decision – We are going to see if they’d like to start with all of their ducks in a row (finances, approval from any decision makes like husbands, willing to commit to your program and so forth)
3. Close- At this point we are also going to get a ‘commitment/credit card number’ to hold the Spot.

(KEEP CALLING UNTIL YOU GET THEM ON THE PHONE, DO NOT LEAVE A VOICEMAIL)

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### 1. AUTHORITY INTRODUCTION

Hi \_\_\_\_\_, this is \_\_\_\_\_ I have a note here that says we  
have a call scheduled, is that right?

I want to make sure we use our time effectively, and get  
through everything you need so we'll need to stick to our  
schedule.

I've got another call booked right afterwards so let's jump  
in straight away.

Is that cool?

Awesome.

So how is the weather (small talk for 2 MINS)

**Alright, let's jump right in...Why now and why me?**

### 2. INTEREST (DISCOVERY)

At this point in the script you should include a conversation based around discovery. Your interest is 100% in the client so give them your full attention. Use affirmative words, actively listen and repeat what they have said to you so that they know you are giving them all of your interest.

Tell me everything that has happened up until today, from when you started your (fitness, business, relationship)?

Ok please be honest here, are you 100% happy with your \_\_\_\_\_

Let's make a list of everything that's getting in your way...

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Listen closely and take notes of their key words throughout the call.

Mirror their voice and tonality.

### 3. PAIN (5 WHYS)

(ASK QUESTIONS LIKE A CONCERNED WORLD CLASS DOCTOR)

Please let me know what exactly you're struggling with?

Most people say weight loss or muscle tone, but we need to ask WHY until we get to their CORE pain  
"I want to lose weight"

1. Why do you want to lose weight?

"I want to feel healthier"

2. Why do you want to feel healthier?

"I need to lost 40 lbs"

3. Why do you want to lose 40 lbs?

"Because I worry about my heart"

4. Why is your heart a major concern?

"I noticed that my heart races when I walk up the stairs"

5. I'm sorry to hear about that, why does that bother you?

"If I don't improve my health, I will die young and my children will be motherless"

(Show compassion and concern and build trust that our transformation program will help them with their struggles)

What have you tried in the past? What worked- what didn't work? What did you like/hate about it?  
(Gather information. of desires/fears)

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#### Go to Pain Triggers

- D (Details)** “Interesting, can you tell me more about that?”
- I (Interval)** “How long has this problem been going on for you?”
- C (Cost)** “How much has this cost you? I mean personally?”
- T (Try & Fix)** “What steps have you taken to try to fix this problem?”
- A (in-Action)** “Do you mind if I ask you what happens if you don’t fix this?”
- T (Talk less)** Try and keep them talking 80% of the time and you 20% of the time. Ask short questions like, “May I ask, why?”
- E (Emotions)** “What kind of aggravation has this caused you and your people?”

**Just curious why did you wait so long to take ACTION?**

(Listen to excuses)

**Let me ask you a question.**

**If we were to meet 6 months from now, what would have to happen for you to be happy with your results?**

**(People LOVE this answer! Let them share EVERYTHING Their heart desires!)**

Since you know yourself better than ANYONE ELSE, What do you think is missing for you to accomplish this?

(Let them discuss what they need to do then position Your program to do those EXACT things!)

(Repeat the points they opened up to you with, in their words and their tone)

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What would that mean to you?

Would that change your life?

Everyone does something to sabotage their success what do you do?

(Mention a case study of a client who has a similar self sabotage issue and how you helped them to overcome it.)

### 3. DECISION (PRESCRIPTION)

[RESULT, REALITY, ROADBLOCK]

1. You want [result] but [obstacle].
2. You [problem] and it's costing you [impact].
3. You don't have [desire] and it's hurting because [cause].

## Prescriptions

Based on my expertise You need

(match to problems).

1. [Thing] that [benefit].
2. [Thing] that [benefit].
3. [Thing] that [benefit].

Okay, so let me make sure I have this right

Did I miss anything?

Ask if they need more clarification?

Ask what did they find valuable?

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Are you interested in learning more about what I have to offer that can help you?

### Logistics

Explain the three factors of your coaching solution. (Specific to their needs)

(NAME ALL THE RESULTS AND PAINS they shared with you)

1. The Plan. How to get clear and up to speed.
2. The System. How is the training delivered?
3. The Help. How do they get help from you?

\*What part did you find the most valuable?

Ok cool, SO What do you think are the greatest benefits of working with me?

\*Agree with everything they say and confirm with them.

Knowing everything you know now, what else do you need to know for you to understand that this is the right program for you?

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CLOSE

(FIRST PERSON THAT TALK LOSES AFTER THE PRICE IS ANNOUNCED- Don't say a word after you drop the PRICE!)