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The best sales questions have your expertise wrapped into them!

THE FIRST CALL SCRIPT… AN OUTLINE EXAMPLE

Phase of Conversation	Area of Conversation	Reaction we want to achieve
1) Introduction and Rapport Building.	Problem/Want	These guys are knowledgeable and easy to talk with. They know the challenges I face.
2) Getting to know them and identifying wants and wishes.	Understand	They really understand me and my situation. They want to help and not just sell to me.
3) Bridging the gap and thinking ahead.	Belief	They have the skills and experience to help me.
4) Giving the prospect reasons to choose us.	Trust	They are a good company who I believe could help me solve the issues I have.

Block No	Script	Area of Conversation	Key Aspects to consider
1	Hi, is it possible to speak with NAME? **If it's them then say** Ah Hi <Insert Name> – It's <your name> here from <your company>. How are things at < Insert name of their company> going today? (listen to answer and move to block 2). *or* Hello <Insert Name> - my name is <your name> and I work with <colleague> at <your company>. It is great to be able to get some time to talk with you and understand more about you and your company. Have you got time to talk? (move to block 2). **If it's not them then ask** Ah ok, it's <your name> here from <your company>. < Name> has been in contact with me and so I am just trying to ensure we get to speak. Do you know when they will be available? (depending on answer look to call back or arrange a time to get in their diary).	1 Build initial rapport	*Be friendly, be enthusiastic and engaging.* *You may need to build relationships with the receptionist/secretary to get through to them in the future.* *Try and build a relationship with them if possible.*

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2	**If they say that now is not a good time** Ah ok, I am sorry to have interrupted you. Do you have your diary available now so that we can book in a better time to speak? How would next Wednesday at 4pm work for you? *Or* I am sorry about that; do you want to transfer me back to your secretary so that I can arrange a better time for us to speak? **If they don't want to arrange a new time, then say** Ah ok, that's disappointing, but I totally understand and no problems. I don't want to be bothering you when I know you have such a busy role at your company. Before I go, can I just ask is <insert a key challenge they will have as a business owner> not a priority for you at the moment? **If it is a priority, then move to Block 4** **If they say no its not, then** No problems. One final thing before I go, are you still happy to receive the communication from us at <your company> or would you like me to remove you from our mailing list? **If yes, then say** That is fine, I will look to do that now. Thanks for showing an interest in what we do at <your company> and we wish you and your company the very best for the future. Goodbye.	1 Build Rapport	*We want to use this area of the call to get to know more about them, their role, their company and whether they could be a good fit for us.* *We want to try and establish a connection and a warm engagement* *It may not be the right time for them to speak but if they are keen, we look to arrange a new date and time to speak* *If its not right and they don't want to speak then we end with love!*

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3	It is great to hear you found the information (if you have sent them some) useful, was there any area in particular that you found really interesting? *Or* It sounds like you have taken on a really great role there, how many people work at the business? *Or* Ok, you have a pretty big responsibility there at the company then, have you been in the role for very long? *Or* Do you have any major changes or expansion plans which are going to take up a lot of your time over the coming months? The key here is to ask them questions related to their industry or environment **Wait for their responses they give to the questions and then feed off this as required to answer the key questions regarding. Continue to ask questions until you feel they have been qualified or reached a natural point to move onto block 4.** **If they don't really want to engage in conversation, then say** I appreciate there are a few questions here, but I don't want to waste your time and its key for me to understand more about you and your company so that I can see if what we do at <your company name> could help you. I just want to be able to help you move forward. Is solving <insert a problem you solve> a key priority for you right now?	2 Getting to know them	*We want to ask the core questions to get to know more about them and their role/company, but we need to limit the time we spend on this.* *We are using this as the pre-cursor to get into a discussion about something else you will do.* *A prospect is unlikely to confirm to do business at this stage but will make an initial judgment on the call they have and base an impression on you.* *Not all of the questions have to be asked now, it is just key to understand what is key for the prospect, to continue building rapport and to get ready to get to the meat of the conversation.*

3	**If they say yes, then move to Block 4**	2 Getting to know them	
	If they say no, then say Ah ok, was there any particular reason why you registered for our information?		
	If they say just browsing, then say That's no problem, we love to share our work and ideas with <insert their role> and help them deal with the key challenges they have. Do you have xx challenges at your company and how do you handle these?		
	If they say yes, then move to block 4		
	If they say no, then say That's not a problem. We really appreciate you showing an interest in what we do at <insert your company>. Are you still happy to receive our newsletter and our video series where we provide some great free content which is helping hundreds of people like yourself?		
	If they say Yes, then say That's great, I will look to ensure I add you to that list. Are there any other questions you have about what we do at your company and how we are helping <insert their industry>?		
	Wait for response. If they re-engage then move back to questions or to Block 4		
	If they say no, then thank them for time and end call.		

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4	It is great to get to know more about the company or you, so do you have <insert the challenge you deal with> at the moment? *Or* Thanks for sharing more about you and the company, so tell me, are you having problems with <insert the area you solve here>? *Or* It sounds like you have a great role and a great company there. Tell me more about what prompted you to take a look at our resource x work. Is this proving to be a challenge for you right now? **If Yes, then say** Have you got any particular issues of this type that you are trying to address right now? **If they say yes, then move to Block 5** **If they say no, then move to Block 6**	2 Getting to know them	*This part of the process is all about them.* *It is about understanding them.* *It is about understanding their problems and their wants/needs.*

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5	Ah ok, so tell me more about the key challenges that you have now and what you are looking to do to get these resolved **If they answer one of the responses below** • **Include your common issues here** **say** We hear about this issue a lot <Insert Name> and its one of the common problems that we find <insert their role> have. I am sure you are familiar with the other common challenges. Do situations like these sound familiar? **Describe the ones that they have not mentioned and wait for response.** **If they resonate with this, then move to 5a** **If not bothered, then move to block 6** **If they answer the first question with one of these** • **Its so emotionally draining** • **I have given up trying to deal with this** **say** I am so sorry to hear this, what has got you to this point? *Or* This is not good to hear, what kind of problems have you been having? *Or* I imagine this is incredibly difficult for you to deal with, what impact does not resolving these issues have on you and the business? **If engaged, then move to 5A** **If not bothered still, then move to block 6**	2 Getting to know them	*It is getting to ask the Who, What, Why, How and When.* *Show real empathy.* *When describing other problems, try and picture the person and the situation. You know the 'xx or yy problem!* *Pictures help a prospect engage emotionally with the problem.*

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5a	It sounds like you are facing a few of the challenges that so many of our other customers face! We hear these stories all the time and the massive impact they have on you and the company. If I was to wave a magic wand and fix these difficult issues, how would that make you feel? **If they are not bothered, then move to block 6** **If they say this would be great, then move to Block 7** **If they say yes but how can this be done, then move to block 7**		

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6	It is great to hear that <insert their issue> are not a major issue for you. I know so many companies like yourself that would love to be in a position where they don't have these challenges. Is there a particular reason why you don't have these challenges at the moment? *Or* It sounds like <the issue you mentioned> is not a big problem for you at present. Why do you think that is? **They answer 'It's not a big deal'** It is interesting you say that, how much of a challenge does it present you? Say on a scale of 1-10 with 1 being no problem at all, where would you say this is? **They answer 'It's not fixable'** Pretty much all the customers we have said the same thing to me initially, but they were amazed when we were able to show them how there was a way to solve this problem. Would you be interested in finding out how they solved it? **They answer 'I don't have many challenges'** It is great to hear that you don't have too many <insert problems> like this as I know how draining it can be for you. Many of companies/people we speak with have been amazed by the potential cost and impact even a small amount of <insert problem> can have. Would you be interested to hear more about the damage some of these issues can have on companies. **They answer 'I have fixed them'** That is great to hear, can I ask what particular methods or approach you used to achieve this? **They answer 'I was just browsing'** Ah ok, that's not a problem, I know how you feel as I often take time to look at interesting sites that share great	2 Getting to know them	*Most objections that prospects have are not real objections, they are just smokescreens for how the prospect is really feeling.* *The key is to really qualify the objection and see if that is the problem or not.* *We try and do this by understanding the answer and then suggesting a different route back.*

	content. What did you think to what we shared about <insert resource x>? Did it prompt you to think about how some of our ideas could be used at your company? **If they start to engage in the conversation, then move to block 7** **If in the responses above, they don't want to engage then move to block 8**	2 Getting to know them	

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7	The challenges you are experiencing are more common that you think <insert name>. It is one of the main reasons why I started company xx. We have spent time working with so many <companies of this type> over the past few months/years and we have not yet found a problem that we can't or haven't resolved. Before I share a few details on how we have done this, can I ask, < insert another problem here> Do you find this a challenge as well? **They answer Yes or Some – Move to block 9** We hear this a lot as well <Insert Name> and what many don't realise is the impact this has on the xx. Have you been able to estimate the amount of wasted time you and your team spend on this? Would you be interested to see some of the figures and research that shows the impact this has? **If yes, then share the research and cost and then move to block 9**	3 Bridging the Gap	*Looking to qualify if this is something that could be used for the next stage of the sales process.*

Block No	Script	Area of Conversation	Key Aspects to consider
8	It sounds like <insert the key problems> are not a major challenge or area for you to focus on right now, is that the case? **If they agree say** It is great that you have this under control. Before I leave you to get on with your day, can I ask if there are any other areas where you face challenges within your <company/market area> that you wish to get resolved? *Insert 2 or 3 other problems you solve.* **If they say there are challenges in this area, then look at script for these areas/ask questions** **If they say its all fine, then say** Ok thanks. I don't want to waste your time and seems like you have most areas under control right now. Was there any particular reason why you engaged with our content? **If they say just browsing, then say** That's no problem, we love to share our work and ideas with <insert their title> and help them deal with the key challenges they have. We really appreciate you showing an interest in what we do at <company x>. Are you still happy to receive our newsletter and our video series where we provide some great free content which is helping hundreds of <insert their role>? **If they say Yes, then say** That's great, I will look to ensure I add you to that list. Are there any other questions you have about what we do at company x and how we are helping <target customer>? **Wait for response. If they re-engage or want more details, then move to Block 9.** **If they say no, then thank them for time and end call.**		*There are times when even though prospects engage with us and we question them in a few areas, they don't want to move forward.* *We sometimes need to accept that now is not the right time to do business and that we need to keep nurturing to get them onside.*

Block No	Script	Area of Conversation	Key Aspects to consider
9	The reason for the call today was for me to understand more about your <insert issue> so that I could share with you how we could help. We would love to help you (and your team) resolve these issues and help you get your company where you want it to be. Would you be interested in hearing how we have solved these issues for other people in a similar position to you? *Or* Our sole reason for being here at company x is to help <insert their role> like yourselves get these difficult issues resolved so that they can move their company to where they want it to be. We have countless stories and examples of how we have done this for others in such a similar position to yourself. Would you be interested in hearing the story of how xx from xx company resolved their issue by working with us? **If Yes, then move to Block 10** **If no, then say** Based on what we discussed earlier on the impact this is having on you, I would have assumed you would have wanted to look at how you could get this resolved. Is there a reason why you don't want to get these issues resolved? **If because they are worried about the costs, then say** Let me ask you, what do you think it would be worth to you and the company to resolve these issues? *Or* We provide free resources, but we know many insert role are so determined to get issues resolved as they are frustrated at how this impacts the work they do. Can I ask, how do you normally go about solving problems that you don't have budget allocated for? **If they are still worried about the costs, then look at budget objections.** **If they engage then move to Block 10**	4 - Giving the prospect reasons to choose us	*Make the prospect feel like they are part of a community of others that have gone through the same pain and it will help immensely.*

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10	So, an example of a company who had similar challenges to what you describe was xx. The name of person xx was spending x hours per week dealing with <insert problem> which was draining and having a huge impact on their company. You can see further details on our YouTube Channel. Are you online now? Let's take a look at the video. They attended one of our events/next stage in your sales process and then did some further follow up work with us and now x months later, they have resolved the issue and feel so much better about where they are. They attended our xx event, and so would you be interested to come along to the event on xx to meet with me and our team so that we can help you get this resolved. **If yes/maybe, then say** Ok great, we have an event on xx date and we keep our event costs as low as possible as we know budgets are always being challenged at companies. The price for the ticket is x. Would you want just 1 ticket for yourself or would you be keen to bring other members of your team along? **If no, then say** Ok, is there a reason why you don't think the event would work for you? Would you prefer to have someone come into your company and help you get this issue resolved sooner? **If they say its budget, then use budget objection responses** **If they don't have time, then use time objection responses**	4 - Giving the prospect reasons to choose us	*We provide examples of others who have had similar problems and then show that they can be resolved.* *We focus on the value of the next stage in the sales process and use assumptive closes to ask how many tickets they would want*