

Persuade to Profit

Sales Calls Objections

Sales Call: Where did I mess up? What to do next?

Example Follow Up Email

Hi Name,

Thanks for your email. Did you get my email from last Friday?

I completely understand your concerns. However, based on what you shared about your wife's business and how the two of you work together in regards to finances,

- You two are already \$42K in debt due to the 2nd space.
- You've been trying to come up with different business plans for a while, but keep falling further and further into debt.
- You mentioned that you two haven't been able to stick to a budget for any length of time past two or three months, possibly six months. But then it starts to wane. Can you two afford to be in the same place a year from now?
- By continuing to do what you've been doing, the business is paying \$3,200 / month for a 2nd space that you haven't been able to get back up and running...**so 6 months from now that's another \$19,200...and 12 months from now, you'll have spent another \$38,400.** That's on top of the \$40K in arrears rent that you already owe. **Therefore, a year from now, that's \$78,400 total in debt.**

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Continued...

As far as advisors/planners who are friends of yours who are charging 1/3 of my program, can they give both financial and business coaching for your small business? That's why (name) referred you to me – he knows that I do both. Helping you create additional income streams, in addition to working with you to create a strict budget and create a system to pay yourself a consistent paycheck each month, is NOT what I've known any financial advisor or planner to be able to do?

You shared that the bailouts from your mother-in-law isn't a realistic picture of what's happening. You reached out because you needed someone to help you really understand the reality of what's happening and what decisions you've been making that aren't good financial decisions. And to help you two avoid making emotional decisions.

Long story short, you and your wife can't afford to keep doing what you've been doing.

- If you two go through my program to help the business earn more money/stop going into more debt and it gives you back more time to spend together as a family to have dinners at least a few nights a week and travel together (which you haven't done in years), is that worth the investment?

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Continued...

- Your son is 12 years old, so working 80 hours a week in a business and not being able to spend time together as a family (while he's still living with you) seems like something you and your wife may look back on 6 - 7 years from now...and wish you had made some different decisions.
- My program is the equivalent of 1 month of rent on the 2nd space. If you and your wife don't do anything different a month from now, you two would have spent the same amount as my program...but not have gotten anything out of it.

Would love to chat for a few minutes today and talk through your options. I'll plan to call you today (insert time that works best.)

Sign,
(Your Name)