

SALES DEMO

PART 2 OF A SALES DEMO



AMANDA ABELLA



INTRODUCTION

Hello and congratulations on requesting our sales scripts.

My name is Amanda Abella and I'm the founder of a sales training company called Make Money Your Honey.

We specialize in helping women owned businesses excell at high ticket selling.

One thing I've noticed is people tend to fumble the second half of a sales call. This is where you likely have to handle objections and close.

The good news is if you've already done a good job on the first half of the call, they will already be asking about price and logistics.

So in this ebook I'm going to be sharing the scripts my team and I use on the second half of a sales presentation.

BEFORE WE DIVE IN...

The success of these scripts is contingent upon a few things. To ensure you get the most of them here is what needs to be in place for these scripts to be effective:

- You need to have a solid offers that solve problems.
- You need to have a sales process in place for past clients.
- You need to have a sales process. For example, Customer Check In Call > Get On a Call > Discovery > Upsell If Applicable

This is super effective because it's a system you can repeat every day to ensure consistent sales from past clients. From there you can move them into pre-qualifying. For more help on any of these items email me at amanda@amandaabella.com, DM me or visit <https://www.persuadetoprofit.com>

Investment:

The investment for this program is \$X.

Close:

Have you seen/heard enough to make a decision?

Handling Objections Formula

Let's say they use the objection "I can't afford it." Rather than assuming that is the real objection you must first test it. Here's how to do that:

"Is finances the only thing in the way of you moving forward today?"

"Yes."

"If there were anything else what would it be?"

"It's just finances."

"Surely there must be something else."

"Well, I'm just nervous because I've been burned before.

"





FIRST HALF OF SALES CALL SCRIPTS

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Now you know the real objection has nothing to do with money, it's their own fear of having been burned.

THAT is the objection that must be addressed.

Please refer to the library of Objection Handling and Closing Examples at the end of Persuade to Profit for different responses

Close Again:

How would you like to make your first payment?

Will we be helping you solve this problem today?

Which payment method would you like to use?