

SALES DEMO

PART 1 OF A SALES DEMO



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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 miss a major opportunity by not going deep enough during sales presentations.

Most people have surface level conversations with clients and then struggle with the close.

So in this ebook I'm going to be sharing the scripts my team and I use on the first 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>

Anchor:

Thank you so much for giving me your time today. The reason for this call is (insert how this call got scheduled)

Pre Close Intention

I have a few ideas of where this call is going to go, but I have some questions so I can gain more context from you and see if we are a fit to work together.

If we are, I'm going to tell you how we can help you and I'll need a decision yes or no on whether we are moving forward.

Is that alright with you?

Three Questions

How did you find me? (If you do not know)

Why did you decide to speak with me/our company?

Why is now a good time to be having this conversation?



Discovery Questions:

This is where you need to go DEEP to find out the urgency. Here is an example we use. Mak sure to customize for your own business.

Let's say after you asked "Why is now a good time to be having this conversation?" they say something like "I want to quit my job."

You need to find out WHY they want to quit their job. This will help with the presentation and close. Examples would be:

"Why do you want to quit?"

"So I can get more time."

"What would you do with the extra time?"

Here is a dating coach example for discovery questions. Their client said they want more high quality dates and they must find out what the client has already been doing.

Examples of good discovery questions may include:

How many dates are you going on per week?

How are you finding the dates?



Offer:

You sound like a great fit for our "PRODUCT NAME."

We can help you (insert problem they are having) within (time frame) so that you can (insert why they want what they want.)

Example:

We can help you get 3 high quality dates per week within 30 days so you can get closer to finding your partner and fulfilling that dream.

