

# SOCIAL MEDIA SALES

---

DM SCRIPTS TO IMPROVE YOUR SALES



AMANDA ABELLA



# INTRODUCTION

Hello and congratulations on requesting our Facebook DM 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 get really tripped up when it comes to selling in the DMs.

So in this ebook I'm going to be sharing the scripts I use to close clients I find on Facebook at tends of thousands of dollars.

I promise sales is fun once you really understand it!

If you would like to learn more about working with us visit <https://www.persuadetoprofit.com> to learn more about our premier sales training program.

[www.persuadetoprofit.com](https://www.persuadetoprofit.com)

## 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 offer that solves a problem
- You need to know who your target market is so you can both attract with your messaging and prospect to fill your pipeline.
- You need to have a sales process. For example, Engage (Initial Contact) > Educate (Qualifying and Booking Calls > Enroll (Call) > Evaluate (Follow Up) > Endorse (Referrals and Upsells)

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

## DM FOR COLD LEADS

This is a DM process you can use for cold leads you find on Facebook. Again, you must be super clear on your client, what problems you solve for them and where they are hanging out in order for this to work.

### Step 1:

Send friend request and wait 24 hours

### Step 2:

Initial Outreach Message:

*Hey (NAME), Thank you so much for accepting my connection/friend request. I see (we are connected to a lot of the same people/are in groups together, etc) but we've never officially met. Nice to meet you!*

### Step 3: Wait 24 hours

*Hey (Name), thank you again for accepting my connection request! The reason for my message is to ensure you get the most value of our being connected. I'm working on some new content to better serve my connections and value your feedback. What is your biggest opportunity for growth - is it (PROBLEM 1 YOU SOLVE) or (PROBLEM 2 YOU SOLVE)?*

## DM FOR COLD LEADS CONT...

From here you move into qualifying the lead. Some rules of engagement:

- Ask high quality questions that help you serve the person you are speaking to
- Know what information you need in order to make a request for a closing call.
- Know that you are not meant to work with everyone and that is okay. They can still send referrals, connect you to somebody else, can be a JV partner, etc.

If you have qualified them and they are a good lead, invite them to a call:

*Would you open to a quick chat where we (problem you solve in a diagnostic, assessment, consultation, etc)? We'll show you the same process we did with X CLIENT who achieved Y RESULT.*

They say yes and you book them on a closing call.

Alternatively, you can continue the sales conversation in the DMs.

## DMS FOR YOUR OWN FACEBOOK GROUP...

### OPTION 1:

*Congratulations on joining (NAME OF GROUP)! The reason for my message is to ensure you get the most value out of the group. Here is where you can find our Welcome Package which walks you through all our activities in the group. Out of curiosity, why did you decide to join?*

Continue process from previous pages.

### OPTION 2:

Congratulations on joining (NAME OF GROUP)! The reason for my message is to ensure you get the most value out of the group. I'm currently conducting a poll to create content to better serve you. Where do you think your biggest opportunity for growth lies? Would it be (PROBLEM 1 YOU FIX) or (PROBLEM 2 YOU FIX)?

## DMS FOR YOUR OWN FACEBOOK GROUP...

### OPTION 3:

This DM requires a little setup. When someone joins your Facebook group, you have the opportunity to ask three questions to qualify them. One of those questions should ask if they want someone to reach out within 24 hours to learn more about how your business solves their problem. If they respond "YES" use the following script:

*Hey (name), Congratulations on joining (NAME OF GROUP). I see you requested that I reach out to help you (SOLVE THEIR PROBLEM). To see how I can be of service, what is currently happening with (PROBLEM YOU SOLVE).*

Repeat the next steps from previous pages.



## DMS FOR WARM LEADS ENGAGING WITH CONTENT...

### OPTION 1:

This is for people who have been consistently engaging with your content.

*Thank you so much for following me/commeting/engaging, etc! I'm currently conducting a poll to create content to better serve you. Where do you think your biggest opportunity for growth lies? Would it be (PROBLEM 1 YOU FIX) or (PROBLEM 2 YOU FIX)?*

Repeat the steps from previous pages.

### OPTION 2:

This is if they raised their hand and requested some content, a freebie, a workshop, etc.

*Hello (Name)! Here is the (THING THEY REQUESTED) you requested. To ensure you get the most value out of it, why did you request it?*

Repeat steps from previous pages.



## FOLLOW UP IN THE DMS

Follow up is EXTREMELY important because people are busy. The truth is most people just don't work their leads enough to see a result.

Here are some follow up messages and ideas:

*Hey (Name), I know life and the DMs can get crazy so just bumping my last message up.*

*Send people video content or podcast content that you feel may be helpful to them.*

*Invite them to something.*

*Circle back to see if they have had an opportunity to use what they requested.*

If you need assistance with implementing this strategy, sign up for a complimentary sales diagnostic where my team and I can review your sales process in 3 minutes: <https://www.amandaabella.com/salesdiagnostic>