

## SALES SCRIPT

OPEN STATEMENT: Hi, my name is [James. James Bond](#) (of [Secret Service Ltd](#))

What has been your experience with [widgets](#)?

ANSWER: (Not very good)

(I tried them a while ago and I wasn't sure of the results)

(Never tried them)

(Not sure of their effectiveness)

(No time to do them myself)

SALES RESPONSE: I understand that.

(The first time I tried using [widgets](#), I had a bad time with them)

(I tried to use them once and I wasn't sure if the results were worthwhile either)

(I was in the same position when I started my business)

(I found I couldn't measure their effectiveness either)

(I know that running your own business takes a lot of time)

so I went looking for a solution I found it.

Repeat problem - add solution then ensure you have an open-ended question to follow.

SALES QUESTION: How do you keep your clients informed of [widgets](#) now?

ANSWER: (I don't)

(I rely on advertising)

SALES RESPONSE: I understand that. How about I put together a complementary sample [widget](#) for your business and we get together next week same time same place?

ANSWER: (Have to check my diary)

(not sure)

(thanks, not really interested)

SALES RESPONSE: That's fine I understand, however I'd still like to show you what is possible. How about I give you a call tomorrow morning to find a suitable time for a brief get together to go through what I have to offer?

## PHONE SCRIPT

OPEN STATEMENT: Hi, my name is [James, James Bond](#) (of [Secret Service Ltd](#))

What has been your experience with [widgets](#)?

ANSWER: (Not very good)

(I did it a while ago and I wasn't sure of the results)

(Never tried them)

(Not sure of their effectiveness)

(No time to do them myself)

SALES RESPONSE: I understand that.

(The first time I tried using [widgets](#), I had a bad time with them)

(I tried to use them once and I wasn't sure if the results were worthwhile either)

(I was in the same position when I started my business)

(I found I couldn't measure their effectiveness either)

(I know that running your own business takes a lot of time)

so I went looking for a solution I found it.

Repeat problem - add solution then ensure you have an open-ended question to follow.

SALES QUESTION: How do you keep your clients informed about [widgets](#) now?

ANSWER: (I don't)

(I rely on advertising)

SALES RESPONSE: I understand that. How about I put together a complementary sample [widget](#) for your business and we get together next week same time same place?

ANSWER: (Have to check my diary)

(not sure)

(thanks, not really interested)

SALES RESPONSE: That's fine I understand, however I'd still like to show you what is possible. How about I give you a call tomorrow morning to find a suitable time for a brief get together to go through what I have to offer?

# TRICKIER

## QUESTIONS AND RESPONSES

The first of these is a most likely response to an initial sales pitch, as dollars are foremost on a start-ups mind. The second is also a common request.

These two questions are the one time to deviate from “I can understand that”. The questions demand a careful, clear and concise reply, BUT ALSO an open ended question.

Note that these interjection questions could come at any time during your pitch. Do not be fazed by them, as we have a response:

PROSPECT QUESTION 1:       How much will this cost?

SALES RESPONSE:            We have a number of packages. Our most popular product is [\\$199](#).

+OPENEND QUESTION:       How does that work with your budget?

PROSPECT QUESTION 2:     Can you discount the price?

SALES RESPONSE:            I can do much better than a discount. I can offer [ABC](#) in addition to the product.

+OPENEND QUESTION:       How does that sound?

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# KILLER CLOSER

This is the one question you can use when all else fails. It can get you out of all sticky problems and it's used primarily to close the sale. Seven little words....

## WHAT DO I NEED TO DO TO.....

...gain an appointment? ...present a practical option? ...demonstrate an intelligent solution

Then wait for the answer and follow through on a reasonable request.

# HANDLING OBJECTIONS

Objections are stepping stones towards a successful close – over time, you will hear all of the following:

Customer Objection: I'm not interested.

Sales Response: I can understand that, I wasn't interested in [widgets](#) either. I think our service will benefit your business, and I'd hate for you to miss an opportunity because of a lack of information. How would it be if I prepared a free sample [widget](#) for you and we can discuss it next week, same time, same place?

CO: I'm already using [widgets](#)

SR: I can understand that. I'm pleased to hear that you have already seen the value of [widgets](#) how would it be if I could show you a [widget](#) system which offers significant market advantages?

CO: My mate tried [widgets](#) but they didn't work

SR: That's unfortunate and I can fully understand how he might've used a [widget](#) that didn't produce results. I was in that position as well. How about if I meet with you both to show you how it can work. What say we meet next week at 2 o'clock?

CO: I've got it in mind to do it [widgets](#) myself.

SR: I can understand that. I started doing my own, but then I ran into a lack of time and got stuck on details so I went looking for a solution...

CO: Too busy and I have no time I don't need any more work

SR: I can understand that. I was in the same position. I had too much work and didn't have the time to keep in touch with clients. As a result the work fell off, so I went looking for a solution...

Key to handling objections are: "I can understand that" Middle bit "I went looking for a solution" or "we meet tomorrow, later today, next week on the same day, at the same time, in the same place". It is CRITICAL TO CONFIRM THIS DATA.

## SHORT AND SWEET

Sometimes you have to be a little brutal. The nature of the customer objection should indicate that you are being fobbed off and if that is the case, there is little percentage in wasting time. Go straight for the throat, be decisive, but be polite. Preface with standard I.C.U.T intro, then use appropriate request.

CO: I need to talk to the boss

SR: I can understand that. Who should I speak to and when can you put me through to them?

CO: This is looked after at head office

SR: I can understand that. Who should I speak to and when can you put me through to them?

CO: I had a bad experience with [widgets](#)

SR: I can understand that. What do you know about our [widgets](#)?

CO: I'm too busy can you call back

SR: I understand. When do I call you back today or would tomorrow suit?

CO: Call me back next month

SR: I understand. Which day and time would work for you?

# BASIC RULES

These are non-negotiable and MUST be used as part of all sales or phone scripts

Rule 1: no closed questions

I.e. questions that get yes or no responses

Rule 2: use only open ended questions

I.e. questions with: how, when, why, who, which, where, or what in the sentence.

Rule 3: For responses to questions, remember to always empathise sympathise or agree.

Rule 4: When forced to give answers to questions then politely but briefly [minimum words one topic per answer] THEN immediately without pause, ask an open ended question back.

EG: Question: What is that pen made of?

Response: Plastic mostly. What do you know about plastic pen construction?

*The response requires an answer. Note how the question relates to topic and leads the questioner into a responder-controlled conversation.*

Rule 5: never tell anyone they made a bad decision and avoid comments reflecting tradition, mediocrity.

EG: Oh, plenty of companies are using the traditional methods of marketing. It's great to see that you are doing the same.

Rule 6: Never argue, never defend, never justify.

Rule 7: Avoid words like "so", "and", "however", "perhaps" and "etcetera" especially when opening or closing a sentence. Best to try to eliminate from vocabulary completely.

Rule 8: Always use one sentence per topic. Make sure to breathe between these as it gives the listener a chance to comprehend what has just been said. Most people are only able to focus on one concept/topic at a time.

Rules apply on the phone and in person to person pitches.