

# THE CALL FRAME SHEET

The 5 moves, questions word for word, and the full 9-step call.

Most people try to convince on a sales call. The ones who close lead. Tell them how the call will go, find the problem, ask why now, paint the picture, then give your plan and ask for the decision. Be honest on every call.

## THE 5 MOVES

1. Set the frame in the first 30 seconds. Tell them how the call will go.
2. Find the pain: why did they book, and how long has it been a problem?
3. Ask why now. If it were not urgent they would not be on the call.
4. Paint the picture: how does life look once this is fixed?
5. Give your plan, handle questions calmly, then ask for the decision.

## WORD FOR WORD

### FRAME

"Here is how this call will go. I will ask a few questions, tell you if I can help, and if I can, show you how. Fair?"

"Why did you book this call?"

"How long has this been a problem?"

"What made today the day?"

"How does life look once this is fixed?"

## THE FULL 9-STEP CALL

1. Open friendly. Thank them for the time.
2. Set the frame.
3. Ask why they booked.
4. Ask how long it has been a problem.
5. Ask what they have tried.
6. Ask why now.
7. Paint the picture of life when it is fixed.
8. Give your plan and the price. Handle questions calmly.
9. Ask for the decision. Then stop talking.

## CALL NOTES

**Educational only. Results vary by business and by account. No views, followers or sales results promised.**

## Calls booked. Need more people to call?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: [skool.com/unlimitedleads](https://skool.com/unlimitedleads)
- Find and verify the emails free: [EmailClik.com](https://EmailClik.com)