

THE PRE-CALL CERTAINTY SHEET

5 checks to run before every sales call.

Buyers can feel doubt. Before you get on a call, make sure you honestly know what problem you solve, what proof you have, what the price is, and what you will say to the objections you hear most. If you would not buy it yourself, fix the offer first.

THE 5 CHECKS

1. Write the problem your offer solves, in one sentence.
2. Write three honest results or examples you can point to.
3. Say your price out loud until it sounds normal to you.
4. List the three objections you hear most, and your honest answer to each.
5. Ask yourself if you would buy it. If the answer is no, fix the offer first.

CERTAINTY SHEET (FILL IN BEFORE EACH CALL)

Check	My answer
The problem my offer solves	
Three honest results or examples	
My price, said out loud	
Top 3 objections + my honest answer	
Would I buy this? If no, what do I fix?	

THE SAY-THE-PRICE DRILL

- Say the price out loud 10 times
- Say it without a joke or an apology
- Say the price, then stop talking
- Practice once on a friend or a recording

Be honest. Only use results and examples you can back up. Confidence is not the same as promising outcomes.

Educational only. Be honest about your offer. No sales or income results promised. Educational only. Results vary by business and by account. No views, sales or income results promised.

Now put it in front of more people.

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