THE SALES CALL SCRIPT

5 parts of a simple sales call, with lines to use.

A sales call is a conversation to find out if you can help, not a speech. Use the five parts below, change the words to sound like you, and take notes on every call.

THE 5 PARTS

1. Open by saying what the call is for, and ask if now is still a good time.
2. Ask about their situation, and listen more than you talk.
3. Find the problem, and ask what it costs them if nothing changes.
4. Explain how you would solve it in plain words, and give the price clearly.
5. Ask for a decision, and agree on the next step before you hang up.

LINES TO USE

EDIT THESE TO SOUND LIKE YOU

Open: "Thanks for making time. I would like to learn about [THEIR BUSINESS] and see if I can help. Is now still a good time?"
Ask: "What is going on with [AREA] right now?"
Problem: "What does that cost you each month if nothing changes?"
Explain: "Here is how I would fix it: [PLAIN WORDS]. The price is [PRICE]."
Decide: "Does that sound like a fit? If so, the next step is [NEXT STEP]."

QUESTIONS TO ASK

- What are you doing about this today
- What have you already tried
- What would a good result look like
- Who else helps decide
- When do you want this solved

CALL NOTES

Question	Their answer
Their situation	
The problem	
What it costs them	
The next step	

Educational only. Be honest with every buyer. No results promised. Results vary by business and by account. No views, sales or income results promised.

Now put it in front of more people.

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