

77 SALES SCRIPTING TECHNIQUES

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77 Sales Scripting Techniques

General Scripting Techniques

1. Future pace

This technique is letting the prospect know how they are going to experience something in the future. When you pull into the driveway in your new car you are going to be excited knowing the neighbors are going to view you as a success. In this example I future paced the prospect about how they are going to feel when they drive into the driveway. This is a great technique to use to help prospects avoid buyer's remorse.

2. Connect the known to the unknown

Part of selling is education. One way to educate someone is to connect something they know to something they don't know. Below is an example of this:

Front of the room, telemarketing, or face-to-face script

I would like to talk with you about the importance of structure. Often times, you can accomplish the results you are seeking effortlessly by changing your structure.

How many of you at one point in your life have owned a VCR? You have either had one or currently have one, by a show of hands? (Lead the audience by raising your hand.)
Tell me if you can relate with this. There were a lot of shows that you would have liked to record but didn't because either: (mind reading technique)
You never could get the light for the clock to stop flashing.
It was a hassle to program your VCR.
You would forget.
It was a difficult to locate a blank VCR tape.
How many of you can relate with that? Let them agree.
A VCR is a structure. It is a structure that allows you to record a TV program.

I recently purchased a DVR. If you are not familiar with it is a digital VCR. How many of you have a DVR. (this builds rapport with the audience) (Wait for response). Aren't they great? (creates agreement undeniable truth) A DVR is a structure as well. Its purpose, just like the VCR, is to record a TV program. The benefit of the DVR is you can record an entire series with the touch of a few buttons on your remote control. For example if you want to record the entire series of Survivor you can do it in less than a minute. You can even set up the recording while you are watching TV.

When I used to have my VCR I recorded 10 TV programs in 10 years. With my new DVR I regularly record 10 programs in a week!

I am recording 500 times more shows than I was with the VCR. Is this because I am more motivated? Let them respond.

Is it because I have more discipline or will power? Let them respond.

The reason I am producing this result is because I changed structures. Think about how you can apply this concept in your business. What structures can you change to grow your business?

3. Nested story

A nested story is a story inside of a story. The movie the Titanic is a nested story. It begins with an old woman. She then shares the story of her as a young woman. The story about her as a young woman is a story inside of a story. This is a powerful technique to deepen your influence with the prospect.

4. Contrast

This is a technique to build value in your product or service. Low priced cars use this technique. Here is an example:

The Honda Accord is similar to the BMW sedan except you don't have to put high-octane fuel in it and it is 1/3 of the price.

5. Charts and graphs

Charts and graphs can be very persuasive. Look for ways to use these visual selling tools in your presentation.

6. Define new words that you use

Often times it is necessary to use words in your presentation that the prospect is not familiar with. Any time you introduce a new word make sure you define the word.

7. Flattery

Flattery is one of the most persuasive scripting techniques. Tell people how nice their smile is, how their new haircut looks great, how nice their house looks. Flattery is a great way to build rapport.

8. Direct command

Human beings respond to direct commands. Look for ways to use direct commands in your presentation.

9. Story telling

Story telling is one of the most powerful scripting techniques. Story telling is fun, easy and persuasive.

You can use story scripts throughout the sales process.

When you think about scripting, you want to think about the moment you first get the lead to the last communication you are going to have with the prospect. This timeframe might span 20 years.

Story telling can be used:

- During lead generation
- When setting the appointment
- When the prospect tries to cancel the appointment
- Throughout the appointment
- When handling objections
- During the close
- When asking for referrals
- From the front of the room
- On a conference call

Different types of stories you can tell

- Your story
- Your client's story
- Your company story
- Stories from the media

Tell stories people can relate with.

Here is a great script:

That reminds me of a client I recently worked with. He had the same concern you did...

Or

Maybe you can relate with this. One of my clients...

Stories:

- Create rapport
- Suspend time
- Influence on a subconscious level
- Bring benefits to life
- Reduce and/or eliminate objections
- Induce a trancelike state

You want to use stories strategically during your presentation to further influence, build rapport, reduce objections or all three.

Create a file to keep track of the stories you could tell during your sales presentation.

Here is an example of a story used in a script:

Tell a success story that educates the prospect on the result you can produce.

It has been said many times that prospects buy you. This is not true. Prospects buy benefits. They are buying a result.

One of the most persuasive ways to communicate the result you can deliver is to share a success story of someone in a similar situation.

Here is a script that I used to pick up a recent client, I told a story of a client that was similar to him:

This story helped educate him on how I could help him.

Mrs. X came to me to see if I could help her telemarketing team increase their results. I told her that I absolutely could help her. I asked her about her team...about where they were strong and where they were weak. I also asked her what she thought they were capable of in terms of monthly sales. I told her the initial investment would be \$5,000. I would write several scripts for that fee that would more than pay for the \$5,000 investment. She could then take a small percentage of the profits and reinvest in more scripting and consulting work.

Once she made the initial investment she would never need to come out of pocket ever again. Over time everything I told her happened. Her team went from \$100,000 in sales per month to over a \$300,000 in sales per month. I think I could do something similar with your team.

10. Repeated “yes” technique

These are statements throughout the presentation where the prospect will say yes.

11. Helping Scripts

People love to help. Close the prospect by asking them for their help.

Example: Can you do me a favor?

Example: Can you help me out?

Example: I need your help. (This is a direct command)

Helping scripts are especially persuasive if you are in rapport with the prospect and it is a reasonable request at a reasonable time.

12. Reasonable request at a reasonable time

Many times salespeople get a “no” in a presentation because they asked for something at the wrong time. Timing is very important.

13. Progressively more demanding

This is a great technique when you are requesting something from someone and you are not getting what you want. Let's say you are at a restaurant and they didn't prepare your food properly.

The first step could be a simple request that they redo your order. If you don't get the answer you are looking for you can get a little more demanding. Continue to get more demanding until you get the result you are looking for.

14. Preframe

Let the prospect know in advance what is going to happen. Here is an example of preframing for referrals.

As you probably know I work with referrals. After you have received value from me I would like to ask you for referrals. Would that be okay?

In this example I didn't ask for referrals now. I preframed the prospect that once they have received value I will be asking for referrals.

15. Trigger phrase imagine

The word "imagine" is a very powerful word. You are giving the prospect a direct command to imagine. Follow the phrase imagine by focusing the prospect's attention on some key benefits of your product or service. Here is an example.

Imagine you are now 65 years old. Because you got started today with your retirement plan you now have all the money you need to live the life you want. How would that feel?

16. Social Proof

This is 3rd party endorsement. Someone other than you saying that you, your company, or your product and service are great. When someone else endorses you, you can achieve a level of influence that you can't create on your own.

17. Testimonials

Testimonials are a form of social proof. Nothing sells like success. The best testimonials provide specific results the customer has received from your product or service.

Here is an example of a bad testimonial:

"Eric's program is great."

John Smith

Here is an example of a great testimonial:

“Before I met Eric my best income month ever was around \$10,000. Six months after I joined Eric’s program my income soared to over \$30,000 using Eric’s ideas. Not only has my income increased but so has my time with my family. Because my income has increased I have been able to take family vacations in the last 12 months. That is more vacations than I have taken in the last 5 years combined. If you are looking for proven ideas that will increase your sales Eric can help you.”

Joey Aszterbaum

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In a front of the room presentation you can show a picture of the person providing testimonial, show a magazine article, or show a testimonial letter.

18. Endorsements

A great way to add influence to your script is to mention people or companies that endorse you. In a front of the room presentation you can show a picture of the person providing the endorsement, show a magazine article, or show an endorsement letter.

19. Borrow other people’s scripts

Human beings respond in predictable ways. You can use the same scripts that others use and produce a similar result. Not all scripts work for all people. If you are more passive and you are using a script written by someone who has a dominant personality it may not work for you.

20. Mind reading technique

This is a powerful way to create rapport with a person or group. It let’s them know you understand them. The technique is to tell them what they are thinking before they tell you.

21. Undeniable truth

You are reading this sentence right now. You are in my scripting teleseminar. You live in America or Canada. You will benefit from your completed sales script. These are all undeniable truths. These act as pacing statements to build rapport. They also create harmony with the prospect.

22. Leading language

This is where you leave out the phrase in the sentence so the prospect says the phrase for you. There is a different level of influence when the prospect says the phrase versus you saying it.

An example of leading language is when the lead singer in a concert turns the microphone towards the audience letting them know to sing the words to the song.

Here is a script example.

If you do what a millionaire does, you will get what a millionaire has. If you invest your money where millionaires currently have their money invested, what would you become? The prospect will say “a millionaire”.

Close Techniques

23. Take away

This is where you offer the prospect a deal and then you take the deal away. You demand action or the deal is off.

The special is good until 5:00 today.

I need an answer now or the price I quoted you will no longer be good.

I am looking at 2 houses. I need an answer now or I am going to go with the other house.

24. Alternate of choice

This is where you give the prospect 2 or more choices where both choices are a yes.

Would you like the blue one or the red one?

You can pay with Visa or MasterCard? Which would work best for you?

I have an opening on Thursday at 4 or Friday at 4. Which would you prefer?

25. Ask

Simply ask the prospect to move forward.

26. “How do you feel?” close.

This is a very soft close. Simply ask the prospect how they feel about...setting an appointment, moving forward with the listing, getting started today, the insurance policy you offered them, etc.

27. Assumption close

This is where you don't ask the prospect if they would like to move forward. You assume they are. You could ask them:

Where would you like your desk delivered?

What day would you like me to start?

Which credit card will you be using today?

Sign here please.

How many months are you going to start off with?

28. Reduce the risk

This is where you change the offer that is on the table by removing some of the risk for the prospect. For example if you were asking them to purchase 6 months of service you might reduce the risk by allowing them to purchase only 3 months.

29. Bonus

Offer a bonus as an incentive for taking action now. People will buy from you today if you give them a reason to buy from you today. Marriott recently offered me 60,000 Marriott points if I purchased from them this month. Think about bonuses you could offer your customers.

30. Reduce it to the ridiculous

Some products and services seem expensive when you look solely at the price. Often times the prospect hasn't thought about how long they will enjoy the benefits of the product or service when evaluating price. Pointing this out to them helps them see the value you are offering. Here is an example.

“The price of the program is \$299. It is a yearlong program. That makes your investment less than \$25 per month or less than a \$1 per day. You will be able to enjoy the benefits of the program for the next 10 years. That makes the program less than \$30 per year. Would you agree \$30 per year would be a great investment to increase your income over \$10,000 per year?”

31. Would you feel comfortable close

This is a very soft way of closing. Simply say, “Would you feel comfortable moving forward today?” Then be silent.

32. Trial Close

The trial close is where you get a minor agreement from the prospect. They are saying yes that takes them close to the sale.

33. Timing

Closing has timing to it. Closing is similar to poker. Sometimes in poker you bet a certain way to influence what the other players think you have. In some cases you will bluff, placing a large wager in hopes the other players fold.

34. Ask for the order and be silent

Part of the language of influence is silence. After you ask for the order be silent. I close every one-on-one sale using this technique.

Identify Customer Needs Techniques

35. Buyer fingerprint

Human beings make buying decisions in patterns. We each have our own fingerprint. The buyer fingerprint is the pattern of how the prospect makes buying decisions. Consider the following questions:

36. Probing questions

The easiest way to persuade or influence someone is to find out what they want and give it to them. The way to find out what they want is by asking questions.

37. Probing statements

These are statements where the prospect shares more information with you. An example is “Tell me more about that.”

38. Trial close based on probing question answers

When the prospect answers a question in some cases there is an opportunity for you to trail close. For example:

How much do you have in your budget?

\$4,000

If we can deliver a solution within your budget would you be ready to move forward?

Do they pay with cash or credit?

Does anyone else help them make the buying decision?

Do they make decisions quickly?

Do they need to compare your offer against offers from other companies?

Benefit Ideas

“People buy benefits.”

Eric Lofholm

39. Tangible benefits

Tangible benefits are benefits that produce definable results. Here are some examples:

Make you more money
Decrease employee turnover
Live longer
Save you money
Save you time

40. Intangible benefits

Intangible benefits are benefits that you can't measure. Here are some examples:

Increased confidence
Peace of mind
Have more energy

41. Benefits of taking action

This is focusing the prospect on how they are going to benefit by purchasing your produce or service.

42. Consequences of not taking action

This is focusing your prospect on the consequences of not taking action. This technique is used to sell life insurance. The salesperson focuses your attention on the consequences to you and your family if you don't have life insurance.

43. Benefit of the benefit

The benefit of the benefit is how the prospect benefits from the main benefit of your product or service. Let's say you product helps your customers save \$10,000 per month in expenses. The \$10,000 savings is the main benefit. The question would be to the prospect how would you benefit from saving \$10,000. In other words, what is the benefit to you, in what ways will saving \$10,000 help you? They might say my wife could quit her job. Then you would say, “and what would that mean?”

When he tells you the benefit of his wife quitting her job he is sharing with you the benefit of the benefit. Always remember, “People buy benefits.”

Rapport Techniques

44. Enter the world of your prospect and view their experience from their perspective

We each have our own model of the world. To gain a deeper level of rapport enter the world of the prospect and view their experience from their perspective.

45. Stay present while you are delivering the script

When you get really good at delivering your script it will be possible for you to deliver your script without staying present. Focus on being present with each prospect during every presentation.

Appointment Setting Techniques

46. Purpose of setting appointment is to set an appointment

When you are creating your appointment setting script the focus is simply on setting the appointment. You are not trying to make a sale. Selling has a process to it. All you are trying to accomplish when setting an appointment is to set an appointment. This takes all of the pressure off.

47. Benefits of setting the appointment are different than the benefits of the appointment

There are the benefits of the appointment and then there are the benefits of your product or service. Here are some common benefits of an appointment:

Free

At your home

At your office

At a convenient time for you

I will answer all of your questions

I will share with you the benefits of how my product or service can help you.

I will take the time to truly identify your needs; you will have the opportunity to move forward if you are comfortable. If not then no problem

Appointment Setting Script Example:

Voice Mail Script

Hi _____, this is _____ (say your name) from Eric Lofholm International. We are a sales training firm. I am calling to speak with you about the president of our firm Eric Lofholm being a guest speaker at one of your upcoming sales meetings. Please call me back today at _____ (give your phone number)

Workshop Appointment Setting Script

Who would I speak with in regards to being a guest speaker at your office? Let them respond.

Can I speak with _____ (say name of person in charge of the meeting)?

Person answers.

Hi is __ (say name of person in charge of the meeting) in? Let them respond.

Hi this is Kris Thompson. How are you today?

I represent national sales trainer Eric Lofholm. Eric asked me to give you a quick call today and offer you and your sales team a 30-60 minute customized sales training at your office on the topic of your choice.

The workshop is free.

The benefit to you is:

1. Your team will receive a motivational, professional sales training from the President of our firm Eric Lofholm. Eric normally charges \$5,000 for a keynote speech, Eric recently moved to Northern California. For a limited time he is offering companies a free customized sales training on the topic of your choice for no charge. He is doing this to build up clientele in the area. Everyone in the meeting will get at least 1 great idea they can immediately implement.

Eric is only able to do a limited number of these workshops. I do have calendar openings now. What day do you normally have your meetings? Let them respond.

How many salespeople attend your meetings? Let them respond.

If they say they have 5 or more people, say:

How do you feel about scheduling a workshop? Let them respond.

If they agree to the workshop, say:

Great, what is the address where the meeting will be held?

What time does the meeting start?

I am going to send you out an email confirmation. What is your email address?

Do you have other offices in the area?

If Eric were to be a guest speaker in all of your locations, who would be able to give us the green light to do so?

Objection Handling Techniques

Non-stated objection
Question
Solve the problem
Isolate
Bring out the objection
Script
Investigate
Before it comes up
Share the benefits
Reduce the risk
Be unreasonable
Negotiate
What would need to happen...

Objection Handling Scripts

Selling is like mental chess. Part of chess is anticipating your opponent's move. I do not view sales as a competition against the prospect but the concept is powerful.

There are typically 7-12 common objections in any industry. That is great news. You can choose to improve your objection handling techniques and responses.

The first step is to identify the common objections in your industry.

Use the list below to identify the common objections in your industry.

I need to think about it.
I don't have any money.
I need to talk it over with someone.
Can you fax me some information.
I don't have the time.
Your price is too high.
I am already working with someone.
We already tried it and it didn't work.
I am not interested.

There are many ways to address these objections. Here are several different techniques:

48. Story

One of the most powerful ways to handle an objection is with a story. The reason why stories are so persuasive is they act as invisible selling. Stories also suspend time. Identify true stories that address the objection. One way to start off the story is by saying, "That reminds me of a story of a client who was in a similar situation. Let me share with you what they did."

One way to address an objection is with a story. Below is an example of this:

The Prospect says the price is too high. You are offering a health product that costs \$100 per month.

Other than the price is there anything else preventing you from moving forward? (isolate the objection) Let them respond.

Let me share with you a story I recently heard from a friend of mine named Eric. Eric's car battery needed to be replaced. He told his wife he would be dropping his car off at their local mechanics to have it done. He was going to get a ride from the mechanics to his office from one of his co-workers so she didn't need to worry about giving him a ride. She expected the battery would cost between \$50-\$75.

About an hour after Eric dropped off the car his mechanic called him to let him know the regular services needed to be done on his car. The mechanic mentioned to Eric that since the car was already here he might as well get the servicing done. Eric agreed. About 2 hours later the mechanic called back to let Eric know while he was doing the servicing he noticed the brakes needed repair. Again, he suggested to Eric since the car is already here he might as well have the brakes done. Again, Eric agreed.

Around 4 o'clock Eric picked up the car. The total bill was around \$350. On the way home Eric called his wife to let her know about the \$350 charge on their debit card. Eric's wife handles the bank account so he wanted to let her know about the charge. When his wife heard the bill was \$350 she was puzzled. She said to Eric I thought a battery was between \$50-\$75. Eric then told her about the maintenance. She said \$350, now that is expensive. Eric responded by saying actually it is extremely inexpensive. He told his wife the most inexpensive way to maintain a car is to do regular maintenance. The most expensive way to maintain a car is to fix it when it breaks down. Now that can cost thousands of dollars.

Your health is no different. The most inexpensive way to maintain your health is to do preventative maintenance. The most expensive way is to wait until something is wrong like needing to have your gallbladder taken out. If you really think about it your health is priceless would you agree? Let them respond.

My product is only \$100 per month. You can expect to be healthier, have more energy and it is a preventative maintenance to help eliminate problems before they even come up. What do you say we give it a try? Let them respond

49. Non-stated

Often times the true objection is a non-stated objection. The prospect states an objection, but it isn't the real one.

50. Question

You can answer an objection with a question. For example:

Objection: The price is too high.

Response: By too high what exactly do you mean?

Response: How much too much is it?

Response: Compared to what?

Objection: I don't have the time.

Response: When will you have the time?

Response: On a scale of 1-10 how motivated are you to move forward?

Response: What do you mean by that?

51. Solve the problem

One way to handle an objection is to solve the problem.

If you were in the network marketing business you might invite a prospect to a hotel meeting on a Wednesday night. The prospect might say they can't get a babysitter. You could solve the problem by offering to have your sister baby sit.

52. Isolate

Isolating the objection is one of my favorite techniques. I like it because it is very effective and easy to learn. Here is an example:

Objection: I don't have the money.

Response: I can appreciate that. Other than the money is there anything else that is preventing you from taking action today? (ask a closing question and be silent)

Objection: I don't have the time.

Response: Other than the time, is there anything else preventing you from moving forward today?

53. Bring out the objection

This is another very simple, yet very powerful technique. Bring out the objection is the opposite of isolate. Often times the true objection is a non-stated objection. Many times the prospect will not reveal the true objection. Each objection that they give you is a stall not an objection. When you use this technique it encourages the prospect to be honest with you. Here is an example:

Objection: I don't have the money.

Response: I understand. So what you are saying is that you don't have the money. Is that correct (repeated yes technique, ask a question and be silent)? Let them respond. I am sure that you have some other concerns before moving forward. Do you mind sharing those other concerns with me? Let them respond.

Objection: I need to think about it.

Response: I understand. Other than thinking about it I am sure that you have some other concerns. Do you mind sharing those other concerns with me?

54. Script

You can develop scripted responses to each objection. Here is an example:

Objection: I need to speak to my wife.

Response: I understand. So if your wife says yes, does that mean that you will do it? (trial close)
Let them respond yes. Let me ask you a different question, what if she says no? (trial close, ask a question for commitment and be silent)

55. Investigate

Tell me more about that.

After you say that phrase be silent.

56. Before it comes up

This is one of the most powerful objection handling techniques. You can reverse engineer your sales presentation to anticipate the objections that the prospect might bring up. You then can address the objections in the body of the sales presentation.

Here is an example of this technique:

One of my clients sells \$6,000 wealth building seminars. One of the objections is, "I am already a millionaire. What do I need your program for?"

One of the scripts I created to handle this objection is:

I am sure you are familiar with Donald Trump. Is that true? Let them respond.

Would you agree that he is a great businessman? Let them respond.

After Trump became a multi millionaire he made some bad financial decisions. In fact he lost so much money he went upside down \$900 million. One day Trump was walking in downtown Manhattan with his then wife Marla Maples. He said, "Marla, you see that bum right there. He is worth \$900 million more than I am."

Although Trump is a great businessman he made some huge mistakes when it came to wealth building. If Trump was a client of ours we could have helped prevent him from losing his wealth.

It is great that you have a net worth in the millions. We help clients like you not only increase your wealth but also preserve it. Some of our top clients are multimillionaires like yourself.

57. Share the benefits

Objections are an opportunity to share the benefits. If the prospect says that insurance is not a good investment you can show them how it is a great investment.

58. Reduce the risk

This means to change the offer. If you were asking for a 6 month commitment, reduce the risk for the prospect by reducing the term to 3 months.

59. Be unreasonable

This means to make an unreasonable request. For example ask the prospect to get a second job so they can purchase your product or service. Suggest that they sell their car.

60. Negotiate

You can change the deal by negotiating. If I do this, will you do that?

If I lower the price by 5%, will you move forward today?

61. What would need to happen?

Close the sale by asking a question.

What would need to happen in order for you to move forward today?

What would need to happen in order to get a check today?

Script Structure Techniques

62. Make list of scripts you need

Make a list of all of the scripts you would like to create.

Prioritize the list by importance.

Create an MS Word Folder called Scripts. Keep all of you work from this program in that folder.

Create a file for each script you want to create. Name the file, the name of the script you want to create. For example if you want to create a referral script call the file “referral script”.

Create a folder inside of the folder called “Scripts”. Title the folder “Objections”.

63. Make a list of the common objections in your industry.

Create a file inside the folder called “Objections” for each objection. Name the file the name of the objections.

64. Front of the Room Syntax

I have sold millions of dollars of products and services using the front of the room syntax below.

Price

What you get

Bonus

Drop sell

Urgency

Call to action

65. Sales Model

The sales model is the steps during the sales process. Identify the sales model for your product or service. Here are some examples of steps:

- Set appointment
- Mail information packet
- Confirmation call
- Run appointment and close
- Run appointment and set next appointment.

66. Reverse Engineer

This refers to your overall script. Begin with the end in mind. From that place, back track what needs to be in the script in order to move the prospect to action.

67. Objection handling structure

Make a list of all of the common objections in your industry. Create an MS Word Folder called objections. Inside the folder called objections create a word doc for each common objection. The name of the word doc should be the name of the objection. Develop 10-20 responses for each of the common objections.

68. Benefits structure

Make a list of the benefits of your product or service. The list should include:

- Tangible benefits
- Intangible benefits
- Benefits of taking action
- Consequences of not taking action
- Benefit of the benefit

69. Appointment setting structure

The structure I used to write appointment-setting scripts is as follows:

- This is who I am.
- This is why I am calling.
- This is what I would like to do.
- Would you like to do it?

70. Ingredients of a script

- Benefits
- Probing questions
- Offer
- Stories
- Objections

71. Syntax

The syntax is the order the script goes in. For example, identifying customer needs is going to go before the close.

72. Stage selling/benchmark selling

Selling is a process. Stage selling or benchmark selling means you sell one step, stage, or benchmark at a time. You don't go to the next benchmark until the current benchmark is reached. The first step I teach is lead generation, then appointment setting, and then the sales presentation. In this example you don't deliver your sales presentation during the lead generation stage.

73. Conference call syntax

Below is the syntax to selling on a conference call. I have used this syntax to sell over \$500,000 on conference calls.

Intro

Outcomes

Chunk 1

Chunk 2

Call to action with a set time frame

Script Preparation Ideas

74. Prior to the presentation go over the benefits/what you want to say/what your outcome is/any objections they may have

This tip is worth 10 times the investment in this program. Spend time preparing for each important sales call that you go on. You will not always have time to write down a word-for-word sales script and practice it. Prior to going on an important sales call review the benefits of your product or service, the likely objections you are going to get, your outcomes for the presentation, and the stories you are going to tell.

75. Practice perfect

When practicing your script, practice perfect. In other words, practice the presentation word for word. Then, when you are on the live presentation, simply, do the best you can.

76. Visualize a successful presentation

The subconscious mind does not know the difference between a real or imaginary event. By visualizing a successful sales call prior to the call, you are influencing the results that are going to happen during the call.

77. Define your outcomes for your presentation

Prior to going on your sales call define your outcomes for the presentation. Here are some examples of outcomes:

Schedule the next appointment
Generate 10 referrals
Close the sale

Glasses Case History

I am interested in getting some prescription sunglasses. Is that something you can help me with?

Do you have your prescription with you?

No.

Would you like to schedule an eye exam to get a prescription?

Yes, how much is it?

\$54. Would you like having an exam right now?

Yes.

Come over here and have a seat. I have some paperwork for you to fill out.

I fill out the paperwork.

Do you have insurance?

I do but I don't know if I have a vision plan.

Do you have a AAA card?

Yes.

We can offer you a 30% discount if your insurance plan doesn't cover vision.

The exam starts.

Did they explain to you how the pricing works?

Yes, they told me it would be \$54.

That is correct. For our basic exam the price is \$54. We also offer a comprehensive exam for \$93. (he points to a machine that has a picture of a giant red eye behind it. The picture implies that the machine will give the doctor some type of advanced look at your eye that changes the color of your eye in some way. I figure, what heck for an extra \$39 I can get the fancy exam, whatever that is)

Would you like the comprehensive exam?

Yes.

He does the exam. The doctor will see you now.

You are here to get a new prescription for your glasses?

What brought me in was I want to get some sunglasses that are prescription. They told me I needed to get an eye exam. I might also be interested in some contacts as well.

Let's take a look. She further examines my eyes.

I am going to recommend pupil dilation. It takes about 20 minutes. Once your pupils are dilated I will exam them again. Would you like me to do the pupil dilation?

Sure.

While you are waiting why don't you go and look at some glasses.

The doctor hands me off to another woman. This is the 4th person I have been in contact with. The script is working perfectly. Each person knows their job. I am now with the closer. She informs me that my prescription has slightly changed and now I will need a new pair of glasses as well as the sunglasses.

Let's take a look at some frames. She leads me to the regular frames and the sunglass frames. We pick out several pairs. She compliments me on how good I look in glasses. She tells me that I can wear almost any pair and I look great. I am feeling great now.

We sit down and I start to ask her about prices. My budget in my mind is \$200. If it costs more than \$200 I am going to walk.

She lets me know that have a 6 months same as cash plan on approval with zero down. I can even finance the \$93 eye exam. She asked me if I would like to apply. I tell her yes.

She gathers the information to run my credit. She gets approval 8 seconds later. She tells me my credit is so good I got instant approval. Again, I feel great.

I start to think, "forget about \$200, I have 6 months same as cash. That is practically free."

I am now in the shopping mood. I ask her how much the sports goggles are.

She tells me \$119. I grab a pair off the shelf and put them on the desk.

She lets me know my current frames will work or I can get a brand new frame for only \$53.

She adds it all up. The total is \$727.63. She is silent.

OK, I'll take it.

I walked into the store to inquire about getting some prescription glasses. I walked out of the store the proud owner of a new pair of sunglasses, a new pair of glasses, and a pair of sports goggles. I still need to get my contacts. That will probably be another \$100.

This was not a word-for-word script. It was several scripts inside of one big script. What makes it work is the syntax or order the script goes in.