



Fresh Strategies. Big Impact. Proven Results.

Marketing Mastery Success Kit



Sales Script

Excerpts from:
Elevate Week 16 training –
Enrollment Conversations Part 2 of 2:
How to Sell Without Sounding Salesy



Your Only Two Objectives in Selling

1. EMPATHY: Listen to them with empathy
2. DECISION: Help them make a decision towards a solution



The 6-Step Enrollment Conversation Formula

1. Establish Rapport (2 minutes)
2. Set the Agenda (1 – 2 minutes)
3. Identify the Gap (10 – 20 Minutes)
4. Close the Gap: Offer Your Services (3 – 10 Minutes)
5. Overcome Objections (1 – 5 Minutes)
6. Sign Up The New Client (2 – 5 Minutes)



Step 1: Establish Rapport (2 Minutes)

Questions to Ask to Establish Rapport

“Where are you from?”

“I know that ____ referred you. How do you know her?”



Step 2: Set the Agenda (1 – 2 minutes)

Template to Set the Agenda

“Before we begin, let me briefly go over how I usually organize these sessions. Is that good with you?”

(They say “yes”)

“Great. Here’s how the calls usually go:

- 1. First we’ll explore your current situation – where you are now.*
- 2. Then we’ll look at where you want to go – your vision.*
- 3. And in the end, if I think there’s a match for your needs, we’ll explore how we could work together.*

I’ve found this format works best for me to understand the lay of the land. Feel free to ask me questions along the way, too.

Does this agenda sound good to you?”



Step 3: Identify the Gap (10 – 20 Minutes)

Identify the Gap: Current Situation – Fears & Frustrations

“What’s your current situation around _____?”

“What are your biggest fears, frustrations, and challenges with [your] _____?”

“What problems are these fears, frustrations and/or challenges causing for you in your life? Please be as specific as possible.”

“What’s this costing you?”

“How much time is this taking you?”

“How does this current situation feel?”

“Tell me more.”

Identify the Gap: Desired Situation – Hopes & Dreams Questions

“What are your biggest hopes and desires for [your] _____?”

“If you had these desires met, how would your life look? Please give as much detail as possible.”

“What would that look like?”



Step 4: Close the Gap: Offer Your Services (3 – 10 Minutes)

Close the Gap: Offer Your Services – Recap the Conversation

“I really hear that you’re struggling with _____. And how this is showing up in your life is _____. I also really understand what you most desire: _____. You mentioned that if you had this, your life would look like _____.”

Close the Gap: Make the Offer

Keep it high level

Keep it short and sweet

Give the price last



Step 5: Overcome Objections (1 – 5 Minutes)

This is just a sampling of the content covered in the **Elevate online business training program**.

Learn all about Elevate at:

www.ElevateBizTraining.com