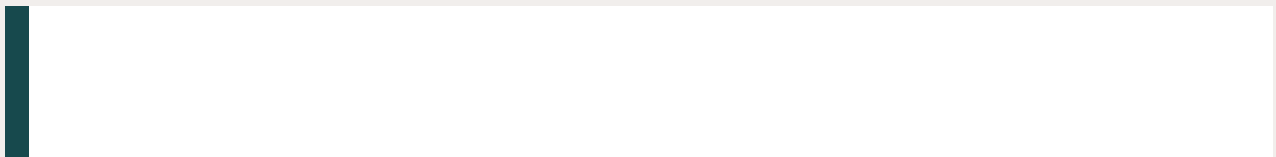
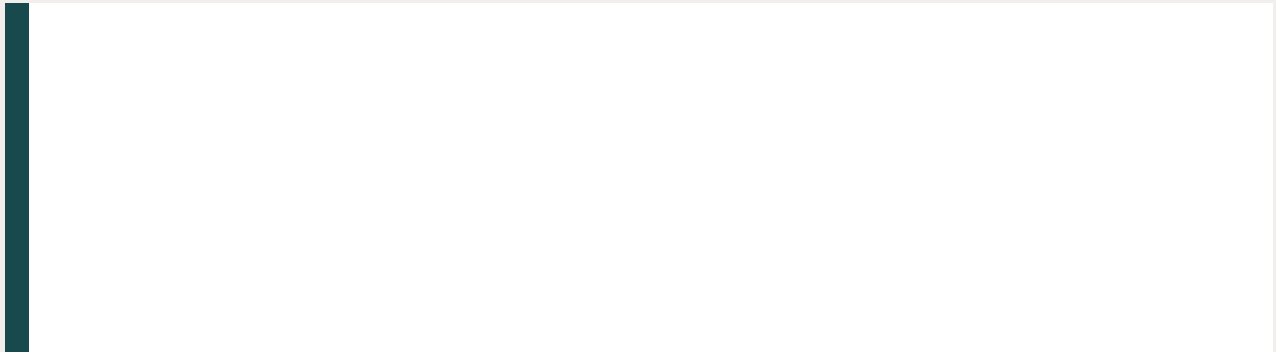
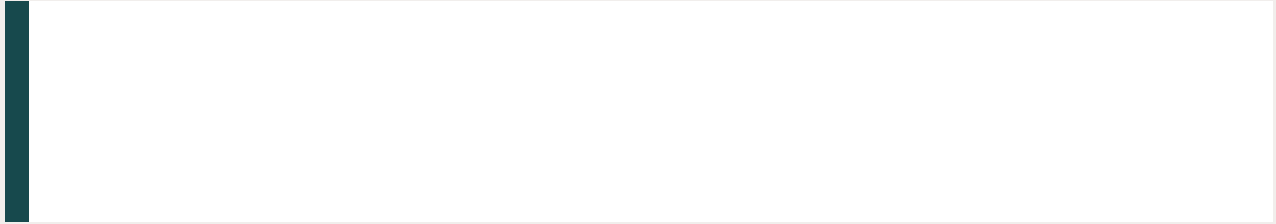


# Referred by a colleague or friend script



# The interested prospect script

(Prospect answers — if no: set up a time to talk, if yes: proceed with the script)

Can you explain what you're using now and what results you're getting?

(Prospect explains)

# The uninterested prospect script



# Script for the prospect who's a bit of a stretch

(Prospect response yes)

(Prospect response)

Sounds like we could be a good fit to help you with a solution. Can we set up a time next week so we can speak more in-depth about how we can help?

# Script for the “perfect fit” prospect

Do you have a few minutes so I can break down successes and solutions we've had with companies similar to yours in the past?

# The elevator pitch script



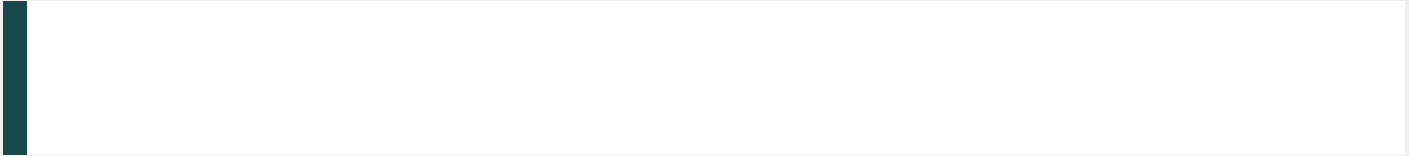
# The "choose your adventure" script

(If Prospect says yes)

(Prospect picks option A or B)

Perfect. May I ask you a few questions first? *Ask them a few questions to understand how the products will be most effective for their needs.*

# Script for speaking with gatekeepers



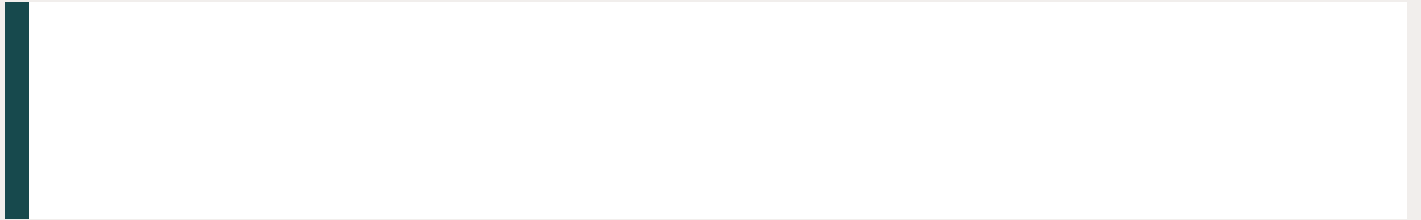
# Leaving a voicemail script



# Follow-up voicemail script



# Script for the “I don’t have time to talk” response



# Speaking their language script

(Prospect reply)

# The follow-up call to an email script

(If yes)

Perfect! Did you have any questions that I can answer for you first?

(If no)

No worries, I understand how busy it can get. I can give you a quick rundown on the info if you have a couple of minutes.

# Managing objections script

(Prospect rejects proposal)