



B.O.S.S. WEBINAR SERIES

Connect with Qualified Prospects: Sales Scripts Process and Practical Tips

Scott Channell



➤ Don't limit Your Thinking

Current Accounts/Clients. Resell. Upsell.

Ex/Dormant/Dissatisfied Accounts. Reactivate.

Past RFP's and Inquirers.

Referral sources

Those referred

Cloning Your Best Accounts from Non-Inquirers.

➤ Rules To Prosper

Target group is 60% of success

Velocity. Call efficiency.

Focus on buyers only.

Rule of 7.

80/20 rule with a twist.

Value knocks down doors.

Extract value from every call. Think long term.

➤ Bump Into More
High Probability
Prospects

➤ Don't Screw It Up
When You Do

➤ Call Process

Limited time. Focus on highest probability.
Get recon and increase odds of conversation.
Sort as you go.

3 cycles of 3 / Rule of 7

Point of diminishing returns

Reallocate time. Dump low value/ low prob.

➤ Crafting Your Script Paths

3 seconds/30 seconds/3 minutes

Strong foundation for your sale.

You are selling the next step. Not your offering.

Prepare: Create a “Pile of Words.”

Core initial 30 second pitch.

2 or 3 objections.

The magic question.

Break Scripts Into Parts

- Component Parts of Scripts That Sell
 - Who you are. Company you are calling from.
 - What you do.
 - Why you are credible.
 - Benefits clients get from working with you.
 - Value exchange. What they get at the meeting.
 - Ask.
 - Proofs and ear candy.

Sample Scripts

➤ Think Script Paths

Initial set the appointment scripts

“All Set” objection response

“Send some info” objection response

The magic question.

Thank You for Listening.

More Sample Scripts and Strategies Can Be Found At...

SCOTTCHANNELL.COM