

Winning Sales Scripts

The Fortune is in the Follow-Up yet too many times the follow-up is treated as an afterthought. The average salesperson only makes 2 attempts to reach a prospect. [Source: Sirius Decisions]

Prepare a Script

Prepare a script for VM and for a sales conversation. Big mistake if you try to wing it. Chances are you'll ramble on or be too brief.

STEP
01



Do The Research

Make sure you've been to the prospects website, LinkedIn profile and social media. Find out as much as you can to help prepare you for the sales conversation.

STEP
02



Have A Phone Call Strategy

The strategy could be different with each prospect. However, in the beginning, the goal for each phone call is to get a response.

STEP
03



Define the Cadence

Will you call twice a week or once a week for 5 weeks straight? Decide what your strategy is and stick with it. Be sure you prepare a script for each 5 VM you will leave. Don't leave the same VM each time..

STEP
04



The Final VM

Most salespeople never tell the prospect they're not calling back. They just simply stop calling. On page two I'll give you the Final Script that creates urgency!

STEP
05



Winning Sales Scripts

The Fortune is also in the scripts. Scripts are essential to keep you from product dumping and rambling on and on.

Opening Script

Hi Julie, my name is Rachel Smythe with ABC Capital Investments. I'm not sure if we're a funding fit for you. I just don't know. What I'd like to suggest is to meet with you so we can see where you're going and you can look at ABC Capital Investments to see if there may be a fit...what looks best for your calendar?

STEP
01



2nd Phone Call

In this VM be prepared to leave a different benefit for doing business with you. Remember, The prospect doesn't care about what you do. He only cares how you can increase his revenue or save him money. Use the the Opening Script in Step One as a guideline

STEP
02

Phone Call #3

Use the same strategy as phone call number one and two.



STEP
03



Phone Call #4

You guessed it! Use the same strategy as phone call number one and two and three..

The Final VM

Hi Julie, This is Rache Symthe again with ABC Capital Investments . I've tried to reach you numerous times to discuss (fill in the blank) I've not heard back from you. So it seems this is a very busy time for you. I don't want to be a pest, so I'll put this on hold and won't call back until after the first of the year. **However, If you've been meaning to call me back, you can reach me by text, phone or email. My number is**

STEP
04



EMAIL

For Phone calls #1 through 4, On the day you are to call back, be sure and send an email at 8:00 AM reminding the prospect that you are calling. This is important because it shows you're a serious professional that WILL follow-up. PLUS you're doing the heavy lifting so your prospect doesn't have to follow up with you.

STEP
05