



Consult Script

Sales Pages With Soul Class – Yes Yes Marsha

1. Friendly greeting/small-talk questions (eg where are you? How's the weather there? How did you hear about me?). KEEP THIS SHORT, 1-4 mins.

2. "So, what do you want to talk about today?"

3. Get to the root of the problem/why they need help.

"What is it you find difficult about that?"

"What's happened when you've tried to [*deal with problem*] in the past?"

"What do you feel like you don't know how to do?"

If not obvious AND if you're sure they know the answer to this:

4. "How do you think I might be able to help?"

5. [*optional + if there's time*] Do 5 mins of coaching on the subject (or longer, if it's a 30 min call)

6. Telling them how to hire you – do this 3-5 mins before the end of the call (watch the clock!)

"Ok, if we were to work with each other, this is what it would look like."

As you start to explain, say, "I'm going to put all of this into an email for you."

7. Telling them how much you cost. "The investment for that is \$XXX or two payments of \$YYYY."

8. [*Optional*] "The next dates I have for a starting session are..."

9. "Any other questions?"

10. "Thanks so much for taking the time, it was so nice to chat to you!"