



MillionDollarFirms

STRATEGY CALL SCRIPT

“Don’t sell them the service. Sell what the service will get them.”

Pre-Call Preparation (5 minutes before call)

- Use headphones with mic so your hands are free to take notes.
- Eliminate all noise and distractions.
- Close all open apps and tabs that aren't relevant to call.
- Use breathing exercises to relax and calm yourself.
- Release all attachment from the win.
- Get excited about the possibility of helping someone.

Recap

Thank you for taking my call today, [NAME].

I've had time to review your books and tax returns, and I've got some exciting news. Do you have a few minutes to go over it?

(Wait for a “Yes” or “Sure”)



THE VALUE CONVERSATION

1

Okay **[NAME]**, I've identified a few problems and areas of opportunity that I'd like to discuss with you.

One problem that's costing you **[time/money/peace of mind]** is _____.

It's **(Pain Point)**.

We also need to think about fixing _____, because it's **(Pain Point)**.

The biggest problem you have right now is _____.

It's hurting your business in several ways.

It's **(Pain Point 1)**.

It's also **(Pain Point 2)**.

And also **(Pain Point 3)**.

Would you agree with that diagnosis?

Okay, great.

So we have 3 possible solutions here.

The first would be to **(Service Option 1)**.

The second is to **(Service Option 2)**.

The third is to **(Service Option 3)**.

Based on where you're at right now, my honest assessment is that (Service Option 2) would be your best solution.

By (implementing solution), you would **(Benefit 1)**.

You'd also **(Benefit 2)**.

And you'd even **(Benefit 3)**.

The best part is we can do this without **(Pain Points)**.

Can you see how effective this would be? *silence - wait for answer*

How would **(Benefit 1)** change things for your business? *silence - wait for answer*

How would **(Benefit 2)** free up more time to spend working on your business instead of in it? *silence - wait for answer*

How would **(Benefit 3)** give you peace of mind? *silence - wait for answer*

- *They key here is to communicate your value to the prospect in the concrete terms of time, money, and emotions.*
- *Help them see how you can save them time, help them make more money, and help them avoid hassle and negative emotions.*



2

THE CLOSE

Okay **[NAME]**, I just have one more question. Do you want me to help you?

- Wait for them to say “What does that look like?” or “How much would it cost?”



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THE OFFER

Okay **[NAME]**, so to work with me, it's going to be a one-time \$1,500 setup fee and then \$1,500 per month after that.

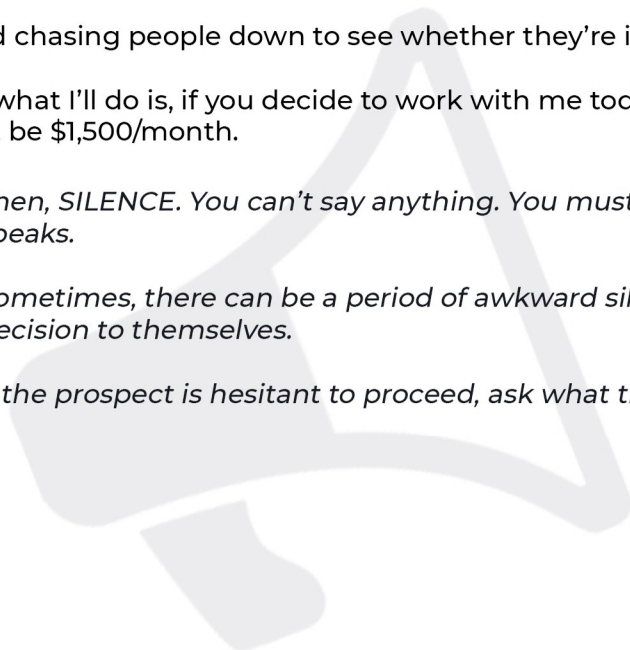
Our engagement will just be month-to-month, and we offer a 100% satisfaction guarantee.

But, one thing I've found is that people who make a decision to get going with me start seeing results within a few weeks.

And chasing people down to see whether they're in or out can be a huge waste of time.

So what I'll do is, if you decide to work with me today, I'll waive the one-time \$1,500 setup fee, and it'll just be \$1,500/month.

- Then, *SILENCE*. You can't say anything. You must remain completely silent until the prospect speaks.
- Sometimes, there can be a period of awkward silence. This is a good thing. They're rationalizing the decision to themselves.
- If the prospect is hesitant to proceed, ask what their objections are and address them directly.





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THE DEAL

Okay, awesome! I'm so pumped to have you on board!

Just to recap will be providing **(service)** for **(fee)**.

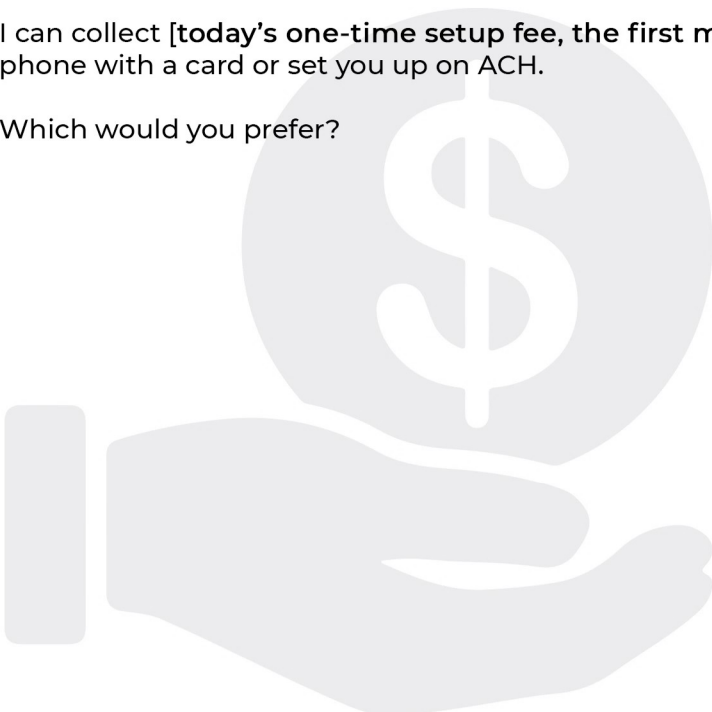


5

COLLECT PAYMENT

I can collect [today's one-time setup fee, the first month's payment, a deposit, etc] here on the phone with a card or set you up on ACH.

Which would you prefer?





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START ONBOARDING

Okay, I'll email you our onboarding checklist, which will explain how to give us access to your accounts so we can start getting everything set up and running.

Also, we need to set up a time for your onboarding call. I'd like to have the call sometime in the next week, if that's possible. When works for you?

Great. So our onboarding call is scheduled for **[DAY]** at **[TIME]**.

We'll go over everything and make sure all our bases are covered. Can you get the completed onboarding checklist back to me by **[DATE]** so I have time to look at it for our call? Great.

Typically, it takes about 2 weeks to get everything setup, but after that everything will run really smoothly and seamlessly.

So I'll talk to you **[DATE & TIME]**, but if you have any questions before then, please reach out to me via **[CONTACT METHOD]**.

I'm excited to work with you and start getting great results!