

BONUS_MillionDollarCopy_Sales Closing Script

This bonus is an extension of Module 1: Lead Generation Strategies, Tactic #2: Cold Call Your Way To A Hot Success.

There is a 5 Step process to turn potentially any cold lead to a hot prospect.

Step 1: Introduce Yourself

The first person you speak to on the phone is usually a gatekeeper. They function to filter out unnecessary calls and sales people. To deal with the gatekeeper, speak in a manner of urgency and with regards to growing the business.

Step 2: Speak To The Right Person

You need to ask to speak to the right person. Sometimes the gatekeeper themselves do not know who is in charge of growing the business because of overlapping job scopes. If you know whom exactly you need to speak to, use their name otherwise in most cases, go with either the business owner or the marketing department.

When you have the right person on the phone, understand that they are busy people. First ask if this is a good time. If it isn't, ask them when it is a good time to speak.

After that, establish and let them know how long the conversation will last. The objective is not to pitch and close on the phone rather to entice them enough to do a follow up meeting where they can be in the right state of mind to understand your proposal.

Step 3: Demonstrate Your Value And Results

You don't have much time on a phone conversation so you would want to go straight to the point. Whenever you can, demonstrate your value and past results.

The idea is to show and establish your credibility by leveraging off your past results.

Step 4: The Hook

Further establish your credibility by explaining the initial research that you have done for them.

End with “Is that something your business would be interested to have?”. The reason for using the word “interested” is because it is easier to commit to compared to “would you like to buy now?”

Step 5: Close And Arrange For A Meet Up

Ensure that a good timing is arranged to meet up within the next 48 hours. If a meeting takes place too long into the future, the lead may forget or get too busy to tend to the meeting resulting in your loss.

Never ask when the lead will be free instead, put up a proposed timing to be discussed. If you ask when the lead will be free, they will prioritize this as the last thing to do as they have their day to day job to attend to.

In some cases, you may even put up 2 options for them to choose and the tactic is to ease them to commit to one meeting.

Step 6: Meet Up In Person And Close Them On The Spot

Refer to Module 05 - MillionDollarCopy_The Close for details.

Good Luck!

Actual Conversation:

Step	Role	Script
Step 1	You	<i>Hi my name is [insert name] and I'd like to speak to the best person in charge with regards to growing the business of [insert lead's company name]</i>
Step 2	Gatekeeper	<i>Okay, that would be [insert name]. Please wait a moment.</i>
	Lead	<i>Hi, this is _____ may I know who am I speaking to?</i>
Step 1	You	<i>My name is [insert name], and I am a copywriter. Is this a good time to speak?</i>
Step 2	Lead	<i>Yes...I only have 15 minutes.</i>
Step 3	You	<p><i>Great. I only need 10 minutes.</i></p> <p><i>For the last 6 years I've been helping business owners like yourself 10x their business through my 3 Step Persuasive Copywriting Method.</i></p> <p><i>The purpose of this call today is because I've done a 3 month research on your company and found that there are 7 untapped opportunities for your business to grow up to 20% in the next 90 days.</i></p> <p><i>Would you be interested to know more?</i></p>
	Lead	<p><i>Hmm...wow. Interesting.</i></p> <p><i>Yes, tell me more.</i></p>
Step 4	You	<p><i>Gladly.</i></p> <p><i>I do this as my life's work and I'm passionate about assisting business owners grow their business. Now,</i></p>

		<p><i>what I did was researching about your business and your competitors, did an analysis and came out with a proposal on growing the business. Of course this is not 100% accurate because it needs your official input and deeper data.</i></p> <p><i>I signed up for your company newsletter, read your company website and even bought your products. From there, your biggest opportunity is to revamp the company website and create a proper sales funnel to bring your customers on a journey.</i></p> <p><i>I've done similar projects and their result was an increase in customer engagement by 20% which translates into a 17% increase in sales within 30 days.</i></p> <p><i>Is this something that your business would be interested to have?</i></p>
	Lead	<i>Really? Wow. Yes of course.</i>
Step 4 & Step 5	You	<p><i>Awesome!</i></p> <p><i>Now I can't share everything on the phone. I respect our time and 15 minutes is almost up. Let's arrange a time where we can meet and explore how we may take this further.</i></p> <p><i>Does that sound good?</i></p>
	Lead	<i>Yes. Definitely!</i>
Step 5	You	<p><i>Great! I'm available to meet at your office this coming Thursday @ 3pm.</i></p> <p><i>Is that a good time?</i></p>

	Lead	<i>Yes it is.</i>
Hook Them Again	You	<i>Awesome. I'll be there and present to you the other 7 opportunities in detail.</i>
	Lead	<i>Alright. Do register at the lobby and make your way up to the 22nd floor. The receptionist will lead you to the meeting room.</i> <i>Thanks!</i>
	You	<i>Most welcome! See you soon</i>
	Lead	<i>Yeap. Bye.</i>