

Quick Start Coaching Workbook



Quick Start Coaching Worksheet

1. Who is the target market?

2. Who are the primary competitors?

3. Qualification Question: What would cause somebody to need this in the first Place

4. Customer Values Question: What things are important to a prospective customer when buying? Consider both the product/service itself AND the buying process...then think In terms of what prospects want AND what prospects want to avoid.

5. Need To Know Question: What are the relevant and Important issues a prospect needs to be aware of when making a decision?

6. Case Building Question: What does the Client do (or should they do) to give prospects what they want? Innovate If necessary.

7. Evidence Question: What would a prospect want to see/hear to feel like they had enough information to make the best decision?

Receptionist Script

Receptionist: Thank you for calling _____. May I help you?
(name of business)

Caller: Yes (they ask questions).

Receptionist: I'd be glad to help you with that, what was your name? _____
(gets prospects name)

Let me ask you something _____ ...
(name)

Have you ever done business with us before?

Caller: No, I haven't.

Receptionist: Okay, great. Thanks for calling. You'll find that we do a few things very different from our competitors. Here's what I mean...

There are three major problems everyone has when doing business with (or buying a)

_____.
(type of industry or product)

Those are (problems from Questions 4 & 5):

1.

2.

3.

Receptionist: Well, you don't have those problems with us because... (*Case Building Question, #6*)
Which means that...

1.

2.

3.

Which means that... (Qualification Question, #3)

Wrap up the call: (as appropriate)

1. Take the order

2. Pass the caller to another person (sales, etc)

3. Send out information

60-Second Elevator Script

We provide:

_____ *(nature of product or service)*

for:

_____ *(target customer description)*

who:

(Qualification Question, #3 This is the MAIN Trigger):

They're looking for:

(customer values Question, #4; "The prospect wants X and wants to avoid Y!"):

Most people who buy

_____ *(nature of product or service)*

Don't have a clue about

(Need to Know Question, #5; needs to know to make the best decision):

That's why we offer these uniqueness's and innovations:

(Case Building Question, #6);

To help

make the best decision possible

_____ *(target customer description)*

we offer a FREE (report, guide, video series):

_____ *(Name of offer)*

which contains

(Evidence Question, (#7: facts prospects need to see/hear to feel like they have enough info):

Inbound Voice Mail Greeting or On-Hold Script

Hello, and thank you for calling. This is _____ of _____ .

I'm going to assume that since you've called this number, you or someone you know is interested in _____

_____. I'm going to guess that there's a good chance that you've already _____

other _____ besides us.

and if you're like most of our customers, you're probably feeling _____

about _____ because _____

And your feelings are justified. In fact, a recent study showed that _____ .

So I understand you might be skeptical of _____ in general, especially one that

Claims _____, without the

_____ typically associated with _____ .

You see, at _____ we do something that is very unique to our industry. It's different

than anything you've ever _____ before. So listen for a few moments while I speak candidly to you.

Whether or not you ultimately do business with us is completely up to you. I just want to make sure that you understand

how _____ works so you can feel confident that you made the best decision

possible... whoever you end up buying from.

To us, it seems pretty obvious that our customers want _____

In fact, we constantly survey and question our customers, and that's exactly what they've told us.

Inbound Voice Mail Greeting or On-Hold Script

But where most customers get burned is that they are not even aware that _____

So as a result, _____

At _____, we always _____

This means that _____

Well, I know that anybody can say anything, and in fact, most people will say anything just to get the sale.

That's why I want to send you a FREE _____ that will provide proof-positive evidence that everything I've just said is true. In the _____ you will _____

To get your FREE _____, just leave your _____

and we'll get it right to you. In the meantime, if you have any questions, or if you would like to _____

_____, don't hesitate to _____

I want to thank you for calling and listening. For _____ this is _____