



ATLANTA

Marketing Center

77 SALES SCRIPTING TECHNIQUES

Part 1

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General Scripting Techniques

1. Future pace

This technique is letting the prospect know how they are going to experience something in the future. When you pull into the driveway in your new car you are going to be excited knowing the neighbors are going to view you as a success. In this example I future paced the prospect about how they are going to feel when they drive into the driveway. This is a great technique to use to help prospects avoid buyer's remorse.

2. Connect the known to the unknown

Part of selling is education. One way to educate someone is to connect something they know to something they don't know. Below is an example of this:

Front of the room, telemarketing, or face-to-face script

I would like to talk with you about the importance of structure. Often times, you can accomplish the results you are seeking effortlessly by changing your structure.

How many of you at one point in your life have owned a VCR? You have either had one or currently have one, by a show of hands? (Lead the audience by raising your hand.)

Tell me if you can relate with this. There were a lot of shows that you would have liked to record but didn't because either: (mind reading technique) You never could get the light for the clock to stop flashing.

It was a hassle to program your VCR.

You would forget.

It was a difficult to locate a blank VCR tape.

How many of you can relate with that? Let them agree.

A VCR is a structure. It is a structure that allows you to record a TV program.

I recently purchased a DVR. If you are not familiar with it is a digital VCR. How many of you have a DVR. (this builds rapport with the audience) (Wait for response). Aren't they great? (creates agreement undeniable truth) A DVR is a structure as well. Its purpose, just like the VCR, is to record a TV program. The benefit of the DVR is you can record an entire series with the touch of a few buttons on your remote control. For example if you want to record the entire series of Survivor you can do it in less than a minute. You can even set up the recording while you are watching TV. When I used to have my VCR I recorded 10 TV programs in 10 years. With my new DVR I regularly record 10 programs in a week!

I am recording 500 times more shows than I was with the VCR. Is this because I am more motivated? Let them respond. Is it because I have more discipline or will power? Let them respond. The reason I am producing this result is because I changed structures. Think about how you can apply this concept in your business. What structures can you change to grow your business?

3. Nested story

A nested story is a story inside of a story. The movie the Titanic is a nested story. It begins with an old woman. She then shares the story of her as a young woman. The story about her as a young woman is a story inside of a story. This is a powerful technique to deepen your influence with the prospect.

4. Contrast

This is a technique to build value in your product or service. Low priced cars use this technique.

Here is an example:

The Honda Accord is similar to the BMW sedan except you don't have to put high-octane fuel in it and it is 1/3 of the price.

5. Charts and graphs

Charts and graphs can be very persuasive. Look for ways to use these visual selling tools in your presentation.

6. Define new words that you use

Often times it is necessary to use words in your presentation that the prospect is not familiar with. Any time you introduce a new word make sure you define the word.

7. Flattery

Flattery is one of the most persuasive scripting techniques. Tell people how nice their smile is, how their new haircut looks great, how nice their house looks. Flattery is a great way to build rapport.

8. Direct command

Human beings respond to direct commands. Look for ways to use direct commands in your presentation.

9. Story telling

Story telling is one of the most powerful scripting techniques. Story telling is fun, easy and persuasive. You can use story scripts throughout the sales process. When you think about scripting, you want to think about the moment you first get the lead to the last communication you are going to have with the prospect. This timeframe might span 20 years.

Story telling can be used:

During lead generation

When setting the appointment
When the prospect tries to cancel the appointment
Throughout the appointment
When handling objections
During the close
When asking for referrals
From the front of the room
On a conference call

Different types of stories you can tell

Your story
Your client's story
Your company story
Stories from the media
Tell stories people can relate with.

Here is a great script:
That reminds me of a client I recently worked with. He had the same concern you did...

Or

Maybe you can relate with this. One of my clients...

Stories:
Create rapport
Suspend time
Influence on a subconscious level
Bring benefits to life
Reduce and/or eliminate objections
Induce a trancelike state

You want to use stories strategically during your presentation to further influence, build rapport, reduce objections or all three.

Create a file to keep track of the stories you could tell during your sales presentation.

Here is an example of a story used in a script:

Tell a success story that educates the prospect on the result you can produce.

It has been said many times that prospects buy you. This is not true. Prospects buy benefits. They are buying a result.

One of the most persuasive ways to communicate the result you can deliver is to share a success story of someone in a similar situation.

Here is a script that I used to pick up a recent client, I told a story of a client that was similar to him:

This story helped educate him on how I could help him.

Mrs. X came to me to see if I could help her telemarketing team increase their results. I told her that I absolutely could help her. I asked her about her team...about where they were strong and where they were weak. I also asked her what she thought they were capable of in terms of monthly sales. I told her the initial investment would be \$5,000. I would write several scripts for that fee that would more than pay for the \$5,000 investment. She could then take a small percentage of the profits and reinvest in more scripting and consulting work. Once she made the initial investment she would never need to come out of pocket ever again.

Over time everything I told her happened. Her team went from \$100,000 in sales per month to over a \$300,000 in sales per month. I think I could do something similar with your team.

10. Repeated “yes” technique

These are statements throughout the presentation where the prospect will say yes.

11. Helping Scripts

People love to help. Close the prospect by asking them for their help.

Example: Can you do me a favor?

Example: Can you help me out?

Example: I need your help. (This is a direct command)

Helping scripts are especially persuasive if you are in rapport with the prospect and it is a reasonable request at a reasonable time.

12. Reasonable request at a reasonable time

Many times salespeople get a “no” in a presentation because they asked for something at the wrong time. Timing is very important.

13. Progressively more demanding

This is a great technique when you are requesting something from someone and you are not getting what you want. Let’s say you are at a restaurant and they didn’t prepare your food properly.

The first step could be a simple request that they redo your order. If you don’t get the answer you are looking for you can get a little more demanding. Continue to get more demanding until you get the result you are looking for.

14. Preframe

Let the prospect know in advance what is going to happen. Here is an example of preframing for referrals.

As you probably know I work with referrals. After you have received value from me I would like to ask you for referrals. Would that be okay? In this example I didn't ask for referrals now. I preframed the prospect that once they have received value I will be asking for referrals.

15. Trigger phrase imagine

The word "imagine" is a very powerful word. You are giving the prospect a direct command to imagine. Follow the phrase imagine by focusing the prospect's attention on some key benefits of your product or service. Here is an example.

Imagine you are now 65 years old. Because you got started today with your retirement plan you now have all the money you need to live the life you want. How would that feel?

16. Social Proof

This is 3rd party endorsement. Someone other than you saying that you, your company, or your product and service are great. When someone else endorses you, you can achieve a level of influence that you can't create on your own.

17. Testimonials

Testimonials are a form of social proof. Nothing sells like success. The best testimonials provide specific results the customer has received from your product or service.

Here is an example of a bad testimonial:

"This program is great."

John Smith

Here is an example of a great testimonial:

“Before using scripts my best income month ever was around \$10,000. Six months after I joined this program my income soared to over \$30,000 using these proven, test scripts ideas. Not only has my income increased but so has my time with my family. Because my income has increased I have been able to take family vacations in the last 12 months. That is more vacations than I have taken in the last 5 years combined. If you are looking for proven ideas that will increase your sales this can help you.”

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In a front of the room presentation you can show a picture of the person providing testimonial, show a magazine article, or show a testimonial letter.

18. Endorsements

A great way to add influence to your script is to mention people or companies that endorse you.

In a front of the room presentation you can show a picture of the person providing the endorsement, show a magazine article, or show an endorsement letter.

19. Borrow other people's scripts

Human beings respond in predictable ways. You can use the same scripts that others use and produce a similar result. Not all scripts work for all people. If you are more passive and you are using a script written by someone who has a dominant personality it may not work for you.

20. Mind reading technique

This is a powerful way to create rapport with a person or group. It let's them know you understand them. The technique is to tell them what they are thinking before they tell you.

21. Undeniable truth

You are reading this sentence right now. You are in my scripting teleseminar. You live in America or Canada. You will benefit from your completed sales script. These are all undeniable truths. These act as pacing statements to build rapport. They also create harmony with the prospect.

22. Leading language

This is where you leave out the phrase in the sentence so the prospect says the phrase for you.

There is a different level of influence when the prospect says the phrase versus you saying it.

An example of leading language is when the lead singer in a concert turns the microphone towards the audience letting them know to sing the words to the song.

Here is a script example.

If you do what a millionaire does, you will get what a millionaire has. If you invest your money where millionaires currently have their money invested, what would you become? The prospect will say "a millionaire".