



**4 QUESTION
CLOSE SCRIPT**

4 QUESTION CLOSE SCRIPT

Hi, this is _____ calling from _____'s office.

How are you doing?

It's great to speak to you today. I'm going to explain how this call works and what to expect.

The first thing we want to do is talk about you and your business on a strategic level, then we'll go into more detail. Sounds good?

Question 1: let's say you start working with _____ and his/her team today. Naturally, we would teach and share with you everything we know and do everything to help you get the results you're looking for.

Now fast forward to 12 months from today, and we're talking about all the cool stuff that's happened in the past year. What will you have had to have happened for you to say, "it's been an amazingly successful year"?

(NOTE: you're getting the Prospect to dream about what he/she wants in life, and talk about it for several minutes without interruption. Don't settle for surface, generic answers. If Prospect is not willing to open up, repeat question again but dive deep into personal success, then professional success. Finally, restate what he/she said briefly. If Prospect is still not open, he/she is not considered an ideal Candidate; disqualify and end the call.)

Question 2: Clearly, you know what you want. But what's been holding you back from achieving it?

(NOTE: Prospect will share his/her frustrations and roadblocks. Restate it briefly. If you find Prospect has victimhood mindset i.e. blame

everyone else, gives highly negative vibes, then disqualify and end the call.)

Question 3: What resources, talents, connections, tools, or skills do you have that you're currently not using to its fullest potential, that we can use to overcome your obstacles and achieve your goals?

(NOTE: keep saying "good, what else?" until Prospect runs out of ideas. Then restate briefly.)

If we are able to help you overcome _____, do you see any reason why we couldn't help you achieve _____?

How do you feel working with _____ and team will help you overcome these challenges and achieve your goals?

(NOTE: gauge Prospect's enthusiasm on the scale of 1 to 10. Ideally, Prospect is excited at the opportunity. If Prospect is low energy or not enthusiastic at all, he/she is not a good fit.)

Question 4: Okay, last one. _____ and his team can only work with a limited number of Clients at a time, and reasonably, we have to be selective. Why do you feel that you'd be a good Candidate to come onboard our Program?

(NOTE: don't say anything until he/she responds with a number of reasons.)

Great. The investment is \$_____. This is what we will be doing with you.

(NOTE: give a brief overview on the Program for the next 1-2 minutes tops.)

I'll be sending you more details. What is your best email address?

What card do you want to put that on? Great. I can hold while you get those.

Do you prefer online bank transfer? Great. Here is the bank-in details. I can hold while you're making the payment.

Great! Welcome onboard _____! Congrats on taking immediate action, we look forward to get started soonest.

(NOTE: brief new Client on what happens next in the Program, onboard him/her and wrap up the call.)

IMPORTANT NOTE: You don't have to follow the script word-for-word. You can adjust and ad lib on the fly. Be natural.