



# SALES SCRIPT MASTERY

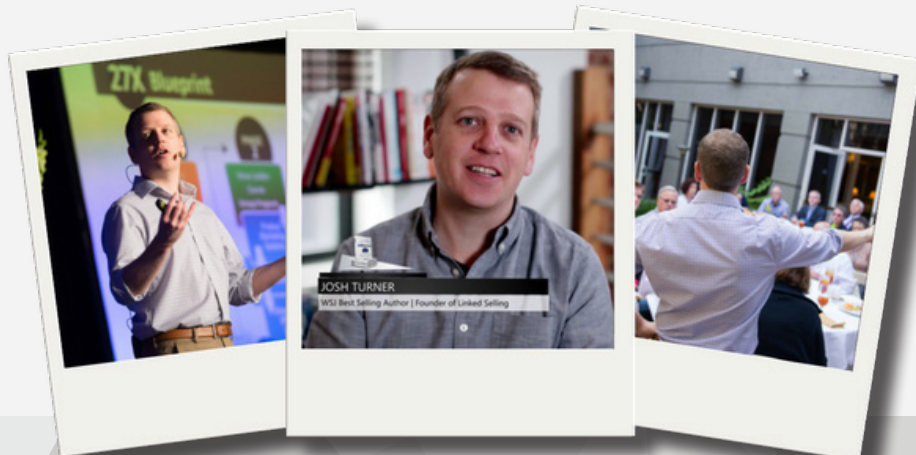
The 5 Step Sales Conversation Outline that We Used To Close  
Over \$3.2 Million In Consulting Sales

# WHO WE ARE, AND WHY YOU SHOULD TRUST US

Led by Founder, CEO, Wall Street Journal Bestselling author, and World renown sales and lead generation expert Josh Turner, LinkedSelling is a marketing coaching, consulting & training firm that is widely considered as a worldwide leading authority in using LinkedIn and Facebook to generate leads, appointments and clients and was recently named #252 on the Inc 5000.

With a team of over 36 employees, they represent clients (like Neil Patel and Microsoft, to name a couple) in the US, Canada, UK, Asia, and Australia, in a wide variety of industries. Working together with clients to systematically develop relationships with their most valuable prospects that not only get more leads and appointments booked, but to efficiently move those prospects into clients.

Josh is also the creator of Linked University and The Appointment Generator, training and coaching programs, which have together served over 12,000 entrepreneurs. He is a soon-to-be dad, living in St. Louis with his longtime partner Jess and their dog Oscar (aka Buddy).



# SOMETHING YOU SHOULD KNOW BEFORE WE GET STARTED...

Time and time again you will hear sales people say the reason they aren't selling is that none of the prospects they talk to want to buy from them. Guess what? *Nobody wants to buy from you!* That's why sales processes and strategies are created in the first place.

Sales is NOT the art of order taking. It is not showing up to simply get the credit card information and process the payment. Sales is the art of talking to someone who doesn't want to do business with you and turning them into someone who *does* want to do business with you.

If you can find the prospects that are a fit for your business, then that is all you need to begin increasing your sales at an exponential.

With the sales outline that is in this book, you will finally have a process in place to talk to those people who don't want to do business with you, and convert them into excited buyers who are looking forward to engaging with your product or services.

Many people think that if they show up to a sales call/meeting and can be friendly, personal and informative that the call/meeting should go as planned and a signed contract should result shortly after the conclusion. Nothing could be further from the truth.

This is the very reason for creating a powerful sales script outline. Behind every successful sales person out there, is a fully perfected sales outline and process that enables them to go from introduction to close and ensures the outcome that they are looking for.

## **You see, the highest paid people in the world use scripts.**

Do you think Jack Nicholson or Tom Cruise “wing it” when they show up on set? I can assure you they don’t. Same goes for superstar salespeople. They use the same script over and over again because they work. It doesn’t matter if they’re speaking in front of 500 people at a seminar—or one-on-one with a prospect or client.

## **The best part is that sales scripts give you confidence.**

How many times have you found yourself in the middle of a call or voicemail unprepared? Your confidence went, down, didn’t it? And when your confidence went down, your voice probably got shaky and you may have stuttered and stumbled on your words.

What kind of an impression did that make? Not a good one.

Sales scripts keeps you on message and allows you to stay focused on your purpose. They also give you confidence—and, of course, if you’re confident, your prospects will be confident in you.

Not only that, but using sales scripts gives you predictability with every sales presentation. They also allow you to pinpoint any issues if a member of your team is not hitting their numbers.



Plus sales scripts also allow you to scale your business with McDonald’s-like efficiency. That’s because you or your sales manager don’t have to take up a lot of time to train every sales person you hire. Just give them the script, perhaps run through a training session or two with them, and put them on the phones.

The best part is that a good sales script doesn’t force you to sound

robotic and not attentive to what the prospect is telling you. It provides the necessary structure for improvisation so that you're engaged and active in the conversation—and not reading from a screen.

This report will show you a proven sales script that we have used to sell \$3.2 million dollars worth of consulting services. It will help you shortcut a lot of trial and error regarding what to say and do to potential clients when you get them on the phone.



Because, let's face it. There's nothing worse than getting on the phone with a prospect and fumbling for the words to say when you get in front of a prospect on the phone--or in person.

Not having a script to follow leaves you vulnerable to saying the wrong things--or getting the dreaded "I'll think about it," which essentially says they do not want to have anything to do with you.

Also, this is not about learning pushy or strong armed closing techniques. This is about having a strategic plan in place to get you from point A to point B as smoothly as possible, while at the same time serving your prospect in the best possible way. In other words, you're going to have a clear conscience and sleep well at night when deploying these tactics.

Imagine the thrill of getting your "slam dunk" potential clients on the phone, and easily getting them to say "yes" without any weirdness or high pressure sales tactics? And think about how confident you'll feel when you get your ideal prospect on the phone and knowing EXACTLY what to say or do to your prospect without any guessing?

That's what this outline is going to do for you. Now let's get started:



There are 5 main sections to the strategic sales outline and they are as follows:

1

**Section 1:  
Opening**

2

**Section 2:  
Agenda**

3

**Section 3:  
Discovery**

4

**Section 4:  
Solution**

5

**Section 5:  
Pitch**

Each section has its own individual objectives but there are three things that must be done in each of the five sections that you need to be conscious of:

1. Establish rapport
2. Build value
3. Transition to the next section



### **Establish Rapport**

No one will ever purchase from you without building rapport between yourself and the prospect. There needs to be a connection between you and the prospect that is deeper than the salesperson/prospect relationship. Without rapport, the prospect will never buy into the process you are trying to walk them through. So look for connections between you and the prospect to help develop the relationship on a more personal level.



### **Build Value**

Nothing can be self-serving in your sales process outline. You need to build value in each section or the prospect will tune out what you are saying. If anything you say is not in the best interest of the prospect then it will kill your rapport and now you've broken two of the three objectives you need to achieve in each section.



### **Transition to the next section**

The key to flowing from one section to the next in your sales outline is through the use of transition lines. These are your go to lines that you use at the end of each section of your sales process outline.

Once you find a transition line that works for you, never stray from it. Do not try and improvise or re-invent the wheel.

Lock your transition lines in and use them every time.

## **WHAT IS YOUR OBJECTIVE?**

Now before you get started crafting your outline, there are a few things you need to do.

The first is to determine the outcome you want to have in your sales call/meeting. What is the action that you want your prospect to take? It is important to think about this because the desired action may not be to get the prospects credit card number.

More commonly the desired action will be to set a follow up call to review the info you went over on the first call/meeting.



# THE OPENING: HOW TO BUILD RAPPORT WITH YOUR PROSPECT

First impressions are everything. Your opening needs to set the tone for the call. Building rapport starts at the moment you say “hello”.

DO NOT immediately jump into talking about business. Take your time. Have something personal that you can talk about that can draw a connection between you and the prospect. This can be done with a few minutes of research before the call. Let's say for example that I see my prospect lives in Phoenix and likes the outdoors. Then I might try to set up an exchange like this:

YOU: Hey Bob, this is Ben from LinkedSelling. Thanks for taking the time out of your day to meet. I'm glad we could find a time that worked for both of us.

PROSPECT: Yeah, me too.

YOU: You're from Phoenix right, Bob?

PROSPECT: Yep, my wife and I moved here right when we got married after college.

YOU: That's awesome. My brother lives in Phoenix so my wife and I generally make it down there a few times a year. I love taking the kids up the Echo Canyon hiking trail.

A ton just happened in that exchange. Rapport is being built in several ways:





1. Showing the prospect that his time was valuable by thanking him for being on the call.
2. Talking about the city the prospect lives in
3. Talking about my family once I knew he was married
4. Talking about hiking once I knew hiking was a hobby of his

It is too easy to research people online these days. Take 5 minutes before each call and research your prospect and find something that you can use to build rapport and create a connection.



You can easily look them up on Facebook, LinkedIn or simply Google their name to get some good fodder you can use to discuss when you get on the phone with your prospects.

Important: do not cop out and just talk about the weather. Weather is meaningless fodder for the opening of a call and is a common default for salespeople's openings. Go the extra mile and find something meaningful to talk about.

***Transition Line: That's awesome, Bob. Well, I know you're super busy and your time is valuable so let me tell you what I typically like to achieve on these calls.***

This line can easily be inserted at any point of the opening and sets us up to dive right into the agenda.

Pro tip - If the figurehead or public face of your company is not on the call but is well known... mention their name casually...

*"Hi <NAME>. Josh and I were reviewing some of the folks that signed up for the LinkedIn Masterclass workshop to see who would be the best fit for our private client program and your company stood out to us as a great fit."*

# THE AGENDA: SETTING UP EXPECTATIONS FOR THE CALL

No one ever wants to have a good book or movie spoiled for them by knowing the ending before they start reading/watching. However, a sales call/meeting is not like that.

Prospects DO want to know the ending and the middle and the end. But they won't ever ask for it. Which is why it is your job to tell them. Letting them know exactly how the call will go upfront will give them context for each of the following sections.



Describe what you'll be discussing on the call through a series of benefit statements in the form of a call agenda.

This will give your prospects a proper understanding of what this time was blocked out for, but will also set the stage for your conversion.

You need to lay all your cards out on the table up front. You can even tell them what you want the outcome of the call/meeting to be. Don't hide anything.

"The reason I typically have these calls is that people are looking for >>INSERT TEXT ON WHAT PEOPLE NEED HELP WITH<< So what I like to do is spend some time diving into your business and current strategy to see if there is some ways that we can improve >>INSERT TOPIC MENTIONED ABOVE<<"

Usually I see one of these two things happening... either >>INSERT TEXT ON COMMON ISSUES YOU SEE<<, or >>INSERT TEXT ON COMMON ISSUES YOU SEE<<.

Also, you signed up for >>INSERT "WEBINAR" or "PHONE CALL"<< which shows you have an interest in >>INSERT TOPIC<< Is that fair to say?"

***Transition Line: Great, I think the best place for us to start is for you to give me a brief overview of your business and your role in the company.***

This line easily gets your prospect talking about their business and gets you to the next section, Discovery.



# DISCOVERY: IDENTIFYING YOUR PROSPECT'S PAIN

The point of the discovery section is to learn about the prospect's business and to IDENTIFY THE MAIN PROBLEM that the prospect has. People buy because they need to solve a problem or alleviate a pain.

If you can't uncover that pain in the discovery section then there is no way that you'll be able to convert the prospect to a sale.

So let's say that our ideal clients are business owners. In order to get to the prospect's pain point, we'll get them to talk about 3 things:

"So, Tell me about your business. Give me some details on what your company does and who your best prospects and clients are."

This line will get your prospect to talk about their business so you can get a clear understanding of what they're business is all about--and who they sell to. **But ultimately you want the prospect to do most of the talking**, not yourself.

That's a big mistake that a lot of "newbie" salespeople make--is that they do most of the talking on the sales call. The key is to ask the least amount of questions needed overall to get the prospect to start talking.

You'll also want to listen to where the prospect is undergoing PAIN at the same time. You'll ask questions later that elucidate the pain even further, but during this initial phase they may go into their pain immediately. The pain could be shortage of clients, not meeting overhead, etc. if the ideal client is a business owner.

*"Where do you want your business to be in 5 years?"*

This gets the prospect to start future-pacing a little bit on the call, and they start to visualize what life would be like if they achieved the goal or desire. You may even ask them, “How do you mean?” or “What would that do for you?” to keep them talking about where they want to be 5 years from now.



The idea is to really get the prospect to FEEL how great it would be to reach their business goals--which means they'll be excited for a potential solution to whatever is keeping them from achieving these goals.

*“What’s keeping you from achieving it?”*

This question gets to the heart of the pain point issue. For example, if it’s a business, the pain usually revolves around revenue, customers, employees, product or investment capital. Without hearing what their pain point is, you’ll never be able to showcase your product/service as something they NEED. It also helps to get to the meat of the conversation by asking follow-up questions like:



- When do you need to solve X problem by?
- What’s your plan to tackle X pain?
- Do you think it will be easy or hard to solve it?
- Who in your company is helping you solve this pain?

Your clients may get a little emotional when they talk to you, which is normal. It also indicates that they are motivated to spend money to find a solution to their pain. These questions should blow the conversation wide open and allow you to diagnose their pain and opportunity to help.

***Transition Line: Yeah, that’s what I hear many times on these calls. Many people talk about having >>INSERT PROSPECT’S PAIN POINT<< as one of the main problems they encounter in trying to grow their business. You’re not the only one having that problem for sure. I’ll tell you what I see work for most people...***





“In the new world of sales, being able to ask the right questions is more valuable than producing the right answers. Unfortunately, our schools often have the opposite emphasis. They teach us how to answer, but not how to ask.”

- Daniel Pink



# SOLUTION: PROVIDING STRATEGY AND VALUE TO ALLEVIATE THEIR PAIN POINT

This is generally the easiest section of the outline for an entrepreneur/business owner/salesperson to discuss because it is essentially just talking about what your product/service provides from a strategical standpoint. But there are several points to keep in mind during this section:



**Talk to them as if a friend or family member asked you to find a solution to the problem.**

You don't want to start talking like a smooth-talking, cheesy salesman at this point. So it helps to make sure you use the prospect's language when you're talking about the solution vs. trying to appear impressive by using jargon only people in your industry would understand.



**Do Not Pitch.**

This is not the time to sell your services. What you're doing is telling them what you need to do to solve the pain they told you during the "discovery" portion of the call.

For example, if your prospect is not getting enough customers, you can give them a strategy that'll get them booked solid for the next couple weeks so they can achieve their goals.

It helps to make this feel customized to their problems and be specific about how it can help ease the pain they are currently facing.

It also helps to express empathy to their problems and reassure them that they are not alone.

You've seen this before and help your prospects get through it.



***Transition Line: Do you see how this could make sense for your business?***

or...

***We've developed this system that achieves that. Basically what it does is...***  
(GIVE OVERVIEW OF WHAT YOUR SERVICES ACHIEVES/PROVIDES)

# THE PITCH: BRIDGE THE GAP BETWEEN THE SOLUTION TO THEIR PAIN AND YOUR PRODUCT/SERVICE

Here is where you go into your pitch for your products/services. If you did a good job of getting your prospect to stir up the “have-to-get-it-solved” pain that they’re going through early in the call, then the desire to pay money to have this pain solved will be very high.

Here are several tips:



**Make sure you paint a good picture of what it looks like to work with you.** Get into the details regarding how you take care of clients and make them successful.



**Don’t be afraid to talk about price.** It helps to name your price on the call without hesitancy or balking (You may want to practice naming your price with confidence before you get on the call with another prospect).

You want to work with prospects for whom price is not the #1 factor when making buying decisions, so if the price is too high, then they may not be an ideal client.



**Listen to hesitancy or resistance from your prospect.** Call out what you hear and address their objection. For example, if price is an objection, you can offer a payment plan if you choose.

It helps to have a list of ready-made list of potential objections and the answers handy when you’re on a call.

Your next step could be to take their payment, agree to a contract, book a follow up call, or follow up through email at a specific time, etc. But regardless, you need to leave the call with a next step discussed and agreed.

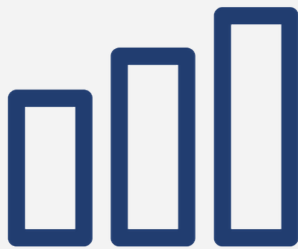


Transition Lines:

- 1. What is the next step for us?***
- 2. What would you like to do next?***
- 3. Should we get another call on the calendar?***
- 4. Do you have your calendar handy?***
- 5. How does next Thursday at 2 p.m. look?***

# LET'S TALK ABOUT RESULTS...

When you use these concepts to outline your sales conversation, you allow yourself to become in control of the sales conversation from the start. And when you have the confidence to guide the conversation in the direction YOU want it to go WITHOUT being pushy, thus resulting in more focused sales appointments... and more sales. Because this balanced combination of psychology, preparation, and control make it possible for you to quickly build rapport, gain trust, and identify the right solution for your prospects.



**This Gets Results: As a result of implementing this sales conversation outline into our sales process we have increased our phone sales revenue by X% over the last 6 months. This script has also been instrumental at helping us reach #252 on the *Inc. 5000*.**

And you can do the same. You'll be on the fast track to scaling your sales process in a way that will allow your business to achieve accelerated growth.

From here you have 2 options...

You can take what you've learned from this guide, put together your first draft, and test it out on live sales calls...tweaking it over time. Certainly not a bad option, but one that comes with a lot of trial and error.

Or..

You can join Josh & the LinkedSelling Team as a guest at 2017's premiere sales and lead generation workshop, Ascend 2017, this June 8-10 in sunny Orlando, Florida at the Hyatt Regency.

There, among other strategies, you will be able to work through your sales scripting process so that the moment you get back from Orlando, you'll be able to jump right into it.

**Best Part.** As a special gift for anyone who read this far into this guide, we wanted to offer you a seat at Ascend 2017 free of charge. Because we know that any entrepreneur that takes their sales process seriously will be the entrepreneurs that break through and get their businesses to the next level.

### CLAIM YOUR TICKET

[Click Here For More Info On Ascend and Instructions On How To Claim Your Complimentary Ticket](#)



## CLAIM YOUR TICKET

with a \$197 Refundable Deposit

- ✓ Entrance for 1 to Ascend
- ✓ 3 Days of Live Coaching
- ✓ Access to 1-on-1 Coaching
- ✓ 100-page workbook
- ✓ Networking Happy Hour
- ✓ Hot Seat Exercises

And more...





# Orlando, Florida June 8-10, 2017

## Discover The EXACT Client And Lead Getting Systems That Helped LinkedSelling Reach #252 On The *Inc.* 5000 List.

If you feel like you're "spinning your wheels" in your business and are ready to finally take your business to the next level without all of the *time and wasted budgets spent on trial and error*, then this message will give you the answers you're looking for.

Because I want to give you a RARE *chance to peek behind the curtain* of LinkedSelling and discover our most powerful lead generation and client-getting strategies and systems we have used to *triple the size of our company* four years in a row.

Look, there's no way I would have been able to grow LinkedSelling from \$0 to multiple 7 figures in record-setting time and crack the *Inc. 5000* list if I had to do everything myself. That's why I implemented scalable lead and client generation systems that allowed me to grow my business without having to work all the time. So claim your no-cost ticket to Ascend 2017 and discover:

**OUR PROVEN SALES SCRIPTS TO EFFORTLESSLY BOOST YOUR CLOSING RATES.** We wouldn't have been able to reach #252 on the *Inc. 5000* without developing rock solid sales scripts that bring in new clients like clockwork...and we're giving you our VERY best...that we spent over \$100,000 developing with top consultants...for you to take and run with.

**THE PROVEN PATH TO INSTANT AUTHORITY IN ANY MARKET.** The battle-tested roadmap to becoming the undisputed leader in your field, melt away price resistance and have clients eagerly reach out to connect and work with you.



# Orlando, Florida

## June 8-10, 2017

### **OUR SECRET WEBINAR PROCESS THAT IS GENERATING \$34,278 EVERY WEEK...BROKEN DOWN IN DETAIL FOR YOU TO SWIPE AND DEPLOY.**

This will be the very first (and probably last) time we ever share the secrets behind the webinar process that has been generating massive ROI for us on complete autopilot.

### **LINKEDSELLING'S SECRET "INSTANT CONSULTATION" METHOD.**

Discover the counter-intuitive method we are using to successfully turn any type of opt-in into consultation appointments on the spot (And you don't even need a lead magnet to do it).

**MAKING THE JUMP TO 7 FIGURES.** There comes a point in your business where you just can't do it all yourself. Discover the proven best practices to hire and manage your team, develop profitable JV relationships and strategic partners, and kick your advertising up to the big leagues so you can SCALE.

Plus, We'll Work With You 1-On-1 To Help You Create A Sales Machine That Will Allow You To Generate More Leads, Close More Deals, And Get More Clients... Without Adding To Your Workload.



## CLAIM YOUR TICKET



# Orlando, Florida June 8-10, 2017

**Have Questions Or Need  
Help Reserving Your Seat?**

Please Do Not Hesitate To Reach Out.



**Event Concierge Line:**  
314-499-8970



**Email:**  
[Events@LinkedSelling.com](mailto:Events@LinkedSelling.com)



**Chat Support:**  
[Click Here To Launch A Private Chat](#)

