

Hi _____ how's your week going?

Where are you calling from today?

Alright, well we can dive right in and get started with this call if you're ready, ok?

Great!

Ok, well how this call will go is, I will start off by asking you some questions about your business and your application that you sent in. Then, if it sounds like I can help and if it sounds like we're a good fit, I'll explain what I have to offer and how it works. Ok?

Then, at the end, you can make a decision whether you want to be a part of it or not.
(Listen for them to agree)

Okay, so let's get started.

So the first question I want to ask you is: If you and I were having this conversation a year from now, what do you want your life to look like?

(listen to them and write what's most important to them)

What's the biggest challenge that is preventing you from achieving this?

(listen to them and write their challenge)

What is it costing you not to achieve your goals?

(listen to them and write down what it's costing them)

On a scale of 1-10 how committed are you to solving this challenge and accomplishing your goal?

(If they are not a 10 ask: Don't you want to be a 10 in your commitment level to accomplish your goal? How committed are you to really achieving this?)

(Sell them their goal and link it to our program) (Go to Program offer sheet if they are a 10) Or, if they want to grow their business continue here:

If they already have a business and want to grow their business ask:

And what are the specific golden results that your clients can achieve when they work with you?

(Listen to them. Some people might have a hard time communicating their message or not even know how they would have a business or clients)

Let's talk about your more immediate goals first - What would you like to achieve in your business over the next 90 Days?

So, have you ever thought about what your ideal way of working with clients would be?

For example:

Would you like to own your own storefront?

Do you want to lead retreats? (weekend seminars that make a bigger impact over several days)

Speak on stages? (Inspire, impact and sell from the stage)

Coach small groups? (Group coaching leverages your time and provides a sense of community to your clients.)

High-End Programs or year long Masterminds - create deeper and more comprehensive trainings to charge more to work with your high-paying client in a much deeper capacity.

Online Courses/products: it's more scaleable. It doesn't matter if you have 500 people or 5000 enrolled in your pre recorded program, you don't have to trade your time and you won't need to work with them individually. Also, it's a great way to make passive income and have the business running even without you.

(Listen and acknowledge them)

(Pull from examples that relate to them)

Great! Let's set a goal together. If you have all the support you need, how much would you like to be making in the next 12 months? Not what you NEED, but a number that excites you?

Great! So, can I share some examples of success we've had with you?

Share any examples you have that apply to them.

Ex:

Jon designed a coaching program and way to share his story of overcoming challenges and anxiety after working as a police officer, and enrolled his first \$30,000 client online by sharing a recorded video on Facebook.

After creating her first online group coaching program for influential women, Trina enrolled 4 clients offline at \$2,000 per person and made \$8,000 in 6 weeks, coaching one 2 hour course a week, while vacationing in Yellowstone National Park.

Are you interested in learning more about how to accomplish your goals and creating a family friendly business?

Great so for example, say you wanted to make \$120,000 per year, if you create a group program and enroll clients at \$5,000 per person, that's only 2 clients a month and you would reach your \$120K goal.

(Pull from any other examples that are applicable to your client:)

Can I share some examples of our clients success stories with you? (Pick any that apply to them)

Ex:

We helped one of our clients, Erin, figure out her passion and purpose and accelerated her weight loss and break six figures in her health and wellness business while restoring relationships and breaking through barriers that were holding her back from really valuing who she is.

Another one of our successful clients, Ben, broke free of a career that was not his purpose and started his own business while spending more time with his family. He now lives in Hawaii and loves his life that is more like a vacation, every day.

Alicia, another one of our clients, worked with us to get organized, align her purpose with her business and over the course of a year, got her artwork into galleries, published her first book and made more than she ever had before because now she values herself and is able to clearly communicate her message and have focus in her photography business.

What would it mean to you if you could figure out your passion and purpose and create your own family friendly business?

(Listen to them and acknowledge them)

So what's holding you back from doing that now?

(Really listen)

What other areas are most challenging for you?

Why is it such a challenge?

What if you could have a clear path and plan to create the life you want WHILE living YOUR TRUE purpose and passion?

Will you ever reach those goals if you continue on your current path?

(Listen and acknowledge)

So, are you ready to accept help and take action to make your dream reality?

(If they don't want help and they are good, thank them for their time and for letting you serve them today and end the call.)

(If they are ready, tell them:)

That's so awesome! I'm so excited for you because our Stories to Success System is perfect for you and I know you are going to do amazing in our program because you're committed to achieving your goals and you're ready to take action.

Can I share the details with you? (wait for a yes)

Great! Our Stories to Success System includes 6 Modules that will take you through:

(Share how each relates to THEIR Goal they shared with you. Get their agreement to see how it helps)

Module 1: Discovering your purpose and industry

Module 2: Identifying your ideal client and understanding their wants and needs

Module 3: Unleashing the power of your story to build credibility and trust in your clients

Module 4: Creating YOUR personal brand

Module 5: Defining and creating your products or programs

Module 6: Enrollment training

And, Module 7: Getting paid for your 1st Client

How does that sound?

(listen and acknowledge)

So there is the complete recorded Stories to Success System with a live small group coaching call for 6 weeks to support you along the way.

Our next group starts June 4, (10-12 Central Time.)

Can I help you get enrolled in that to secure your spot now?

(Wait for them. They will ask the cost, don't just say it)

When they say yes and ask cost, share that the entire 6 recorded modules plus the bonus module and the 6 weeks of live coaching training with Jon or Trina personally to help dial in their purpose, business building and specific questions to help them succeed is only \$3,000.

So how do you want to pay for this today?

(Handle any objections)

If they can't - you can downsell them to the \$2,000 Stories to Success System with just the recorded modules and no live calls. They will have access to the first two modules immediately and the rest after June 4.

All Paid in Full Programs on the phone will get bonused 2 VIP tickets to a live event.

They will also get the Stories to Success Exclusive Facebook Community for networking, support and questions.

(Handle any objections.)

Process their payment through your sales link

If they pay in full for 3K option, let them know that because they are committed, took action, and Paid In Full, we want to honor their decision by giving them a coaching call with our CEO and Lead Coach, Jon Gunzel to see if we can serve them at a deeper level.

(Pull up Jon's scheduling link and schedule them here:)

Pick a time that works for them:

(Insert scheduling link)

Congratulate them and tell them how excited you are for them and that their Stories to Success System email should be in their inbox now giving them immediate access to the Overview and Purpose modules they can get started on and that we look forward to helping them reach their goals.

Thanks them and End the call.

Refund Policy:

(If they have any questions about a refund policy, let them know if they watch all the modules, do all the downloads, and do not get at least one paying client after doing all the work, we'll try to support them with one on one help.

If, after doing all the homework and receiving one on one support, they are still unable to get at least one paying client, we will give them a full refund because we are that confident in our training and know that if our clients follow our step by step proven system, they will be able to create a family friendly business and start earning income. We just ask that they turn in all of their homework and receive extra support first.)

