

The Laser Call Script – For Beginner Level

This is the script you can use to take someone who is known or unknown on a sales journey. The source of the lead could be from a facebook message or another source. This is for people at the beginner level who use this to sell their clients into a 1 hour \$50-\$100 coaching discovery call or you can also use it to sell other products/services.

A more Intermediate to advanced level will not need to do a discovery call as they can use the Intermediate/Advanced script to sell directly from first call to a higher ticketed product/program/service. If you are selling a 15 minute laser coaching call this is the script you use. If it starts to go beyond the 15 minutes you can ask do you mind if we take another 15 to 30 minutes to see how I can serve you best.

The 15 Minute Laser Call Script

Before Call:

1. Pre investigate them if needed on social/read past call notes
2. Know outcome, prepared/anticipate objections, then get in state of certainty

During Call:

3. Greeting & Establish Rapport- match voice tone, speed, timbre and pitch. Be in an upbeat energy.
4. Ask questions about where they are now and state intention if you like
 - a. You must ask questions to gain trust and rapport first:
 - i. *“How have you been?”*
 - ii. *“What have you been up to?”*
 - iii. *“How was your weekend?”*
 - iv. *“How’s your day been?”*
 - b. You can say why you are calling so they are not surprised when you start selling them if you like. You can say, *“is it alright if I ask you some questions to find out how I could support you achieve your goals or make any changes you’d like to make?”*
 - i. 95% of the time they’ll say yes.
 - c. Now what you are going to do is ask questions to find out where they are, then where they want to be and then the challenges or problems that have blocked them from having what they want.
5. Ask questions about where they want to be (goals/vision/desired results): *“What’s your vision of what you would like to see happen or change in the next 6-12 months?”* (Let them answer) then you can say, *“are there any other goals you have to achieve by the end of the year?”* (they might say health goals, finance goals, business goals or things they like to change in their relationship or emotionally/mentally).
6. Establish the true current challenges/block/current problems they are experiencing in relation to what you can solve:
 - a. Preframe: *“Now, for this part, I need you to be totally self honest because this will really allow me to see how I can help”* (they will say okay) *“So what would you say is the biggest challenge is you’re dealing with right now? What is the biggest challenge that has prevented you from having what you want?”*
 - i. (Note: put them in enough pain to want to solve it)
 - b. *“How long has that been going on for? Do you have an example of how that’s played out?”*

- i. (Note: for each inner block or challenge you want to find out how long they have had it for and where it has played out in their life)
- c. Once you have asked this you can also ask, *“What has been the biggest inner blocks or negative thought patterns or emotional patterns that have held you back? how long have you had that for? where has that played out in your life?”*
- d. You can ask, *“is there anything else you want to have cleared out or see change?”*

Optional:

If you think you don't have the rapport you need then tell your relatability story or a social proof story here. It's good if the goals/vision and or the challenges/inner blocks are similar in some way.

It could be your story or from someone else. For example:

“Yeah, I know what you mean. For me I was in a school teaching job and I thought to myself, I can't do this for another 40 years there must be more to life, then I had a relationship breakdown and was put in this low emotional state, I used to drink a lot to escape it but it never worked and so my friend who was an nlp practitioner said why don't you have a session with me. So I was willing to try anything because nothing worked and in 2 hours I had more change than in years of reading self help books and other meditation stuff that I had tried. I felt the best I ever felt and I felt so powerful and so from there I thought I have to do more so I did a course and here I am 4 years later and been able to help a lot of people.”

They will cross the metaphor bridge with you if you have rapport and even say something like, *“oh wow, sounds like what I need.”*

You can tell a social proof story of someone you've helped or someone you've seen solve a similar problem or challenge to them with your program/product/service if you think they need more certainty that what you offer works.

7. Assign a financial/emotional cost to the problem: for the laser call you don't need to sign generally an emotional or financial cost to the problem because you are only selling them a \$50 or \$100 discovery call or something small. So there will be generally very little resistance.

However, if you think they will not see enough value to solving the problem and paying you something small such as \$50/\$100 you can say the following, *“what's really important for you to have the motivation to solve this is we assign a cost to the problem, so you mentioned before you*

had (name of pattern/inner block/challenge), and you said you had that for x years, how much would you say that has cost you emotionally or in time or money for the time you've had it?"

- You want this to be more than the cost of the solution

8. Explain how your product/service will solve this problem:

a. If selling a \$50 or \$100 discovery call:

- i. The best way for me to serve would be we'd do a discovery call, it's just a \$100 thing (or \$50 thing) where I'd find out deeper how your mind has created this problem (or find out what is happening in your mind to create this problem) and get a clearer idea of the specific vision you'd like to make happen, we set some clear goals, and give you some insights on how to change and if you want to do more to get the results you want then you have that option as well.

1. 80% of the time they will say yes

If you're selling something else: "*The best way for me to serve would be x, y, z*", then mention how your product /service/program would solve specifically their problem.

Once you can feel they understand then let them know the investment and go for the close.

9. Close

a. For discovery call: "*Great, we just need a find a 1 hour time you're free. Are you free early in the week or is later in the week better? How is tomorrow or Wednesday for you?*" (once they pick a time you get their money) "*Great, what was your email? Great! We just need to organise your commitment so we just take your card details to book it in.*" (have Commonwealth bank Bpoint open or some other way to get them to pay you now) "*Just need your card details if you can grab them for me.*"

b. For other product/service programs: "*Great, the investment is \$ ____.*"

- i. Explain what's included and then give them 2 options to pay – up front and payment plan. And say that most people pay upfront. And then do alternative choice close and ask which option they'd like to go with.

Note: It's ideal if you can get it done in under 20 mins. It may take longer if you are just starting, that is okay.