21 SALES SCRIPTING TECHNIQUES

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. 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.

3. 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.

4. Trigger Phrase Imagine

The word “imagine” is a powerful word. You are giving the prospect a direct command to image. 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?

5. Social Proof

This is 3rd party endorsement. Someone other than you is 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.
6. 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.

7. Undeniable Truth

You are reading this sentence right now. You are in my scripting tele-seminar. 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.

Close Techniques

8. Take Away

This is where you offer the prospect a deal and then you take the deal away. You demand action or the deal is off.

> The special is good until 5:00 p.m. today.
> I need an answer now or the price I quoted you will no longer apply.
> I am looking at 2 houses. I need an answer now, or I am going to go with the other house.

9. Assumption Close

This is where you don’t ask the prospect if they would like to move forward. You assume they are. You could ask them:

> Where would you like your desk delivered?
> What day would you like me to start?
> Which credit card will you be using today?
> Sign here please.
> How many months are you going to start off with?

10. Would You Feel Comfortable Close

This is very soft way of closing. Simply say, “Would you feel comfortable moving forward today?” Then be silent.
11. Ask For The Order And Be Silent

Part of the language of influence is silence. After you ask for the order be silent. I close every one-on-one sale using this technique.

Benefit Ideas

12. Benefits Of Taking Action

This is focusing the prospect on how they are going to benefit by purchasing your product or service.

13. Benefit Of The Benefit

The benefit of the benefit is how the prospect benefits from the main benefit of your product or service. Let’s say your product helps your customers save $10,000 per month in expenses. The $10,000 savings is the main benefit. The question would be to the prospect, how would you benefit from saving $10,000? In other words, what is the benefit to you, in what ways will saving $10,000 help you? They might say, “my wife could quit her job.” Then you would say, “and what would that mean?”

When he tells you the benefit of his wife quitting her job, he is sharing with you the benefit of the benefit. Always remember, “People buy benefits.”

Rapport Techniques

14. Stay Present While You Are Delivering The Script

When you get really good at delivering your script, it will be possible for you to deliver your script without staying present. Focus on being present with each prospect during every presentation.

Objection Handling

15. Solve The Problem

One way to handle an objection is to solve the problem.

If you were in the network marketing business, you might invite a prospect to a hotel meeting on a Wednesday night. The prospect might say they can’t get a babysitter. You could solve the problem by offering to have your sister babysit.
16. Bring Out The Objection

This is another very simple, yet very powerful technique. *Bring out the objection* is the opposite of isolate. Often times, the true objection is a non-stated objection. Many times the prospect will not reveal the true objection. Each objection that they give you is a stall not an objection. When you use this technique, it encourages the prospect to be honest with you. Here is an example:

**Objection:** I don’t have the money.
**Response:** I understand. So what you are saying is that you don’t have the money? Is that correct? (repeated yes technique, ask a question and be silent)
Let them respond. I am sure that you have some other concerns before moving forward. Do you mind sharing those other concerns with me? Let them respond.

**Objection:** I need to think about it.
**Response:** I understand. Other than thinking about it, I am sure that you have some other concerns? Do you mind sharing those concerns with me?

17. Before It Comes Up

This is one of the most powerful objection handling techniques. You can reverse engineer your sales presentation to *anticipate the objections* that the prospect might bring up. You then can address the objections in the body of the sales presentation.

Here is an example of this technique:

One of my clients sells $6,000 wealth building seminars. One of the objections is, “I am already a millionaire. What do I need your program for?”

One of the scripts I created to handle this objection is:

I am sure you are familiar with Donald Trump. Is that true? Let them respond. Would you agree that he is a great businessman? Let them respond.

After Trump became a multi-millionaire he made some bad financial decisions. In fact, he lost so much money that he went upside down $900 million. One day, Trump was walking in downtown Manhattan with this then wife, Marla Maples. He said, “Marla, you see that bum right there? He is worth $900 million more than I am.”

Although Trump is a great businessman, he made some huge mistakes when it came to wealth building. If Trump was a client of ours we could have helped prevent him from losing his wealth.
It is great that you have a net worth in the millions. We help clients like you not only increase your wealth, but also preserve it. Some of our top clients are multi-millionaires like yourself.

18. Share The Benefits

Objections are an opportunity to share the benefits. If the prospect says that insurance is not a good investment, you can show them how it is a great investment.

19. What Would Need To Happen?

Close the sale by asking a question.

> What would need to happen in order for you to move forward today?
> What would need to happen in order to get a check today?

Script Structure Technique

20. Benefits Structure

Make a list of the benefits of your product or service. The list should include:

> Tangible benefits
> Intangible benefits
> Benefits of taking action
> Consequences of not taking action
> Benefit of the benefit

Script Preparation Ideas

21. Prior To The Presentation

Go over the benefits:

> What you want to say
> What your outcome is
> Any objections they may have

Spend time preparing for each important sales call that you go on. You will not always have time to write down a word-for-word sales script and practice it. Prior to going on an important sales call, review the benefits of your product or service, the likely objections you are going to get, your outcomes for the presentation, and the stories you are going to tell.