

J↑

The High-Ticket Script of **Mass Conversion**

Always Diagnose Before Close





Before Call Must Do's

5-10 minutes before the call starts, be sure that you do the following...

1. Be ready with their number, prepared to dial the exact moment the clock hits the the time you're due to call.
2. Release any emotions and judgements you may have coming into the call. Clear your mind and enter a tranquil state.
3. Stop focusing on closing, focus on diagnosing. Remember, you are like a doctor, diagnosing an issue before prescribing a solution.
4. Remove ALL distractions. Turn off all notifications, close tabs, close your email, turn calendar reminders off, it should just be you, the phone & a notepad.
5. Have a clean sheet of paper and a pen on your desk in front of you to write notes.
6. If the prospect filled out a survey, have their answers in front of you.
7. Make sure you're recording the call / are ready to hit the record button.
8. Use headphones so you can talk with your hands.
9. Make sure your environment is quiet and you will have no distractions (e.g. tell your room mates to shut up, make sure you've been to the toilet, etc!)

1 Little Chat

Hey Claire, how are you today?

How has your week been so far?

Great, well let's jump in and get started, if you're ready?

2 Taking the Lead & Agenda

OK, so what we'll do here is I'll start off by asking you some questions about your business, your goals and that application you sent through. Then, if it sounds like we're a good fit, I'll explain our Program and how that works. Then at the end you can decide if you want to be part of it or not.

Them: OK, sounds good

3 Reason for joining

OK, let's get started.

So Claire, can you tell me what motivated you to put this time aside and take this call with me today?

Sometimes this question will reveal the prospects motivation/desire which is what we're looking to root out and leverage. If you get this first try, awesome. If not, use these questions to dig deeper.

When you say ____, what do you mean exactly?

Could you explain that in a little more depth?

Why do you think this problem exists?

Have you tried to already fix this? If so, what have you tried?

How long has this problem existed for?

4

Current Situation Analysis

OK, so what do you sell at your business?

OK, and how do you structure your pricing? What prices do you charge?

OK, out of all of your (products/services?), what would you want to sell the most?

OK, what does your ideal or dream customer look like?

OK, and what are the key selling points of your business?

OK, and what main problem are you solving for your customers?

OK, are you doing any paid advertising at the moment?

OK, what's the sales process that takes someone from a stranger to a paying customer with you?

5 Ethically Cause Pain

OK, how are you currently getting customers?

OK, do you know how much it costs you to get a new customer?

OK, do you have a system or process in place to get customers on demand?

OK, are you comfortable with how it's going on this growth side of the business?

OK, so how is your website doing?

OK, how much money are you making per month with this business at the moment?

You must get a specific monthly revenue figure before proceeding. Do not proceed with the call until you have this. Getting this number is imperative to closing the sale. It helps the prospect associate you & your offer with their income.

6

Goal Setting & Gaining Commitment

OK Claire, what is the 12-month goal for this business?

OK, and how much money do you want to be making per month with this business, 12 months from now?

You must get a specific dollar-per-month figure before moving forward. If they are a bit scattered and don't have a goal, spend some time defining it with them (just keep asking them questions, they need to be the ones setting the goal or it won't be 'theirs' to achieve).

OK, and what is your motivation for getting this business to \$XX per month?

OK, how would the business change if you got it to \$XX per month?

OK, and how would getting to \$XX have an impact on other areas of your life?

Your job here is to support them with their vision. Help them flesh out their goal and really make them see what's possible and get them to picture what it would be like if they were achieving their goal. Future pace their goals, dreams, and desires.

If they are aiming too low, ask some questions like...

Do you think going beyond that is possible?

Most people answer these questions with their current problem in mind. If you really did crack the marketing and solve this problem, what do you think would be possible?



Admission of Defeat

OK Claire, so you're currently making \$XX/month and you want to get to \$XX/month. Tell me, what's stopping you from doing this on your own?

The prospect should respond with 1 of 3 'defeat statements' before you move forward...

1. She can't do it on her own / doesn't know
2. She wants to do it faster / get a shortcut
3. She wants to follow a proven system and be mentored by an expert

8 Deep Emotional Digging

OK Claire, so you're currently making \$XX/month. Why not just continue with what you're doing and stay where you are?

OK, and how is struggling with this business having an impact on you?

OK, and when do you want to fix this problem?

OK, I understand you want to fix this now, but what is your level of commitment to making it happen?

These questions will bring up some deep emotions. I've had people cry when answering these questions. Whether it's paying for a relative's medical bills, a phobia of failure, or a ruined marriage, there is always a powerful reason behind why someone wants to change and grow their business.

THINK - We all have deep set desires and reasons for wanting to grow. Mine used to be insecurity, being terrified of 'an average 9-5' and jealousy of successful friends. I would've done anything to satisfy these desires. You must root these reasons out and let the emotions associated with them bubble up from the subconscious. People aren't going to buy because you use a pixel or have the latest copy. They'll buy because they have very solid reasons for growth.



Statement of Confidence & Permission To Explain

OK Claire, well I can say with a lot of confidence that we can definitely help with this.

Would you like me to explain how?

10

State Your Expertise

Well over at JScaling, our area of expertise is in helping Coaching business owners to get more coaching clients. We do that by using our reliable and scalable systems, which we call weapons of mass conversion.

The ideal coach for us to work with is usually making around \$xx and \$xx per month, intending to get that to numbers between \$xx and \$xx. And the main problem we help them solve is to get more awesome clients, so it seems like you are too good to be a true fit for us

When you state your expertise & who you help, you want to say it in such a way that the client thinks 'damn, that's my situation' or 'Well this seems like a pretty good fit'. It should sound perfect for them.

As we progress through sales training, we will show you how to write this statement out for your niche. You want to write yours out, then practise it until it's smooth, clear and delivered with serious confidence.

If you do this right, the prospect will put 2 and 2 together and believe that you must be the expert to help them.

When you finish stating your expertise, just shut up.

11

Vaguely Pitch Your Offer

So #NAME. we basically come in and install our proven & reliable systems for your marketing. We'll write all of your ads, create all of your funnels, and set up everything for you in the back end, so you don't have to worry about it!

Our program takes 6 months to complete

Now this program is engineered with only one goal in mind: Getting you a lot of high-quality clients.

Our systems are very reliable. They will help you with your headache of finding and getting new clients, as well as save you a lot of time. We'll provide you with full access to behind the scenes of this whole process, so you'll be able to see tracking of everything

The good part about all of this is that it's going to be mostly automated, so you don't even have to touch it ever again, and you can simply relax, and just observe clients flowing in. No more doing outreach yourself, or trying to DM people.

We'll also give you our entire sales system so you can close 30 to 50% of all calls you book.

We show you how to systemize everything in your business, not just attraction and sales but also delivery and operations, meaning you can eventually work on the business and not in it.

Our objective is to have you focus on only 2 things. Getting new customers onboard and delivering them awesome results and we do that by using those systems that we have prepared for you, that worked for many coaches beforehand

So as you can see, what we have here is designed purely to help coaches just like you go from that \$XX mark to \$XX in a relatively short period.

I'm thrilled to have had the opportunity to share this with you, #NAME. What we offer is exceptional and delivers precisely what you need. Thank you for letting share it with you!

12

Leveraging Incentive-Based Pricing

This part comes ONLY WHEN YOUR PROSPECT ASKS FOR IT.

“Well our fee for building and managing this for you is \$1,500 per month and there is a setup fee of \$2000, but what we’ve found over the past few years of doing this is that people who make quick decisions always turn out to be the best clients for us and we get them the best results, so for those reasons we have something called incentive-based pricing, where if you make a decision to move forward on the call with me today, I’ll waive the \$2,000 setup fee and it’s just \$2,000 per month.” THEN SHUT UP!

This SILENCE here is the most crucial part of your entire call. You MUST not cave in and you MUST remain silent until the prospect speaks. Sometimes this silence is longer than 1-2 minutes.

We’re waiting for them to say they want to move forward, like this:

“What’s the next step? | OK, let’s do it. | Where do we go from here?”

When they are ready to move forward say:

“Great! Well, we can get you started right now if you want?”

(OK well how do we do that... OK, how do we do the payment... Words like this...)

We can process credit cards over the phone if that works for you.

(OK cool.... Or words to this effect)

So is that VISA or MASTERCARD, collect the details and KABOOM! CLOSED!

I hope you love this script! Seriously, if you take it seriously and use it, you'll start booking calls like crazy. Like, ridiculous amounts.

But here's the thing—if you're at the point where scaling and automating your outreach is the next priority, that's where we come in. We've built 5 other systems that are even better than this script, and they're completely automated. These systems don't just help you book more calls—they help you scale your coaching business without all the grind.

Want to see how it works? Head over to

THIS SITE

to learn more about how we help coaches like you at JScaling crush it with done-for-you systems