

ERIC LOFHOLM

INTERNATIONAL, INC.

Dear Friend,

Welcome to 2 days of script writing training. I want to congratulate you on taking action by being here this weekend. You are a person of action. Action is the key ingredient to achieving your dreams. You are about to experience one of the most powerful training weekends of your life.

For over a decade I have searched for the finest ideas on sales scripting. During my journey I have read hundreds of books on sales, success, peak performance, goal setting, time management and marketing. I have personally attended over 100 seminars. I have listened to over 10,000 hours of success audiotapes and CDs.

I have worked with the finest sales trainers in the world. Thousands of professionals have taken this information and applied it to their careers to increase their results. Many of them have doubled their sales and even more.

I am going to play at a 10 this weekend! I want to encourage you to do the same.

Warmly,

Eric Lofholm

Level 10

What level are you committed to play at over the next 2 days? _____

How will you know if you played at that level?

1. _____
2. _____
3. _____
4. _____
5. _____

Different Types of Scripts

Telemarketing
Main Presentation
Front of the Room
Referral
Closing
Objection Handling
Recruiting
Conference Call
Voice Mail

Each product or service you have needs its own script.

The Formula

1. What scripts do I need?
2. Prioritize the list
3. Pick a script to write
4. 5 laundry lists
5. Customized Sales Model
6. Customized Sales Mountain
7. Outline
8. Detailed Outline
9. Write the script section by section
10. Baseline Script
11. Persuasion Engineer
12. Revise, Improve, and Update

What scripts do you need to create?

1. _____
2. _____
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Prioritize the List of Scripts You Need to Create

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Identify Customer Needs

The easiest way to persuade or influence someone is to find out what they want and give it to them.

Identify the true need of your prospect and your presentation becomes almost irresistible

Key question: What is your true need in regards to _____?

Buyer Finger Prints

People make buying decisions in patterns. We each have our own buyer finger print. The way to identify your prospect's buyer finger print is to ask them questions about how they have made buying decisions in the past.

Key idea: Identify the questions you are going to ask your prospect prior to the sales call.

Script idea:

For me to best help you Mr. Prospect I need to ask you a few questions. Would that be OK?

For me to best help you I have created a list of questions to go over with you. Would it be OK if I went over these questions and took notes?

Probing Questions

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Share the Benefits

This is where you build the value in your presentation

“People buy benefits.”

Eric Lofholm

1. Tangible benefits

Tangible benefits are benefits that produce definable results. Here are some examples:

Make you more money

Decrease employee turnover

Live longer

Save you money

Save you time

2. Intangible benefits

Intangible benefits are benefits that you can't measure. Here are some examples:

Increased confidence

Peace of mind

Have more energy

3. Benefits of taking action

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

4. Consequences of not taking action

This is focusing your prospect on the consequences of not taking action.

This technique is used to sell life insurance. The salesperson focuses your attention on the consequences to you and your family if you don't have life insurance.

5. Benefit of the benefit

The benefit of the benefit is how the prospect benefits from the main benefit of your product or service.

Benefits

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Stories

Spam filter example

Why use stories in your sales presentation?

1. Stories move people emotionally
2. Stories act as invisible selling
3. Stories suspend time
4. Stories can increase rapport
5. Stories can be humorous

Where can you use stories in your presentation?

1. When you set the appointment
2. During the close
3. During the rapport section
4. When handling objections
5. When asking for referrals
6. When you are sharing the benefits of your product or service

What stories should I tell?

Tell your story

Tell your company story

Tell stories of your satisfied clients.

Tell Stories of clients who chose not to buy from you and now regret it.

Stories

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Closing

The close is a section of the presentation where you ask for commitment.

Why People Buy:

1. They want to look good to others.
2. They want to please someone.
3. They want to make more money.
4. They want to save time.
5. They want piece of mind.
6. They want to pursue a dream.
7. They want to feel intelligent.
8. They want to be entertained.
9. They have a need.
10. They are required to.

Down payment close

I understand that you don't have the \$6,000 to get started today. Why don't you put down \$1,000? We will get you started and work out payments on the rest.

Spouse close

Sign up today. If after speaking with your spouse, if they don't want you to do it simply call me and we can cancel your order.

Recommendation close

Here is my recommendation. Share recommendation and then ask them if they would like to move forward.

Reduce the risk close

Instead of ordering \$10,000 today why don't you just order \$500? You can try us out. After you have used up you inventory you can then place a larger order. Sound good?

Guarantee close

Our product guarantees results. If after 30 days you are not fully satisfied for any reason I will refund you investment. What do you say we give it a try?

Quote close / Proposal close

Send your prospect over a proposal. Follow up with them and ask them if they would like to move forward.

Reduce it to the ridiculous close

The program is only \$300 for the year. That is less than \$30 per month. That is less than \$1.00 per day. As I mentioned the program is fully guaranteed. You have nothing to lose and everything to gain. What do you say we give it a try?

Assume the sale

We are going out for crab tonight so I need you to be ready at 7:00.
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?

Fill out the paperwork close

What is your mailing address? What is your email address? What is your phone number? What is your credit card number?

Alternate of choice close

I am available on Tuesday at 2:00 or Wednesday at 2:00. What would work best for you?

Ask

Would you like to schedule an appointment today?

How do you feel close

How do you feel about scheduling an appointment today?
How do you feel about helping me out with a few referrals today?
How do you feel about getting started today?

Would you feel comfortable close.

This is a very soft way of closing. Simply say, “Would you feel comfortable moving forward today?” Then be silent.

Ask a question for commitment and be silent close

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 today. I need an answer now or the price I quoted you will no longer be good. I am looking at 2 houses. I need an answer now or I am going to go with the other house.

Timing

Closing has timing to it. Closing is similar to poker. Sometimes in poker you bet a certain way to influence what the other players think you have. In some cases you will bluff, placing a large wager in hopes the other players fold.

Clear and compelling

Price

Guarantee

Length of contract

Incentive for buying today

Method of payment

Terms of payment

Warranty

Bonuses

Close

1. _____
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Objection Handling

Selling is like mental chess. Part of chess is anticipating your opponent's move. I do not view sales as a competition against the prospect but the concept is powerful.

Hot potato metaphor

Objection handling is a form of negotiation

Often times the true objection is a non-stated objection.

The objection that has cost you the most sales is the invisible objection.

There are typically 7-12 common objections in any industry. That is great news. You can choose to improve your objection handling techniques and responses.

The first step is to identify the common objections in your industry.

Use the list below to identify the common objections in your industry.

I need to think about it.

I don't have any money.

I need to talk it over with someone.

Can you fax me some information.

I don't have the time.

Your price is too high.

I am already working with someone.

We already tried it and it didn't work.

I am not interested.

Common Objections

1. _____
2. _____
3. _____
4. _____
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9. _____
10. _____

Objection Handling Techniques

1. Story
2. Question
3. Solve the problem
4. Isolate
5. Bring out the objection
6. Script
7. Investigate
8. Before it comes up
9. Share the benefits
10. Reduce the risk
11. Be unreasonable
12. Negotiate
13. What would need to happen...

1. Story

One of the most powerful ways to handle an objection is with a story. The reason why stories are so persuasive is they act as invisible selling. Stories

also suspend time. Identify true stories that address the objection. One way to start off the story is by saying, “That reminds me of a story of a client who was in a similar situation. Let me share with you what they did. One way to address an objection is with a story. Below is an example of this:

The Prospect says the price is too high. You are offering a health product that costs \$100 per month.

Other than the price is there anything else preventing you from moving forward? (isolate the objection) Let them respond.

Let me share with you a story I recently heard from a friend of mine named Eric. Eric’s car battery needed to be replaced. He told his wife he would be dropping his car off at their local mechanics to have it done. He was going to get a ride from the mechanics to his office from one of his co-workers so she didn’t need to worry about giving him a ride. She expected the battery would cost between \$50-\$75.

About an hour after Eric dropped off the car his mechanic called him to let him know the regular services needed to be done on his car. The mechanic mentioned to Eric that since the car was already here he might as well get the servicing done. Eric agreed. About 2 hours later the mechanic called back to let Eric know while he was doing the servicing he noticed the brakes needed repair. Again, he suggested to Eric since the car is already here he might as well have the brakes done. Again, Eric agreed.

Around 4 o’clock Eric picked up the car. The total bill was around \$350. On the way home Eric called his wife to let her know about the \$350 charge on their debit card. Eric’s wife handles the bank account so he wanted to let her know about the charge. When his wife heard the bill was \$350 she was puzzled. She said to Eric I thought a battery was between \$50-\$75. Eric then told her about the maintenance. She said \$350, now that is expensive. Eric responded by saying actually it is extremely inexpensive. He told his wife the most inexpensive way to maintain a car is to do regular maintenance. The most expensive way to maintain a car is to fix it when it breaks down. Now that can cost thousands of dollars.

Your health is no different. The most inexpensive way to maintain your health is to do preventative maintenance. The most expensive way is to wait until something is wrong like needing to have your gallbladder taken out. If

you really think about it your health is priceless would you agree? Let them respond.

My product is only \$100 per month. You can expect to be healthier, have more energy and it is a preventative maintenance to help eliminate problems before they even come up. What do you say we give it a try? Let them respond

2. Question

You can answer an objection with a question. For example:

Objection: The price is too high.

Response: By too high what exactly do you mean?

Response: How much too much is it?

Response: Compared to what?

Objection: I don't have the time. Response: When will you have the time?

Response: On a scale of 1-10 how motivated are you to move forward?

Response: What do you mean by that?

3. 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 baby sit.

4. Isolate

Isolating the objection is one of my favorite techniques. I like it because it is very effective and easy to learn. Here is an example:

Objection: I don't have the money. Response: I can appreciate that. Other than the money is there anything else that is preventing you from taking action today? (ask a closing question and be silent)

Objection: I don't have the time. Response: Other than the time, is there anything else preventing you from moving forward today?

5. 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 other concerns with me?

6. Script

You can develop scripted responses to each objection. Here is an example:

Objection: I need to speak to my wife. Response: I understand. So if your wife says yes, does that mean that you will do it? (trial close) Let them respond yes. Let me ask you a different question, what if she says no? (trial close, ask a question for commitment and be silent)

7. Investigate

Tell me more about that.

After you say that phrase be silent.

8. 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 he went upside down \$900 million. One day Trump was walking in downtown Manhattan with his 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 multimillionaires like yourself.

9. 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.

10.Reduce the risk

This means to change the offer. If you were asking for a 6 month commitment, reduce the risk for the prospect by reducing the term to 3 months.

11. Be unreasonable

This means to make an unreasonable request. For example ask the prospect to get a second job so they can purchase your product or service. Suggest that they sell their car.

12. Negotiate

You can change the deal by negotiating. If I do this, will you do that?
If I lower the price by 5%, will you move forward today?

13. 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?

Customized Sales Models

The most effective way to create consistency is to establish a sales model or process.

Reverse engineer your sales model.

Examples of Sales Models:

1 call close – This means you ask for the order at the end of the initial appointment. This is the model the girl scouts use when they are selling girl scout cookies.

Set appointment, 1 call close – This means you first set an appointment and then you go on the appointment. At the end of the appointment you ask for the order. This is the model real estate agents use when they are trying to get listings.

Set appointment, 1 call, 2 call close – This means you set an appointment, go on the appointment, go on a second appointment and then ask for the order. This is a model that some financial advisors use.

Notes

Notes

Customized Sales Mountain

1. Lead Generation
2. Appointment Setting
3. Trust and Rapport
4. Identify Customer Needs
5. Share the Benefits
6. Close
7. Objection Handling
8. Follow Up

Notes

Sales Scripting Techniques

1. Baseline Script

This is what you currently say.

2. Reverse Engineer

This refers to your overall script. Begin with the end in mind. From that place, back track what needs to be in the script in order to move the prospect to action.

Persuasion Engineer

3. Borrow other people's scripts

Human beings respond in predictable ways. You can use the same scripts that others use and produce a similar result. Not all scripts work for all people. If you are more passive and you are using a script written by someone who has a dominant personality it may not work for you.

4. Reasonable request at a reasonable time

Many times salespeople get a “no” in a presentation because they asked for something at the wrong time. Timing is very important

5. Connect the known to the unknown

Part of selling is education. One way to educate someone is to connect something they know to something they don't know.

6. 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.

7. Leading Language

This is where you leave out the phrase in the sentence so the prospect says the phrase for you. There is a different level of influence when the prospect says the phrase versus you saying it.

An example of leading language is when the lead singer in a concert turns the microphone towards the audience letting them know to sing the words to the song.

Here is a script example.

If you do what a millionaire does, you will get what a millionaire has. If you invest your money where millionaires currently have their money invested, what would you become? The prospect will say “a millionaire

8. Preframe

Let the prospect know in advance what is going to happen. Here is an example of preframing for referrals.

9. 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.

10. As you probably know I work with referrals. After you have received value from me I would like to ask you for referrals. Would that be okay?

In this example I didn't ask for referrals now. I preframed the prospect that once they have received value I will be asking for referrals

11. Trigger Phrase “Imagine”

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

12. Social Proof

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

13. Testimonials

Testimonials are a form of social proof. Nothing sells like success. The best testimonials provide specific results the customer has received from your product or service.

14. Contrast

This is a technique to build value in your product or service. Low priced cars use this technique. Here is an example:

The Honda Accord is similar to the BMW sedan except you don't have to put high-octane fuel in it and it is 1/3 of the price.

15. Define new words that you use.

Often times it is necessary to use words in your presentation that the prospect is not familiar with. Any time you introduce a new word make sure you define the word.

16. 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.

17. Direct Commands

Human beings respond to direct commands. Look for ways to use direct commands in your presentation.

18. Define your outcomes for your presentation

Prior to going on your sales call define your outcomes for the presentation. Here are some examples of outcomes:

Schedule the next appointment Generate 10 referrals Close the sale

Glasses Case History

I am interested in getting some prescription sunglasses. Is that something you can help me with?

Do you have your prescription with you? No.

Would you like to schedule an eye exam to get a prescription?

Yes, how much is it? \$54.

Would you like having an exam right now? Yes.

Come over here and have a seat. I have some paperwork for you to fill out. I fill out the paperwork. Do you have insurance?

I do but I don't know if I have a vision plan.

Do you have a AAA card? Yes. We can offer you a 30% discount if your insurance plan doesn't cover vision. The exam starts. Did they explain to you how the pricing works? Yes, they told me it would be \$54.

That is correct. For our basic exam the price is \$54. We also offer a comprehensive exam for \$93. (he points to a machine that has a picture of a giant red eye behind it. The picture implies that the machine will give the doctor some type of advanced look at your eye that changes the color of your eye in some way. I figure, what heck for an extra \$39 I can get the fancy exam, whatever that is)

Would you like the comprehensive exam?

Yes.

He does the exam. The doctor will see you now.

You are here to get a new prescription for your glasses?

What brought me in was I want to get some sunglasses that are prescription. They told me I needed to get an eye exam. I might also be interested in some contacts as well.

Let's take a look. She further examines my eyes.

I am going to recommend pupil dilation. It takes about 20 minutes. Once your pupils are dilated I will exam them again. Would you like me to do the pupil dilation? Sure. While you are waiting why don't you go and look at some glasses. The doctor hands me off to another woman. This is the 4th person I have been in contact with.

The script is working perfectly. Each person knows their job. I am now with the closer. She informs me that my prescription has slightly changed and now I will need a new pair of glasses as well as the sunglasses.

Let's take a look at some frames. She leads me to the regular frames and the sunglass frames. We pick out several pairs. She compliments me on how good I look in glasses. She tells me that I can wear almost any pair and I look great. I am feeling great now.

We sit down and I start to ask her about prices. My budget in my mind is \$200.

If it costs more than \$200 I am going to walk. She lets me know that have a 6 months same as cash plan on approval with zero down. I can even finance the \$93 eye exam. She asked me if I would like to apply. I tell her yes.

She gathers the information to run my credit. She gets approval 8 seconds later. She tells me my credit is so good I got instant approval. Again, I feel great. I start to think, "forget about \$200, I have 6 months same as cash. That is practically free." I am now in the shopping mood. I ask her how much the sports goggles are. She tells me \$119. I grab a pair off the shelf and put them on the desk. She lets me know my current frames will work or I can get a brand new frame for only \$53. She adds it all up. The total is \$727.63. She is silent.

OK, I'll take it. I walked into the store to inquire about getting some prescription glasses. I walked out of the store the proud owner of a new pair of sunglasses, a new pair of glasses, and a pair of sports goggles. I still need to get my contacts. That will probably be another \$100.

This was not a word-for-word script. It was several scripts inside of one big script. What makes it work is the syntax or order the script goes in.

Sample Probing Questions

Let's talk about you and your business for a few minutes.

What do you sell?

How long have you been doing it?

Do you have a written sales script?

Where do you feel you need to improve the most in your presentation?

There are several different types of sales scripts. Here are a few.

Main presentation

Appointment setting

Referrals

Front of the room

Conference calls

Objection handling

Follow up

Recruiting

And then each product needs a script

Which scripts do you need?

Imagine these scripts are now done. How much more would you expect to make in the next 12 months?

Once the scripts are done you will be able to benefit from these scripts for the rest of your life. What would you expect the lifetime value to be?

Imagine the scripts are done and the money is rolling in. How would your life be different?

Would you be driving the same car you are currently driving?

Would you live in the same home you are currently living in?

What else would be different?

Sample Story

When Arvee Robinson met Eric Lofholm she had a resistance to selling. Arvee is a small business owner. When she met Eric she was earning about \$4,000 per month. She has a website. She markets to clients over the phone, giving speeches, and giving conference calls. Eric shared the idea of growing her business using sales scripts. Initially she had a huge resistance to scripting. Although she was skeptical she was interested in increasing her results. Eric first helped Arvee work on her script for getting coaching clients. The presentation she was using did not build enough value in the coaching service she offered. Eric taught her how to create a great presentation. Arvee now has a full practice and she doubled her fees. Her income has increased in some months to over \$15,000 per month as a direct result of what she has learned from Eric. Arvee recently purchased a home because of her increase in sales. What is great for Arvee is she has the script for the rest of her life. The script will make Arvee over \$500,000 in coaching fees.

Objection Handling Scripts for “The price is too high”

How much too much is it?

Other than the price is there anything else preventing you from moving forward?

Tell me more about that?

Other than the price I am sure that you have some other concerns. Do you mind sharing your other concerns?

That reminds me of story of a client that had the same concern you do. They thought the price was too high also. I let them know that although \$695 can be considered a lot of money on one hand it will cost them more money by not doing the program. They thought about it and said the program is backed by a money back guarantee so alright let's give it a try. Last month this client made over \$11,000 on a single idea they got from the program. Isn't that great? Let them respond. I know the program will really help you.

What do you say we give it a try?

Is that your only concern?

Sample Close

At the _____ (name of the program) _____ (instructor name) will teach you how to get publicity in the newspaper, on the radio, on TV and the internet. The program is on _____ in _____ (say city seminar is in).

At the program you will learn:

Share 5 benefits. Follow each benefit with the script – what that means to you is...

The investment is \$_____.

As a bonus for signing up you will receive

1. _____
2. _____
3. _____

The program is backed by a 100% money back guarantee. If after attending the program you are unhappy for any reason we will refund your tuition 100%.

Lastly we have a \$_____ early bird discount making your total investment only \$_____. Would you like to register for the program?

Sample Appointment Setting Script

Who would I speak with in regards to being a guest speaker at your office?

You would need to speak with ____?

Can you transfer me please?

Hi this is _____?

Hi ____, how are you today? Let them respond.

This is Eric Lofholm. I am the president of Eric Lofholm International. We are a San Diego based sales training firm. The reason for the call today is I am teaching a 1 day sales mastery seminar in your area. Because of that event I am coming to offices like yours and doing 30-45 minute complimentary sales trainings on the topic of your choice.

Popular topics are Time Management, How to Close, and how to Set Unlimited Appointments.

How do you feel about me being a guest speaker at one of your upcoming sales meetings?

Sample Referral Script

As you probably know I work with referrals. A good referral for me is a sales manager or network marketing leader who has a team of 6 or more people here in Southern California.

Industries I work in, in addition to yours are real estate, mortgage, network marketing, insurance, and auto sales.

When you think of a good referral think of other offices your company has, where you have worked in the past, where you client work, and people who have sold to you.

Of everyone you know who would be the best referral for me?

Why do you say that?

Does anyone else come to mind?

Why do you say that?

Does anyone else come to mind?

Why do you say that?

Does anyone else come to mind?

Why do you say that?

Does anyone else come to mind?

Great Ideas I learned at the Sales Scripting Training

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