**5 minutes before the zoom call make sure you do all of the following:**

✅ Make sure that you are in a quiet room with no interruptions

✅ Use your phone with headphones so that your hands are free for taking notes and

expressing

✅ Make sure that you are recording the zoom call and you ask for permission from the prospect.

✅ Print out the questions and have them in front of you

✅ Have a pen and notepad in front of you

✅ Loose all the emotional baggage from the day or previous calls, be tranquil and

Focussed.

✅ Please hear the person out, a lot of times they just want to next question. Be nice and realy to hear what.

**During the Call: Assembling Questions  
  
Part 1: Quick Intros**

Hey {Name}, How’s your day going?   
  
\*Which city are you from?

Alright, we can dive right into this call if you want?   
  
( Wait for okay/Sure/Let’s go from the prospect )

**Part 2: Take Control**

Well, How this call would go is that I will start by asking few questions about your {{ business and your marketing strategies}}. Then if it sounds like I can help, I will lay down the strategy for you and how I can help you with that and in the end you can make a decision whether you want to work with me or not.

( Wait for okay, awesome and stuff )

**Part 3: Assembling Questions:** Makes or breaks your Sale! - Figuring out what are their problems or why did they come to you?

1. So {Name}, What was it about the Ad/Application that attracted your attention?

Was there anything else that attracted your attention?   
  
(or)

1. Well {Name}, What motivated you to the take time out of your day and schedule a call with me?   
     
   What do you mean by….?   
   Tell me more about that…?

How long have you been dealing with this..?

Go deeper if you got **GOLD**.

**GOLD** IS TRULY UNDERSTANDING THEIR ONE OR TWO PROBLEMS

**Part 4: Situation Questions - Understanding Current Situation TO INFLICT PAIN!**It changes for everybody, just **come up with one question** that can inflict pain?

1. What are you selling?
2. Okay, how are you pricing that?
3. What are you using now to sell your products or which channel you use to market your products or services?
4. What type of … are you … ?
5. What’s your sales process from a stranger to paying customer for you?
6. Why would somebody buy your product? What’s the big promise?

**Part 5: Situation —>** PROBLEM AWARENESS QUESTIONS.  
  
(Optional)

1. Are you comfortable with pricing so low and operating with this style of business??   
     
   No.   
     
   Why are you pricing so low?   
     
   Don’t you think you could charge a little more?
2. Are you aware about your most important KPIs - Customer Acquisition cost or what’s it’s costing you get a new customer?
3. Do you like the results you’re getting from the existing way of operating?

**Part SIX: KILLER GUILTY QUESTIONS:**

Off the record, between you and me, How much money are you making with this business right now?

( You need to get a specific number in rupee before you move forward. It’s essential to get a number to put yourself in the driver’s seat )

Second questions: Okay, and where do you want to grow this business to in the next 12 months?

( You need to get a specific number in rupee before you move forward. It’s essential to get a number to put yourself in the driver’s seat )

**Part Seven: Truths Questions**

Okay {Name}. You’re currently making 5000 rupees a month, and you want to get to 6,00,000 rupees a month. You could have done this yourself.   
  
Tell me what’s stopping you from achieving this on your own?

Getting answers like:

1. Tired, can’t do it myself, need a system, need some expert help..

**Part Eight: Qualifying/Commitment Questions**

1. Okay Rahul, How committed are you to change your situation and start … ? or How important is it for you to solve this problem now?  
     
   Or
2. Are you willing to fix this problem right now?

**Part Nine: Helping Hand Questions**

**Part 1: Statement:** Based on what you told…{state their problems}...I can definitely help you with that.

**Part 2: Q1:** Would you like me to tell you more about this in depth?

{{Wait for the Yes}}

**Part 3:** {{Insert your services}}

I help [ target audience ] by [ simple services 5th person can understand ] getting them [ Benefit 1], [Benefit 2], [Benefit 3]

Keep your services simple and silly explanation ( don’t discuss tools or processes unless asked )

Explain the whole process and solve the problem and

**STOP. Pause… Awkward silence.**

**Part Ten: Closing**

**Q: What’s your cost or what next?**

Well, you know that I have something called as incentive based pricing where I reward action takers. And usually action takers are people/businesses that always got great results in the past. And the thing is, my services are priced at 30,000 a month which includes [xyz] but if you want to avail my services and if you commit today, I can do it at 20,000/month.   
  
But the thing you will have a make a decision today because I have limited business partners. I have only slot left, I have three calls today.   
  
Pitch Dark Silence..

**Scarcity + FOMO + Pressure = Take Action $$$$**

**Objections!**

I will have to ask business partner.

===> So when can we get on a call again?  
  
**Next week or after two weeks?  
  
⇒ I need to talk to my husband**