

## **Your Ultimate Presentation Script**

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Thank you so much for getting on the call, [Their Name]. I think we have a lot to talk about...

Just so you know ... I have about 15 minutes for our time together (maybe you have another call or appointment)... but that should be plenty.

Here's what to expect for the call ... First, we're going to talk about where your business is... next, we'll talk about where you want to go... and if I can help you. If I can't help, I'll do my best to point you in the right direction.

And then we can go over any other questions you may have... that's more or less how the call's gonna go.

Let's go ahead and get started.

1 - Can you go over your goals... and how long you want to take to achieve those goals...

[Take note]

2 - That sounds great!... Now tell me, [Their Name], where are you now relative to those goals?

[Take note]

3 - Oh ok. Thanks for explaining. What challenges are you having currently with getting to where you want to be?

[Take note]

4 - Ok, I can appreciate that. [Their Name], What kind of support are you looking for to achieve your goals? (Book? Videos? Coaching? Better service? Done-for-You?)

[Take note]

\*\*[Ask for the sale] If I heard you right, you want [ their goal ]... and you are currently struggling with [ their problem ] ... and you're searching for [ #5 what kind of support ] ... Would you like to hear what it is we do and what I can do to help you?

**[DEMO:** Take 5-7 minutes describing your service. And how it will bring them the outcome they want. Infuse their desires into this part of the presentation]

Listen, Jim, I am confident that my accelerator package will [ Parrot: their goal ] [ Parrot example: build your brand and systematize your marketing so that you'll never have to worry where your next sale will come from again ]... I know if you... hire me now... we can make this happen... My team and I are ready to work for you... are you in.

**NOTE:** Although it's best to speak on a *screen-share over the computer or meet in person*, another option is to send these questions ahead of time in the form of a survey. Then prepare the demo with their answers in mind. You can either set up a follow up call to go over the demo or, if you cannot pin them down to an appointment time - you can record the personalized demo and send it to them via email. Either way, a screenshare or in person meeting is best.