

MAFIA CLOSING SALES SCRIPT

RESPONSE ON FIRST INTERACTION AFTER BEING ATTRACTED

Thanks for engaging with my post on {{INSERT_SOCIAL_MEDIA_PLATFORM}}

You're interested in Whiteboard Animations that's why you're here.

In order to help you faster, kindly reply this message with your:

- Name
- Phone Number and
- Time you'll be available

So that we can talk on the phone....

NOTE THIS...

- This is a script, you can modify to fit in your own use case
- It's not a must you say the same thing word for word, just understand the structure and flow... Do it your own way
- Practice o! Role Play o! Before going on a sales call with a client

MAIN SALES CALL

Building Rapport - ESTABLISHING COMMON GROUND

(You want to make the customer feel comfortable - You can leverage on **Current happenings**)

After the normal introduction...

Example:

How is the current lockdown at you end?

Hope you're staying safe??

It's nice to have you here, {{NAME}}

UNDERSTAND THE MOTIVATION - SELL ACCORDINGLY TO THEM

The purpose of this call today is to know if you and I can work together.

If I may ask?

"{{NAME}}, what **motivated** you to invest your time to be on a call with me today?"

ASK RELEVANT QUESTIONS; LISTEN CAREFULLY

Okay good,

It's nice to have you here...

Can you kindly give a brief overview of your business or what you're into
(You can skip this part if you've done your assignment and you know the client very well)

IDENTIFYING THEIR CORE PROBLEMS

“What’s the biggest problem right now for you in your business?”

Okay, how are you currently acquiring new customers in your business?

Are you using any form of Video Marketing in your Business at the moment or used in the past?

Okay, what is your experience so far?

ASKING THE ULTIMATE QUESTION

So, what are you expecting to get from me today?

PRESENT YOUR SOLUTION

Whiteboard Animation Videos will actually make your business stands out.

Its uniqueness makes you create an uncontested marketplace for you business because most of your competitors are doing the same thing.

I am sure by working together I could get you from (PAINS) and help you get {{Desired_Result}}

ASKING FOR THE MONEY

Will you provide the Video Script for this?

Response most times is: No

Reply: Okay, that is not a problem at all. Our in-house Scriptwriter will take care of that (If No, Including the fee for this in your charges)

We actually charge, {{State_Your_Price}}

However, as a first time customer, you stand a chance to enjoy a special discount.

So, for today...

You'll only pay {{discounted_amount}} instead of {{normal_price}} and save {{the difference}}

But this discount will expire on (DATE).

Do you want it?

You can as well give the scriptwriting as a bonus so they act fast... (You decide)

CLOSING THE SALE!

"Ok 'NAME' where do you we go from here?"

If customers says: I'LL GET BACK TO YOU

Respond: When? Put them in a **Timeblock... When? Will it be Monday or Wednesday?**

If customers says: I WANT TO THINK ABOUT IT

(Then that's mostly Price Objection)

RESPOND: Most times when people say this, it actually mean one thing which is **NO**

I'm just curious, is it a question of price or value?

Do you think an investment of {{PRICE}} in your business that'll fund a project that will help you acquire paying customer too much?

Are you looking for a cheap price or results?

I have got to get going here if you want to do this great if you don't want, that is also perfectly fine with us.

It's up to you to decide, do you want to get more customers for your business?

CLIENT IS READY! Accept Offer

What do you mean? (Let them repeat the price they want to pay)

If this something you want to do, YES or NO.

Are you sure?

I don't want you to do this if you're not sure.

Hope, you're not going to come back to me and say you're no longer interested.

If that is the case, I don't want to waste your time and I definitely don't want to waste my time.

You're going to get (Offer)

We can do bank transfer.

Payment Details will be sent to you so we can get started immediately

{{First_NAME}}, congratulations! I look forward to working with you.

Sounds good! Enjoy your day!