

Flash Cards

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STEP 1: THE OPENING

Hi _____, this is _____ calling.

(their first name only)

(your first & last names)

PAUSE

If you recall _____

(Remind them how she met you)

or

I understand _____

(Something you know about her)

PAUSE

Do you have a quick minute?

PAUSE

If, “yes”, go to step 2

If “no”, say

I understand. When is a better time for me to call back,

_____ or _____? (offer your two next available times to call back). Make sure to call her back at that time.

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STEP 2: THE REASON

The reason I'm calling is:

And, I was wondering if I could ask you a few quick questions?"

STEP 3: ESTABLISH RAPPORT AND IDENTIFY NEEDS

Ask 3 Questions and really listen*:

1. Super Simple Question (“or” question):

2. Get-her-talking or follow-up Question:

What is the biggest challenge you have with _____?

Or

What do you love most about _____?

Anything else?

3. Get her Dreaming Question:

How would it feel if you could _____?

(the solution to the challenge they have stated in question 2)

* Take notes & Reflect back what you hear and let her clarify.

Do not move to step 4 until you hear a “chat with a girlfriend” sound in her voice – this means you have developed rapport.

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STEP 4: MAKE THE CONNECTION & EXTEND AN INVITATION

Ask Permission to tell her about what you have to offer in your business.

You know, I have a few ideas about that and (hesitate a bit) I'm not *sure* if this is the right idea for you, but I'd love to take a moment to tell you about it. **May I share?**

Menu of what you offer in your business. Make sure to connect the offer with the challenge identified in step 3.

1.

2.

3.

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STEP 5: FOLLOWUP

If she says “no” to everything say:

I would love to follow up with you. What works best for you a week, a month or a year?

(put the follow up call in your calendar and call her at the agreed upon time)

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