10-Minute "Introductory Call" Script & Questions

Prospect Name: _____ Date: _____

Presenting Issue: _____

Purpose of the call:
- Determine the problem and the specific outcome the client is seeking.
- Ensure the client is committed to the outcome.
- Ensure the client can afford and is willing to pay to have this problem solved.
- Ensure we are a good fit for each other.

Questions:
- What specifically would you like to change or accomplish?
- Why do you want this?
- How will this improve your life and business if you accomplish it?
- What will happen if you don't change/accomplish this?
    - In your business, family, health, relationships, self-image, etc.
- What have you tried in the past? And what were the results?
    - What worked, didn't work, didn't have much impact?
- Have you invested in coaching or training in the past to solve this problem or accomplish any other result?
    - As an adult? As a kid being coached? (Sports, etc.)
        - What were the results? Did you find it helpful?
    - Did you get better results when coached?
- Are you absolutely committed to accomplishing this outcome?
    - (I only work with people who are committed to their outcomes.)
- How much is it costing you to NOT have the outcome? Financially, health, family, emotionally?
- Are you willing to make the investment in yourself/your business to get this result?

If accepted as a client: (Otherwise recommend resources more suitable for them.)
- Good. I can definitely help get you there in about XXX months/days.
- The next step is to set up a 45-minute call to discuss how we can make this happen for you.
    - Tuesdays and Thursdays are generally best. When works best for you? (Set appt.)

Here's the process if we decide to work together to make this happen for you:
- <u>Intro session of 1–1.5 hours to clearly define the problem, the goals, and create a strategy for the solution.</u> Plus I'll give you some tools to begin improving the situation immediately.
- <u>Weekly 45-minute sessions to systematically train you in the skills necessary to get this outcome</u> for yourself forever.

Next Action(s): _____

Follow up Completed: _____ Date: _____