



Discovery Call Sales Script

Quick Chat For 2- 3 Min

Hey John, this is Juan from **Security LOD** how's your day going so far?

Where are you based out of?

1. Figure Out Why They're Here

So ____, I'm curious what made you decide to schedule a call with me, at this point in your business, and also how were you envisioning us supporting you on the marketing front?

2. Preframe The Call

Ok, John, so we generate **Security Project Opportunities** all across the nation (*world*) through a variety of platforms such as Google, Facebook, and LinkedIn.

So what I find works best is, we'll take a quick dive into the business, and find a bit more about your capacity, and the types of **Security project's** that you're looking for.

Then if it sounds like we would be a good fit to partner together, we can discuss the next steps but if not, I can direct you to another source that may be a better fit for you.

Does that sound good to you?

3. Understand Their Current Situation

What's already working to drive new business? Are most of your leads coming from referrals or _____ (channel they mentioned already)?

What does your sales process look like? When a great lead comes in, who is taking that, and how long does it typically take to get from the initial discovery to them either becoming a client or choosing to go another route?

- What's your average deal size? (If they're not productized, acknowledge that this is a range and encourage them to give numbers anyway).
 - That is good to hear, so if we got you even one new customer per quarter, then this would be worth almost an extra \$\$\$ per year?
- What determines a good fit / qualified lead for your Business? Is there a certain size, or are there other indicators they might be a good customer?
- Do you target a specific vertical or company size? (If they're already narrowly targeted - Are they looking to expand into other niches?)

Who is the decision maker at those companies?

What type of projects are you looking for?

4. Next Steps

Okay great, well based off what you told me it sounds like we have great numbers to work with and it sounds like you would be a potential good fit for our program.

So the next step would be for us to schedule a follow-up call where I'll walk you through our entire process and system step by step.

Do you prefer mornings or afternoons?

Fantastic!

Now in the calendar invite I'm going to send you, I'm going to include a short eight-minute video and **its important that you watch that video** before our next scheduled meeting on _____ as it breaks down exactly how this is going to work for you, what you can expect working with us, and how we have been able to consistently achieve the results you are going to see in that video. Sound fair to you?