

Presentation Call Opener + Close

PRE-CALL NOTES: (10-15 minutes before call)

1. Make sure they have the link to join the screenshare
2. Your goal is to close the deal and get commitment
3. Start by summarizing what you discussed in your discovery call
4. Involve them as much as you can by asking questions
5. If need be, get up and strike some power poses (*Amy Cuddy power poses*)
6. Get into rapport first by generating warm feeling in your stomach
7. YOU must ASK for the SALE
8. Remember, you're not below or above them, you're both experts in your fields

1. Quick Chat for 2-3 min (*Build rapport*)

- Hey ____, this is Juan from ____ how's your (*day of the week*) going so far?
- Any kind of small talk for a few minutes about the weather, week etc

2. Presentation Call Opener

- **Ok great so let's go ahead and get started.**
 - Briefly summarize your last call. Talk about how they mentioned they are looking for more xyz types of customers and they've tried xyz and it hasn't worked and that they are looking for solutions that will bring them customers on demand.
- As we go through through this presentation today, **you'll notice** many of the different ways **we can help your business grow** because not only do we **send qualified leads to your business**, we're also **increasing your brand awareness** and that means you can focus on what you do best which is providing great service to your (customers, patients, clients). We'll walk through how our program works and the details of how we get results (slight pause). Then at the end, we can go over different options and pricing and see what makes sense for you. Sound good?

3. Presentation Call Closing Statements

- **So, _____ based on our conversation today, I can tell that you're serious about growing your business and you can clearly see why this is a good investment for you. So which tier makes the most sense for you? Tier 1 or tier 2?**
- **You're really going to enjoy working with us and love our results so I think it makes the most sense for us to start with the tier 1 package.**
- **So, _____ based on our conversation today, sounds like you're ready to move forward, I'll send you over the invoice and agreement and we can get your campaign up and running within 5-10 business days.**
- **Is there anything else you need to know before we get started?**
- **So ____ based on our conversation today I am clear that you are really looking to take on those extra 10 patients per month and you believe we can help you do that. You are going to really enjoy working with us and love our results so I think it makes the most sense for us to start with the tier 1 package. So let's get you started with that tier 1 package, sound fair enough?**