

Suzanne's Good Fit Sales Script for Small Businesses

1. Setting the Stage: Understand the Client's Motivation

Begin by understanding what brought the client to you:

- How did you find me?
- Tell me why you reached out?
- What is your main goal with this project?
- What matters most to you in working together?
- What challenges are you trying to address?
- Can you give me a brief overview of how your business operates?

2. Review Past Attempts and Solutions

Understanding a client's history with other approaches can guide how you present the value of your services:

- What other approach have you tried so far?
- How did that work for you?
- Did you try anything else?

3. Clarify and Reflect on Their Challenges

It's important that you fully understand their main challenges, so repeat what they've told you:

"So, your main challenges are _____. Do I have that right?"

4. Visualizing Success: Focus on Outcomes

"Sell the meal, not the recipe" - Help clients visualize the potential success and outcomes of working with you:

- Talk about what success looks like, and how it aligns with their goals.
- Share examples of success stories or case studies from other clients.
- Highlight the benefits of your services, focusing on results rather than just the process.

5. Address Any Concerns

Finally, openly address any potential concerns or hesitations:

- What kind of concerns do you have?
- Have you had a chance to look at the pricing on my website?
- Do you have any questions about it? Does it fit within your budget?

5. Schedule the Next Meeting

If it's a good fit, get your next interaction on the calendar. Then follow-up with an email outlining the next steps. Even if it's not a good fit, follow-up with a nice, "I enjoyed meeting you" email.

