

7 SALES SCRIPTS TO
DOUBLE YOUR REVENUE
IN THE NEXT 12 MONTHS

**QUICK
QUESTION:
HAVE YOU EVER BEEN **ON**
THE RECEIVING END OF A
SCRIPTED SALES CALL?**



ME TOO.

HOW DO YOU KNOW?

I always know when someone is reading from a script. And, if you're being honest, you do too. But they don't work, and I don't teach them, because as soon as your prospect can tell you're reading from a script, you've lost the sale.

But don't worry... stick around, because there is a better way. And not only is it better, it is just as easy as the scripts you thought you wanted. Ready? Let's get into it.



SO...

THAT'S WHY I DON'T HAVE SCRIPTS.

**AND I DON'T THINK YOU SHOULD USE THEM, EITHER. BUT
INSTEAD, I'M GOING TO GIVE YOU SOMETHING YOU CAN
ACTUALLY USE.**





7 STEPS

TO IMPROVE YOUR SALES PROCESS.

7 STEPS TO TAKE TO IMPROVE YOUR SALES PROCESS

- 1 Show up to solve
- 2 Get specific about problems
- 3 Let your clients do the convincing
- 4 Remember that a “good connection” only matters on Match.com
- 5 Qualify the RIGHT opportunities
- 6 Pre-empt pricing pressure
- 7 Figure out the right questions to ask



1.

SOLVE VS SELL

A woman with long brown hair, wearing a light blue denim jacket, is sitting at a wooden desk in a bright, modern office. She is looking down at a white mug in her hands. On the desk, there are two laptops, a water bottle, and some papers. A large window with a black frame is behind her, letting in natural light.

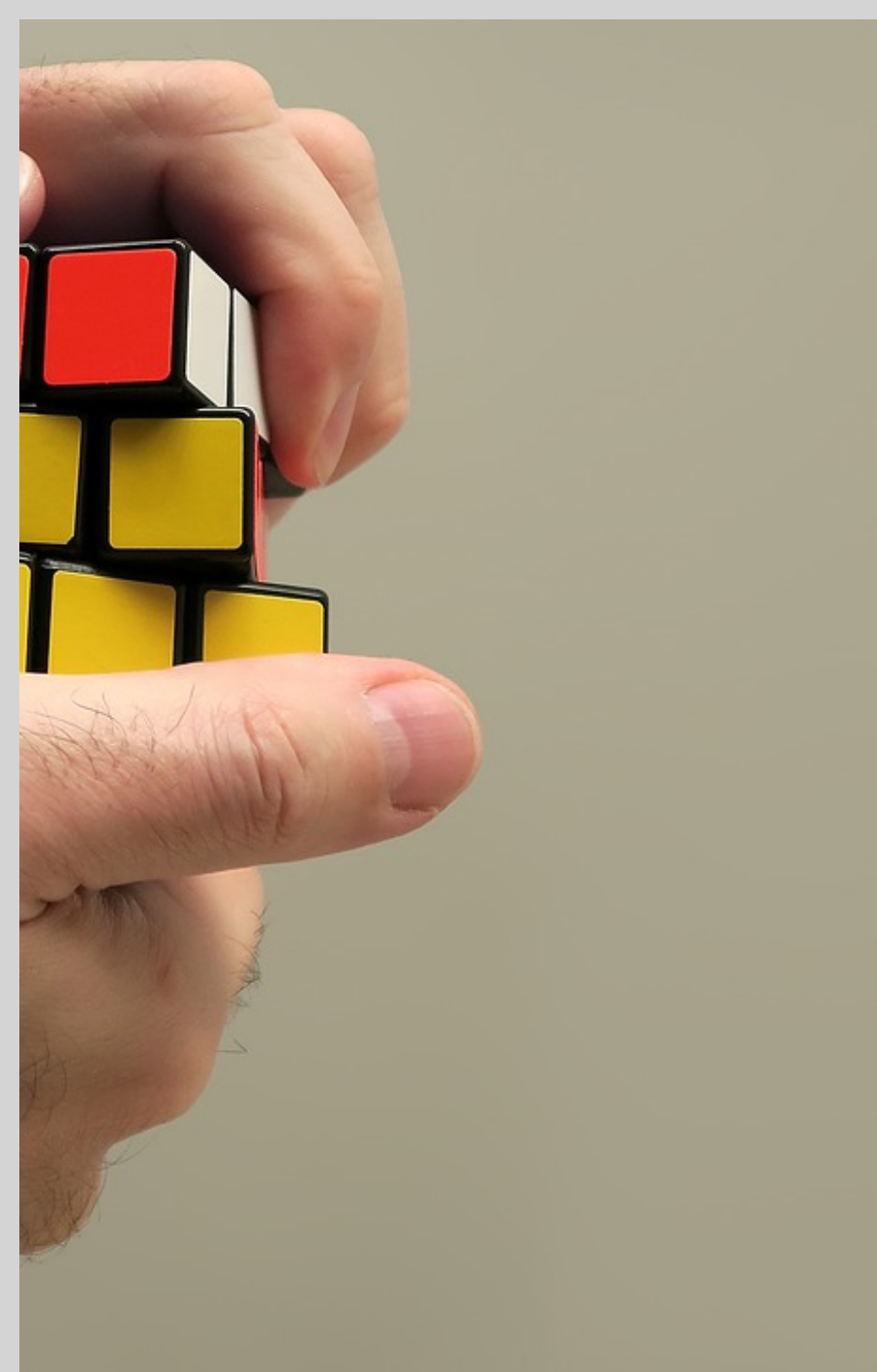
YOU ARE A **SUBJECT MATTER EXPERT**

If you show up to a sales conversation (or any conversation, really) trying to sell something, you're seen one way.

BUT... IF YOU SHOW UP AS A SUBJECT MATTER EXPERT...

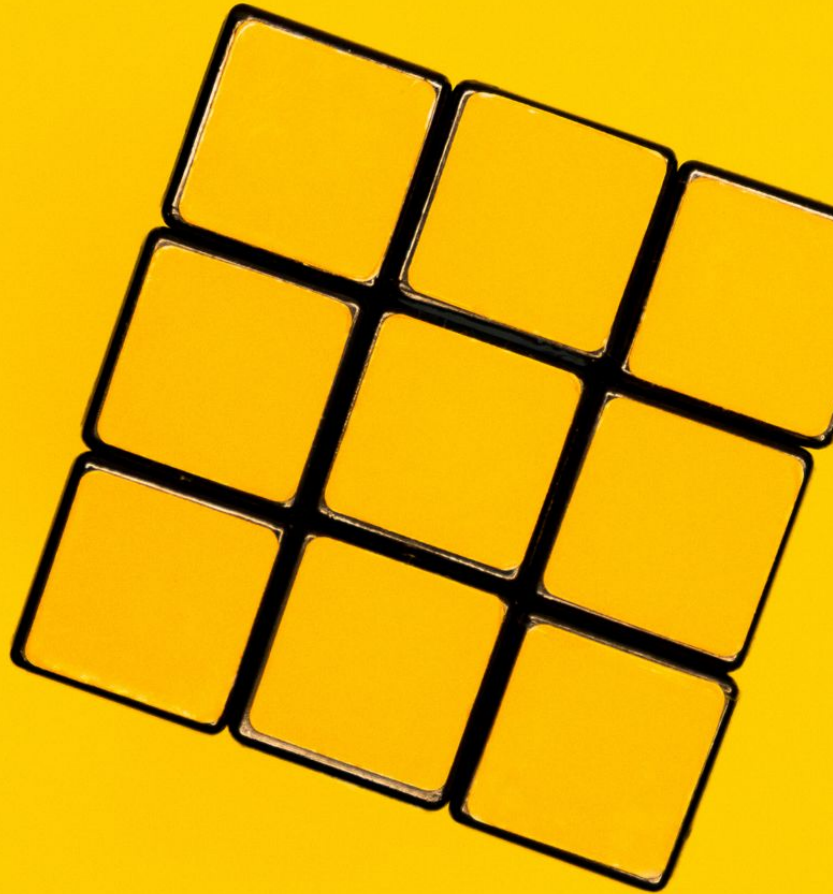
You'll start asking better questions. You'll come prepared as someone who might be able to help your client solve a problem.

And there's power in asking great questions. There's built-in confidence that comes with knowing that you are the expert in what your company offers, and who it can help.



2.

**GET SPECIFIC ABOUT
PROBLEMS.**



WHAT PROBLEMS **DO YOU SOLVE?**

What sets you apart isn't what's on your bookshelves. It's not what your office looks like. It's not who's on your team. It's not about your company's mission statement or your ethics or your board of directors.

IT'S ABOUT THE PROBLEMS YOU SOLVE.

Your clients don't care about you. They care about whether you can solve their problems.

The clearer you can get on the problems you solve, the more you can get on the same side as your clients.



Sean D. • 2nd

4h ...

I help financial advisors and insurance agents reach the next level wi...

Ian Altman, B2B Growth Expert is great! My wealth management practice uses him and he has helped us exponentially.

Like ·   2 | Reply · 1 Reply

CONNECT WITH ME ON LINKEDIN:

[LinkedIn.com/in/IanAltman](https://www.linkedin.com/in/IanAltman)

A black and white photograph of a person wearing a dark hoodie, holding a white rectangular sign in front of their face. The sign has the words "Trust me" written on it in a bold, sans-serif font. The person's hand is visible, holding the sign from the bottom. The background is dark and out of focus.

**Trust
me**

3.

**WHO'S DOING THE
CONVINCING?**

A photograph of two pens resting on a white notepad with horizontal lines. The notepad is placed on a light-colored surface. One pen is pink with a black and gold clip, and the other is white with gold dots and a gold clip. Both pens are positioned diagonally across the frame.

ASK THE RIGHT QUESTIONS

Change the conversation. Start asking different questions, deeper questions, more qualifying questions, and you'll see the shift in your clients too.

IF YOUR PROSPECTS ARE CONVINCING YOU THAT THEY HAVE A PROBLEM THEY THINK YOU CAN SOLVE, YOU'RE ON THE RIGHT TRACK.

How would your sales conversations change if instead of trying to convince them, they were trying to convince you?

“What happens if you don't solve this?”

“What have you tried in the past?”



4.

**REMEMBER THAT A
GOOD CONNECTION
ONLY MATTERS
ON MATCH.COM**



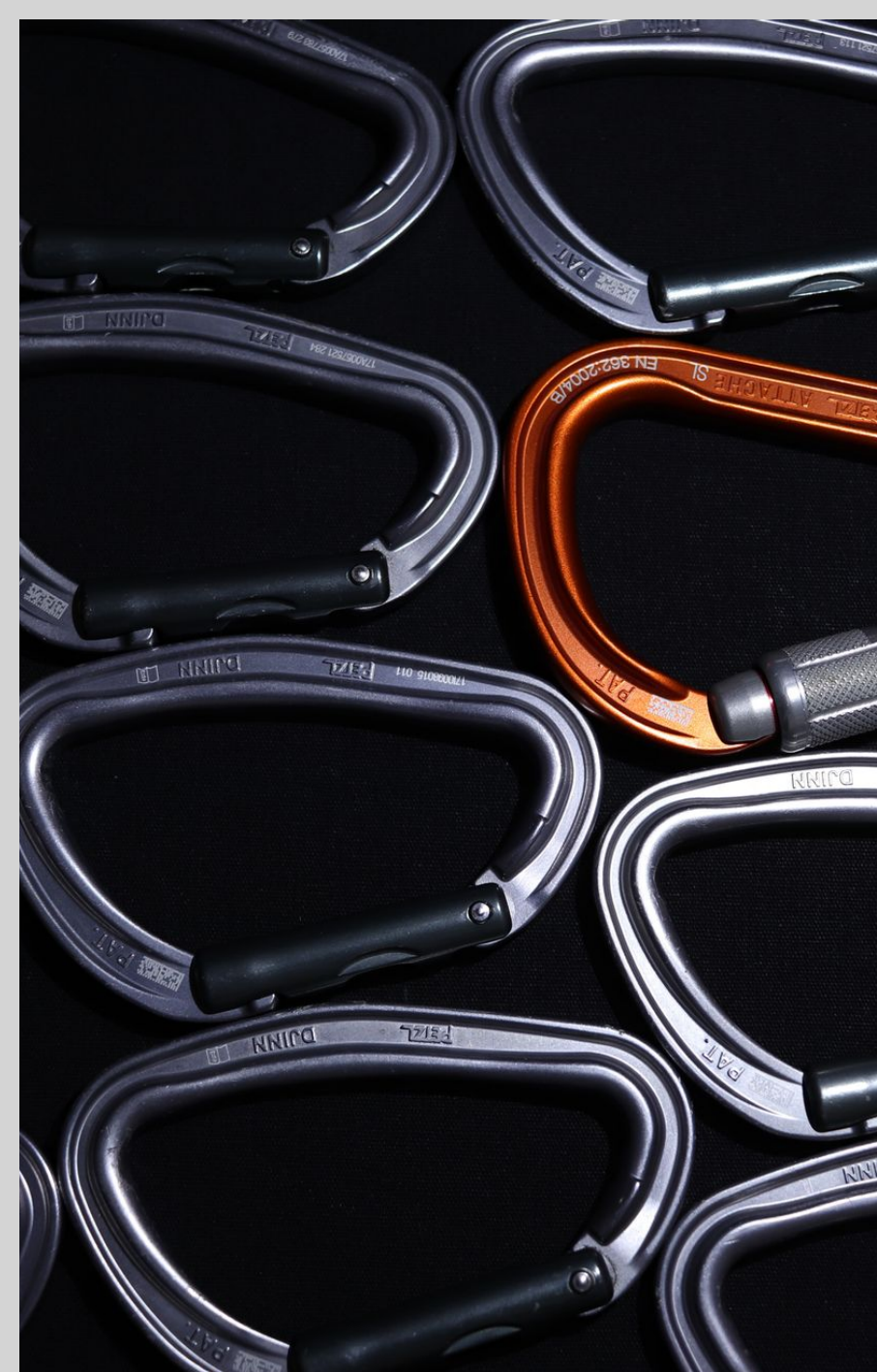
THE QUALITY OF THE CALL **DOES NOT MATTER**

You know the calls I'm talking about. They gave you more time than they scheduled. You hit it off. There was real rapport.

BUT IT DIDN'T GO ANYWHERE.

They ghosted you. How could they? Easy. You didn't help them realize what would happen if they didn't solve the issue. And because you hit it off, you might have skipped important steps in the process.

But this isn't online dating. So follow the process, every time.



5.

QUALIFY **THE RIGHT** OPPORTUNITIES



HOW DO YOU **QUALIFY OPPORTUNITIES?**

Follow the Same Side Quadrants mapped out on page 76 of Same Side Selling to qualify your opportunities.

GET THE BOOK + JOURNAL:

[Click here](#) to get the bundle.

Then follow the process to know which opportunities are real... and which aren't.





6.

GET AHEAD OF PRICING PRESSURE

PRICING PRESSURE CAN BE AVOIDED.

Question: when, in your opinion, does price matter most?

PRICE MATTERS MOST WHEN THE SELLER BELIEVES IT MATTERS MOST.

So, if a prospect is coming to you with pricing pressure, ask yourself: **did you plant that seed?**





7.

**DISCOVER THE RIGHT
QUESTIONS TO ASK**



WHEN YOU ASK THE RIGHT QUESTIONS, **YOUR PRICE BECOMES IRRELEVANT**

When you ask the right questions, you'll help yourself.

BUT YOU'LL ALSO HELP YOUR CLIENT. AND HERE'S WHY.

What's the impact of not solving this problem? What happens then?

Often, you, as the solution provider, are solving a problem so painful that the impact of not solving it is far worse for them than whatever you end up charging them.

GET ON THE **SAME SIDE** AS YOUR CLIENTS.

Join the academy.

[SAMESIDESELLINGACADEMY.COM](https://samesidesellingacademy.com)

