

ULTIMATE HIGH-TICKET SALES SCRIPT

For Premium Website Packages (₹30K - ₹60K)

15-30 Minute Consultative Close

PRE-CALL CHECKLIST (DO THIS BEFORE EVERY CALL)

Research Your Lead:

- Review their form responses thoroughly
- Check their existing website (if they have one)
- Look up their business on Google/LinkedIn
- Identify their industry and competitors
- Note their biggest challenge from the form
- Confirm their budget range and timeline

Mental Preparation:

- You are NOT selling — you are diagnosing
- Your goal: Help them OR disqualify them
- Stay detached from the outcome
- Remember: You control the process, not them

Call Setup:

- Have this script visible but don't read it word-for-word
 - Have their pricing packages ready to share
 - Have payment link ready
 - Be in a quiet space with good audio
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PHASE 1: OPENING & FRAME CONTROL (2 minutes)

Goal: Take control, set expectations, qualify fast

Opening Line:

"Hey [Name], great to connect! How's your day going?"

[Wait for response, be warm but brief]

"Perfect. Before we dive in, let me set some quick expectations.

I've got about 20-25 minutes blocked for us.

The goal isn't to give you a sales pitch — the goal is to figure out if we're even a good fit to work together.

I'm going to ask you some direct questions about your business, what's working, what's not, and where you want to go.

By the end, we'll both know clearly whether this makes sense or not.

Sound good?"

[Wait for agreement — this establishes YOU control the process]

🔍 PHASE 2: DEEP QUALIFICATION & DISCOVERY (8-12 minutes)

Goal: Go 3-4 layers deep to find REAL pain and urgency

Rule: Use SPIN Framework

- Situation Questions → Understand current state
- Problem Questions → Uncover pain
- Implication Questions → Amplify pain
- Need-Payoff Questions → Get them to sell themselves

Questions to Ask (Pick 8-12 based on their responses):

SITUATION (Current State)

"So tell me, what triggered you to book this call right now?

What's changed?"

[This reveals urgency/catalyst event]

"Walk me through your current situation with your website.

What does it do well? What frustrates you about it?"

"Where do most of your clients come from today?"

"What's your current process for getting appointments booked?"

PROBLEM (Uncover Pain)

"What's the #1 thing holding you back from growing faster right now?"

"If I'm being honest — and you can be honest with me —
how many leads or appointments do you think you're losing
each month because of your website?"

[Let them think. Stay silent. Force a number.]

"What's the real cost of that? Not just money —
I mean time, stress, reputation, momentum?"

"Have you tried to fix this before? What happened?"

[This reveals if they're tire-kickers or serious buyers]

IMPLICATION (Amplify Pain)

"So if nothing changes in the next 30 days,
what does that mean for your business? Your revenue? Your growth?"

"And if this continues for 3 months, 6 months...
what's the real damage there?"

[Paint the picture of inaction being expensive]

"How is this affecting you personally?
Are you losing sleep over it?"

[Get emotional, not just rational]

"What does your team or your family say about this situation?"

NEED-PAYOUT (Get Them to Sell Themselves)

"If you had a website that automatically converted visitors into booked appointments — without you touching it — what would that be worth to your business?"

[Let them quantify the upside]

"What would change for you if this was solved 2 weeks from today?"

"On a scale of 1-10, how important is fixing this right now?"

[Anything below 8 = disqualify or dig deeper]

"And what's stopping you from being at a 10?"

⚠ DISQUALIFICATION CHECKPOINT

If during discovery they:

- Don't see urgency (timeline = "just exploring")
- Can't articulate clear pain
- Have unrealistic budget expectations
- Aren't decision-makers

Then use this:

"[Name], I'm going to be direct with you.
Based on what you've shared, I don't think we're the right fit right now."

Here's why: [state the reason clearly]

What I'd recommend is [alternative path].
Does that make sense?"

[End call politely. Don't waste time on bad-fit leads.]

◆ PHASE 3: VALUE STACKING & RECOMMENDATION (4-6 minutes)

Goal: Position yourself as the trusted advisor, present solution

Transition Statement:

"Okay, so based on everything you just told me,
let me share what I recommend."

The Diagnosis:

"Here's what I'm seeing:

1. [Repeat their main pain point]
2. [Repeat the cost of inaction they mentioned]
3. [Repeat their desired outcome]

The gap between where you are and where you want to be
comes down to three things your website is missing:

- ✖ Number 1: [Conversion structure] — Your site isn't built to guide visitors to book
- ✖ Number 2: [Automation systems] — No WhatsApp, email, CRM integration to capture leads
- ✖ Number 3: [Premium positioning] — If you're a premium service, your site needs to look premium

Does that sound accurate?"

[Get agreement before moving forward]

Present the Solution (Enterprise First):

"So here's what I'd recommend for someone in your position
who wants [their goal from discovery]..."

The **Enterprise Package** is the best fit because it gives you:

- ✓ A conversion-optimized website that looks world-class
- ✓ Full automation — WhatsApp, email, appointment booking, Google Sheets
- ✓ 97+ SEO score guaranteed
- ✓ LLM optimization so you show up in AI search
- ✓ Google Analytics & Google My Business setup
- ✓ 4 rounds of revisions so we nail it
- ✓ 30 days premium support after launch

And the kicker? We deliver this in 14 days.

Most people we work with see [specific result related to their goal]
within the first 30-60 days.

The reason I'm recommending this package over the others

is because [tie it to their specific pain/goal from discovery].

Make sense so far?"

[Pause. Let it sink in.]

💰 PHASE 4: PRICE REVEAL & SILENCE (30 seconds)

Goal: Anchor price properly and use silence as power

"The investment for everything I just described is ₹59,999 one-time.

That includes hosting, SSL, all integrations, everything.

No hidden fees, no monthly charges.

[SHUT UP. DO NOT SPEAK. COUNT TO 10 IN YOUR HEAD.]"

Why Silence Works:

- The first person to speak loses
- It forces them to process value vs. price
- You'll see their real objection surface

[If they stay quiet for 10+ seconds:]

"What are you thinking?"

🔥 PHASE 5: OBJECTION HANDLING & CLOSES (5-10 minutes)

Goal: Turn objections into opportunities, close assumptively

OBJECTION 1: "I need to think about it"

Pattern Interrupt Close:

"Totally fair. Quick question — what specifically do you need to think about?"

[They'll reveal the REAL objection. Then handle THAT.]

Alternative Response:

"I get it. Let me ask you this —
if you had to decide right now, what would you say?
Yes or no?"

[If Yes:]

"Great! So what's really holding you back from saying yes right now?"

[If No:]

"No problem. What would need to change for this to be a yes?"

Time-Based Close:

"Okay, I respect that. How much time do you need?
Is 2-3 days enough or do you need 2-3 weeks?"

[Most will say 2-3 days]

"Perfect. Let me ask you honestly —
is there anything between now and Wednesday that's going to change
your situation or our solution?

[No]

So really, what you're saying is you want time to avoid making a decision
rather than time to gather new information.

Here's what I've learned: the people who say 'let me think'
almost never come back. Not because the solution wasn't right,
but because they let the momentum die.

You booked this call for a reason. You told me [pain point] is costing you
[specific cost]. Every day you wait, that cost compounds.

So let's solve this today. What do you say?"

OBJECTION 2: "I need to discuss with my team/partner/spouse"

Spouse Close:

"I completely understand. Can I ask you something?

Are you the one who makes decisions like this for the business,
or does your [spouse/partner/team] have to be involved?"

[If they say they make decisions:]

"Okay, so then what specifically does your [person] need to know
before you can move forward?"

[This reveals it's a stall, not a real objection]

Alternative Response:

"Of course. Let me be straight with you —
when someone tells me they need to talk to [person],
it usually means one of two things:

1. They're genuinely not the decision-maker, or
2. They're personally not convinced yet

Which one is it for you?"

[Let them answer honestly]

If they ARE the decision-maker:

"Here's the thing — your [person] will support any decision that
increases revenue and solves a real problem.

This project directly helps you [their goal].
If you're confident this is the right move, they'll support it.

So let me ask: Are YOU convinced this is the right solution?"

[If Yes:]

"Then let's get started. I'll send you the onboarding form
and you can loop them in as we go."

OBJECTION 3: "Can you give me a discount?"

Frame: Price is Fixed

"I appreciate you asking, but here's the reality —
the price is the price because the value and work are the same.

I can't reduce the quality or scope just to lower the cost.
That wouldn't serve you.

What I CAN do is this:

If you confirm today, I'll include [free Google My Business optimization / priority delivery / extra revision round] worth ₹8,000.

Fair enough?"

Alternative: Reframe to Value

"Let me ask you this — is the concern really the price,
or do you not see the value yet?"

[If value:]

"What part specifically doesn't feel valuable to you?"

[Then address that concern directly]

[If price:]

"I get it. But here's what I know:
with just ONE new client from your improved website,
this entire investment pays for itself.

And based on what you told me, you're losing [number] leads per month.

So the real question isn't 'can I afford this?' —
it's 'can I afford NOT to do this?'"

OBJECTION 4: "Budget is tight / Can't afford it"

Qualify the Budget Objection:

"I totally understand. Let me ask you something though — if budget wasn't an issue, would this be the right solution for you?"

[If Yes:]

"Okay, so it's not the solution — it's the timing.

Here's what I suggest: Let's look at the Professional Package at ₹29,999.

It still gives you:

- ✓ Social + WhatsApp + Email integration
- ✓ 90+ SEO score
- ✓ Lead forms with automation
- ✓ Performance optimizations
- ✓ 2 revisions
- ✓ 15 days support

It's not as comprehensive, but it'll still solve [main pain point].

Would that work better for your budget?"

Alternative: Payment Plan Offer

"What if we did 50% today and 50% at delivery?

Would that make it easier?"

OBJECTION 5: "Your competitor quoted me less"

Reframe to Quality:

"That's interesting. Can I ask — what exactly did they quote you for?"

[Listen carefully — likely they quoted a basic package]

"Here's what I've learned:

You can always find someone cheaper. Always.

But cheaper usually means:

- Longer timelines
- Lower quality work
- No automation setup
- No premium support

You told me your goal is [their goal].

Will that cheaper option actually get you there?"

Challenge Them:

"Let me be direct: If you wanted the cheapest option, you wouldn't be on this call with me.

You're here because you want quality, speed, and results. And that's exactly what we deliver.

So the question isn't 'who's cheapest?' — it's 'who can actually solve my problem?'"

❖ PHASE 6: THE CLOSE (2 minutes)

Goal: Assumptive close, get payment, onboard immediately

Assumptive Close (Best for Hot Leads):

"Alright, based on everything we discussed, I think the [Package Name] is the perfect fit.

Here's what happens next:

1. I'll send you the payment link right now
2. You complete payment
3. I send you the onboarding questionnaire
4. You'll have your first design preview in 72 hours
5. Final site delivered in 14 days

Which email should I send the payment link to?"

[Start typing like they already said yes]

Trial Close (If Unsure):

"So between the Enterprise at ₹59,999 and Professional at ₹29,999,
which one feels like the right fit for where you're at?"

[Let them choose. Then assumptively move to payment.]

Direct Close:

"Look, [Name], you booked this call for a reason.
You told me [pain] is costing you [cost].
We have a solution that fixes it in 14 days.

The only question left is: Are you ready to solve this today?"

[Pause. Let them answer.]

If they say "Yes":

"Perfect. I'll send the payment link now.
Once that's done, we'll kick things off immediately."

If they hesitate:

"What's holding you back?"

[Address that final objection, then close again]

PHASE 7: POST-CLOSE (1 minute)

Once Payment is Confirmed:

"Awesome! Payment received.

Here's what happens now:

1. I'm sending you the onboarding form — fill that out today if possible
2. You'll get your project kickoff email within 24 hours
3. First design preview in 72 hours
4. We'll stay in close communication throughout

I'm excited to build this for you. You made the right decision.

Any final questions before we wrap?"

DOWNSELL PATH (If Enterprise Fails)

Only use this if they reject Enterprise clearly:

"No problem, I completely understand.

Let me show you the Professional Package at ₹29,999.

It's still a strong solution and includes:

- ✓ Everything in Starter
- ✓ Social, WhatsApp, Email integrations
- ✓ 90+ SEO score
- ✓ Lead gen forms
- ✓ Basic animations
- ✓ 2 revisions
- ✓ 15 days support

It doesn't have the advanced automation or premium UI of Enterprise, but it'll still help you [solve their main pain point].

Given your situation, which one makes more sense —

Enterprise at ₹59,999 or Professional at ₹29,999?"

[Force them to choose between two options, not yes/no]

WHEN TO WALK AWAY

Disqualify and end the call if:

- They can't articulate pain or urgency
- They're "just exploring" with no timeline
- Budget is completely unrealistic (below ₹10K)
- They're rude or disrespectful
- They demand 10+ revisions or unrealistic terms
- They've talked to 20 other agencies (tire-kicker)

How to Walk Away:

"[Name], I'm going to be honest with you —
I don't think we're the right fit for each other right now.

Here's why: [state reason]

What I'd recommend instead is [alternative],
and when you're ready for [our solution], feel free to reach back out.

I appreciate your time today."

[End call. Don't chase bad-fit leads.]

🧠 MINDSET REMINDERS

Before Every Call:

1. **You are the prize** — They need you more than you need them
2. **Detachment = Power** — Don't be desperate to close
3. **Control the frame** — You run the meeting, not them
4. **Disqualify fast** — Bad leads waste time
5. **Ask > Tell** — Questions > Pitching
6. **Silence is golden** — After price, SHUT UP
7. **Objections = Interest** — Handle them confidently
8. **Assumptive close** — Act like they already bought

After Every Call:

- Log the outcome immediately

- Note objections you struggled with
 - Refine your script based on what worked
 - Follow up if they said "let me think" (but don't chase)
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SUCCESS METRICS

Track These for Each Call:

- Discovery depth (1-10): How deep did you go?
- Control (1-10): Who controlled the conversation?
- Value established (1-10): Did they see the value?
- Close attempt (Y/N): Did you actually ask for the sale?
- Outcome: Closed / Follow-up / Disqualified
- Package sold: Enterprise / Professional / None
- Objections faced: List them

Goal Conversion Rates:

- 40%+ close rate = Excellent
 - 25-40% = Good
 - Below 25% = Need script improvements or better lead quality
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FINAL CHECKLIST

Before Call:

- Research done
- Script visible
- Payment link ready
- Mindset: confident, detached, helpful

During Call:

- Control established
- Deep discovery (8-12 questions)
- Pain amplified
- Value stacked

- Price revealed with silence
- Objections handled
- Assumptive close attempted

✓ After Call:

- Outcome logged
 - Follow-up scheduled (if needed)
 - Payment confirmed (if closed)
 - Onboarding sent (if closed)
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 **YOU'VE GOT THIS!**

Remember:

- High-ticket sales is a skill, not a talent
- Every "no" makes you better
- The script is a guide, not a prison — adapt to the flow
- Confidence comes from preparation
- You're helping people solve real problems

Now go close some deals.

This script is based on proven methodologies from SPIN Selling, Consultative Selling, and high-ticket closing frameworks used by top closers worldwide.