

THE CASE FOR GROWTH

Consultation Script Template

Proven consultation framework that closes 60%+ of qualified leads

thecaseforgrowth.com

Opening Script

Goal: Build rapport and set the agenda

Thank the client for coming. Acknowledge their situation. Offer refreshments. Explain how you'll use the time together. Get them talking about what brought them in.

Why this works: Sets professional but warm tone, shows organization, builds trust.

Discovery Questions

Goal: Understand situation deeply

Key Questions:

- Tell me what happened
- What's your biggest concern
- What outcome would you like
- Have you talked to other attorneys
- What questions do you have

Active Listening:

Take notes, nod, maintain eye contact, repeat back key points, acknowledge emotions.

Presenting Your Solution

Goal: Show clear path forward

Based on everything discussed, explain your recommended approach. Include timeline, your involvement, and key steps.

Presenting Fees:

Be clear and confident about investment. Explain what's included. Offer payment options. Connect fee to value delivered.

Handling Objections

Common Objections:

Need to think: Ask what specific aspects they want to think through

Cost concern: Break down value, offer structure options

Shopping around: Ask what's most important in choosing

Guarantee results: Explain ethics, share track record

Key: Don't get defensive. Objections are buying signals.

Closing

Goal: Make next steps crystal clear

Ask directly if they want to move forward. If yes, explain exactly what happens next. Send engagement letter. Follow up in 48 hours.

If maybe, ask what information would help them decide. If no, ask what's holding them back and address the concern.