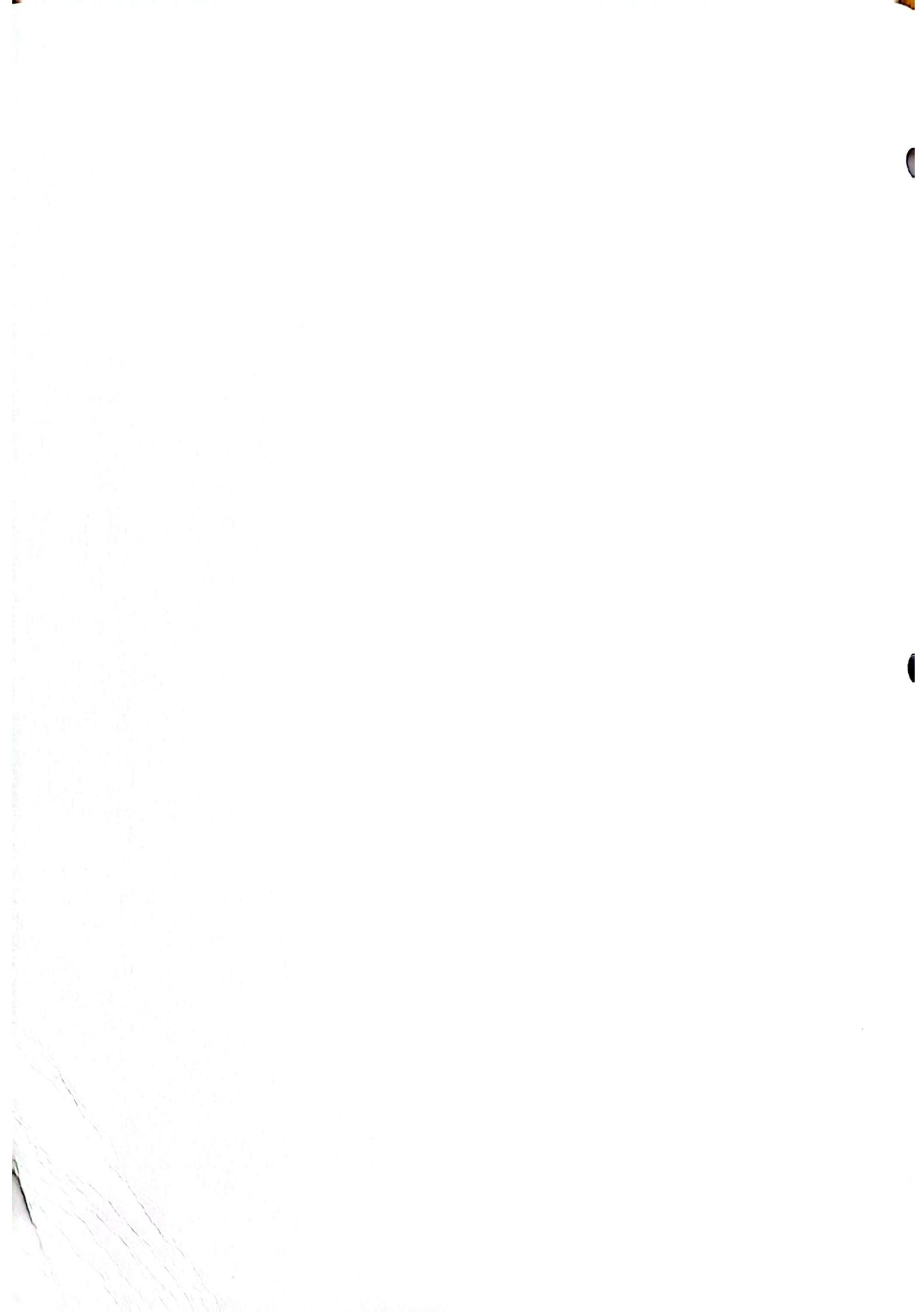


INTERNAL DOCUMENT

# ACQ CLOSER HANDBOOK

## *How to Win*

*"Volume negates luck"*  
– Alex Hormozi





# ACQ Closer Handbook

*How to Win*

*“Volume Negates Luck”*

**ALEX HORMOZI**

жити відповідно до змін, які відбулися в країні та у світі. Це вимагає від нас зміни в поглядах та методах діяльності. Але це може бути ідеальною можливістю для розвитку та реалізації талантів, які вже є у нас. Ми маємо можливість створити нові форми та методи діяльності, які будуть адекватні нашим реальним умовам та можливостям.

# Table of Contents

Welcome to the Jungle . . . . .	1
How to Use This Handbook . . . . .	5
What is Selling? . . . . .	7
ACQ Sales Career Path . . . . .	11
Onboarding: Schedule & Training . . . . .	17
On-Going: Training. . . . .	23
On-Going: Schedule . . . . .	27
Hunt Mode . . . . .	29
#1 Call Notes . . . . .	30
#2 Work Your List . . . . .	31
#3 Outbound . . . . .	35
#4 End of Day Checklist . . . . .	36
Kill Mode . . . . .	37
Breathe the Script . . . . .	39
Tone . . . . .	43
Introduction . . . . .	51
Discovery. . . . .	55
Offer . . . . .	61
Objections . . . . .	65
Looping . . . . .	69
BAMFAM . . . . .	79
Referrals . . . . .	81
What Being The Top .01% Looks Like . . . . .	85
Appendix: Script Bank . . . . .	89
ACQ Outbound Set Phone Script . . . . .	91

<b>ACQ Outbound No Pick Up Text Script</b>	103
<b>ACQ Outbound Reminder Text Script</b>	107
<b>ACQ Inbound Set Phone Script</b>	111
<b>ACQ Inbound Set Text Script (If no call pick up)</b>	113
<b>ACQ Closing Script</b>	117
<b>ACQ Looping Script</b>	123
<b>Timing Objections</b>	127
<b>Money Objections</b>	129
<b>Decision-Maker</b>	135
<b>Preferences</b>	137
<b>Stall Objections</b>	141
<b>ACQ BAMFAM Script</b>	143
<b>ACQ Referral Text Script</b>	145
<b>ACQ No Show Script</b>	147
<b>ACQ Pipeline Phone &amp; Text Script</b>	149
<b>Additional Trainings</b>	153

# Welcome to the Jungle

First, congratulations. You're officially part of the ACQ sales team. That's no small accomplishment. Just so you know, thousands of people apply each year and only a select few make the cut. That makes you one of the select few.

This handbook breaks down **winning** into *clear definitions* and *actions* meant specifically for *you*. By the time you finish it, you will know what winning *really* means. And more than that, how **to do it**.

**This handbook has one purpose:** To shortcut your success.

When I first started selling I had no clue what I was doing. I just needed to survive. And bit by bit I started getting it. Fast forward to now and I've personally *closed* more than 4,000 one-on-one sales. But, it took me over 10 years to *really* figure it out.

Nobody on this team can afford to take 10 years to figure it out. For that reason, I owe you every drop of wisdom I have. In this handbook I turn my 10-year struggle into your six-month Rocky training montage... or less.

**This handbook makes one promise:** A lifetime of dividends.

I held this handbook to one simple standard: "*If I could go back and talk to myself when I had nothing, what would I say?*"

Everything in this handbook is the answer to that question. As I poured my many years of lessons into these pages, one thing became clear—*this is the handbook I wish I had.*

If you live by these lessons, frameworks, and tactics, they will pay dividends *for the rest of your life.*

**This handbook leverages one power: It's alive.**

If you apply everything in this handbook you will benefit. But that only scratches the surface of its power. Because when you come back to it after getting more experience under your belt (both good and bad), you'll see it from a different and wiser perspective. This means you will learn something new every time you come back to it. It's this enduring relevance that, in a sense, makes it alive.

So the true power of the *ACQ Closer Handbook* is this...

—*The more you learn from it, the more it will teach you*—

**And before we begin,**

You're here because...

**You are a winner.**

And I know it's true.

Because if it weren't true... *you wouldn't be here.*

It's going to be *hard*.

You will have hours, days, and weeks, where everything feels *unbearable*, impossible even. **But it's not.**

When this happens, and it *will*, just remember:

**Winners go hard.**

**Winners don't quit.**

**Winners play the game just to get better at playing.**

***This is the handbook.***

WELCOME TO THE JUNGLE

Welcome to the ACQ Sales Team. This is as real as it gets.

Let's get to work,



Alex Hormozi, Founder Acquisition.com



# How to Use This Handbook

This isn't a book made to look pretty on a shelf. It is a *handbook* for a reason. I made it for you to keep *in hand*. I expect to see this on your desk, spine broken and pages tattered—from *use*.

This is your weapon. Your toolkit. Your blueprint for winning. And I break it down into the following sections:

- **Welcome to the Jungle** (You just read it).
- **How to Use This Handbook** (You're reading it right now).
- **What is Selling?** What sales is and why most people get it wrong.
- **ACQ Sales Career Path:** Your roadmap from Jr SDR to Director. Every level and path your sales career can take at ACQ.
- **Onboarding Training & Schedule:** Your first 14 days that ramp you into full-time contribution.
- **On-Going Training & Schedule:** How to get better every single day so you never plateau like 90% of salespeople.
- **Hunt Mode:** Generating opportunities, securing opportunities, and setting yourself up for the kill. You will spend a majority of your time hunting.
- **Kill Mode:** Closing sales. You will understand the intention and objective of each step to maximize your conversion.
- **The Script Bank:** The exact words to say on the phone and over text for every situation.
- **Additional Resources:** Links to the best videos on sales I've ever made. You should know these better than *anyone* outside of ACQ.

## The Truth About This Handbook

This handbook contains everything you need to create wealth through sales. But there's one thing it can't do—*it can't make you use it.*

Reading this handbook won't change your life. Using it *daily* will. Every day you don't is money left on the table. Every time you wing it instead of following its process is a choice you make to stay a worse version of yourself.

So use it. Daily. Religiously. Like your life depends on it.

Because it does.

# What is Selling?

If you execute everything in this handbook, you will become an expert at selling. Easily in the top 1% or even the top .1%. But, you cannot get there without first *understanding* what selling *is*. And rather than only define it, I will set the frame with a powerful story.

\*\*\*

An arrogant student interrupts a psychology seminar and scoffs:

*“Look man, everyone knows you can lead a horse to water, but you can’t make it drink,”* acting as if he just shared some profound wisdom.

The psychology professor paused and looked at the student. “*That,*” he said slowly, “*is* the best way to make yourself powerless.”

*The room fell silent.*

“You assume the environment doesn’t matter. You assume we can change nothing that affects whether the horse drinks. But you are wrong...”

*He made his way to the blackboard, chalk in hand.*

“If you want the horse to drink”—*he drew an arrow.* “You could salt its feed the night before...”

*Another arrow.* “...You could remove its access to water for a while...”

*A third arrow.* “...You could put water an inch from its mouth...”

*A fourth arrow.* “...and fix its head on it so it can’t look away...”

“You could even...”—*another arrow*—“...start bleeding it out.”

*The students got visibly uncomfortable.*

*The professor turned back to the class, his eyes sharp.* “I could go on. But I think you get the point. With every change, the chance the horse drinks gets closer to 100%. And it’s not because you asked it nicely, reasoned with it, or because it had a horse conversation with itself. It drinks because—and only because—the situation makes drinking the most likely response.”

*The student puffed up.* “But that... that’s manipulation. It’s horrible!”

*The professor squinted.* “Making a horse drink is a scientific question. Your belief that something is impossible because you don’t like it is... not. Science does not care about your approval.”

*He returned to his seat.* “You can hide from the truth with any fantasy you’d like. But real outcomes happen in the real world. For that reason, they are subject to the conditions of the real world. And that can only mean one thing: If you control the conditions, you control the outcome.”

\*\*\*

To become the best salesperson possible, you must know the conditions of selling. To learn those conditions, you must first “speak sales”. So I’ll begin by defining important sales terms:

First, **selling** means *maximizing the likelihood a prospect buys*. That’s it.

Second, a **sales process** *arranges conditions to maximize the likelihood a prospect buys*—(like how salty food makes drinking more likely).

Third, a **salesperson** *goes through the sales process to maximize the likelihood a prospect buys*.

So if *ideal selling* increases the likelihood of buying to 100% for as many prospects as possible, then the *ideal salesperson* has two objectives:

- 1) To apply the sales process perfectly to *maximize his chances of making the sale*.
- 2) To apply the sales process to as many prospects as possible to *maximize his opportunities to sell*.

Everything we do here on the ACQ sales team aims to do just that.

## WHAT IS SELLING?

That being said, there are a *metric ton* of *possible* ways to make the ideal sales process. But after doing it for years, I've figured out how to break everything down into easy to follow steps that *will* make you the ideal salesperson—*when applied properly*.

Your role at ACQ is to *become* the ideal salesperson.

—*That's the game. That's how you win.*—

## Simplifying the Model

The first step in simplifying the model is to determine which variables are important.

For example, if we are interested in the effect of a single variable, such as the number of hours worked, on the wage rate, we can ignore all other variables.

We can also ignore variables that are not important, such as the number of children in the household.

Finally, we can ignore variables that are not relevant, such as the number of hours worked by the husband.

By ignoring irrelevant variables, we can focus on the variables that are most important.

This is called "simplifying the model" because we are focusing on the most important variables.

It is important to remember that simplifying the model does not mean that the model is less accurate.

The model is still accurate, but it is simpler and easier to understand.

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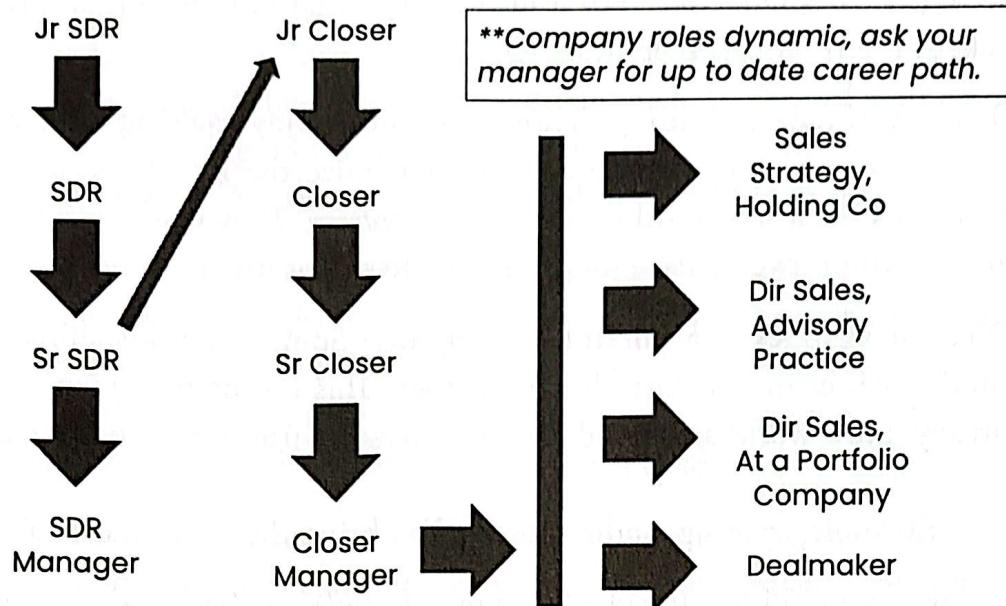
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# ACQ Sales Career Path



So, first things first. **To become a full-time closer, you must first become a full-time setter.** Everyone starts as a setter for one reason: *If you can't set you can't close.* It doesn't matter if you were the top guy in your last crew. Or you have the best close rate ever. I genuinely don't care. I'd rather have a kindergarten teacher that can do the basics well than a career closer that can't. If you can't do the basics well, you can't do the advanced stuff well. Because by my standards... advanced stuff is just *violent execution of the basics*. So, you'll start as a setter. And when you can sustain high performance as a setter, I will *qualify* you to close.

And now it's time to focus your attention on the image above. The image above shows a clear-cut career progression through the ACQ Sales Department. First, I need you to see just how many levels to sales there are. Second, I need you to see that *you* determine the speed of your progression. Only when you master the required skills *and* sustain high performance at your current level will I qualify you for the next.

Once you've worked your way up the ranks and proven yourself as a Closer Manager, you open the door to four fantastic opportunities.

- 1) **Dealmaker:** Some people just love selling and advance into selling more expensive and complex stuff. These are the dealmakers. You go from selling appointments, to tickets, to services, to deals.
- 2) **Director of Sales, Advisory Practice:** Some people **enjoy leading** others. They become a Sales Director. They lead the teams that sell the appointments, then tickets, then services, then deals.
- 3) **Director of Sales, Holding Company:** Some **enjoy making sales processes.** They enjoy arranging the variables to maximize the likelihood of the sale—from click to close—in other words, *sales strategy*. They work with sales leaders to deploy improvements across all points in the process.
- 4) **Director of Sales at a Portfolio Company:** Some enjoy installing the ACQ sales processes in our portfolio companies. This means they take the stuff we already know works and stand it up in a new environment from scratch.

I provide the tools, training, and resources. You bring the skills and effort.

That's how we win. With that said, it's common for *salespeople to think they are amazing well before they are*. So, it's best we set some expectations about how this progression works in real life. Qualifying for the next level doesn't mean you automatically jump there. Qualifying means it now makes sense for us to ask if you are *undeniably ready* for it.

## Why Being Qualified Alone *Isn't Enough*

*First*, your basic skills for the role you have will dramatically improve because we will force you to improve them. You'll be amazed at how good you get when somebody gives a damn that you get better.

*Then*, you'll find a rhythm. You'll feel good. You'll set appointments. You'll close prospects. You'll start feeling like you deserve a promotion.

You are wrong.

Hitting the performance standard is only one part of the equation. And it's the easier part. To get to the next level *you must sustain high performance*. This is when the true

colors of a salesperson begin to show. If they are undisciplined. If they are emotional. If they are inconsistent. This is where we see it.

This is because being disciplined, controlling your emotions, and staying consistent are easy when you see progress every day. But you go from getting better everyday to getting better every week to getting better every month. This means *the more progress you make the slower progress gets*. Everybody knows this. But what they forget is that the slower progress gets the more difficult it is to stay disciplined. To control your emotions. And to stay consistent. Seeing how discipline, emotional control, and consistency change as progress slows down tells us everything we need to know. Let me explain how:

Think about it like a baseball player: the performance of a .200 batter and a .300 batter look similar at any given time. But the more swings you watch, the bigger the difference gets. And after 1,000 swings it gets painfully obvious that one batter *is 50% better*. But that doesn't mean they net 50% more income, it might net them 500% more. Once you're near the top, tiny changes get outsized results.

The difference between good and great salespeople is the same. You can't really tell the difference on any given call. But the more calls you compare, the more obvious it gets. Good salespeople get on "hot streaks" and "cold streaks". Great salespeople never get cold. And this is exactly why demonstrating high performance is not enough. The real returns come when you can *sustain high performance*.

And sustaining high performance only comes from being disciplined, controlling your emotions, and staying consistent. Day in and day out. You will learn to love the repetitions. You will master the mundane. You won't have to "ride highs" because you stay locked in all the time. You won't have to get out of ruts because you just won't fall into them in the first place.

This is how you unlock the opportunities, including the much higher tiers of income, we have to offer. You have to become *undeniable*.

## How to Become Undeniable

*"A man with an experience is never at the mercy of a man with an opinion"*  
- LH Hardwick.

This seventeen-year-old kid applied to ACQ every single week begging to work for us. And the day he turned 18, we agreed. Why?—because he knew **sales is a numbers game**. So even if he had no other skills, I could still turn him into a weapon.

*What happened next shocked no one.*

He was the **first to arrive and the last to leave**. He put in more hours than anyone. He worked 5 AM to 7 PM six days a week and worked 5 AM to 4 PM on Sundays. He got to leads faster than anyone else did because he knew **speed is king**. While other reps only met KPI, this kid was lapping them. He was a machine. He progressed quickly.

He took calls from good leads, bad leads, ugly leads. Any lead he could get... and he still closed them. And he had **no ego** about it at all. This earned him the title of **garbage man**. He'd say "It's free practice!" *and mean it.*

12 weeks later he became the top performer and asked for a promotion. I explained that becoming the top performer was stage one. Which he completed. But stage two was staying top dog for six months.

*Six months passed and he did it.* So, I gave him a shot at the next level.

*And what happened next shocked no one.*

He failed. So back he went to his last position *and he did worse than ever*. He wasn't feeling too hot. The golden boy had lost his touch.

But, he realized success meant more than just outworking everyone with the skills he had. *He realized he had to master new skills.* The problem was clear. So rather than shrivel and die—he asked for help. He knew **feedback is fuel**. In time, he learned that becoming a master of sales isn't about getting enough kills. It's about mastering the art of the kill. And that meant he had to **kill for sport**.

**He started preparing for tomorrow today.**

**He stopped being cute.**

**He did the boring work.**

**He climbed back up to #1.**

And after holding the #1 spot *again*, I gave him another shot. But this time he knew what he was up against. He prepared 10x better than before. *And he succeeded.*

Months later he told me, “When I started, I felt like I knew it all. But the more experience I get, the more I realize I don’t know shit.”

This has become a running joke. When new guys see progress every day, they think they are amazing. But then, it stops. *And that’s when the real learning starts.* And if they survive. They go from trying to win to **winning by default**. They go from doing it for the promotion to doing it because **winning is who they are**.

So if you get denied a promotion, it's simple—*you were deniable*. If you weren't, you would've gotten it. And when you see the world that way you only have one choice—**to become undeniable**.

So if you're not sure what to do, remember: Outwork everyone because **volume negates luck**. Prepare so much it's **unreasonable to fail**.

In sales, **violence is the answer**—violent preparation, violent persistence, violent commitment.

Use every repetition to **sharpen your sword**. To get better.

Use every rejection to make yourself more **resilient**. To **sustain high performance**.

*A bad lead is your chance to close a challenging prospect.*

*A slump is your chance to climb to the top.*

*A better player than you is your chance to see how they play the game.*

**Only take in that which makes you stronger.** And when you do, you cannot lose. You are not a product of your environment. Your environment is a product of you. You choose your own path.

And to choose the winner's path, you must show you've learned the lessons it has to teach. And you do it for one reason: **to prove to yourself that you are undeniable.**

Just win.

# Onboarding: Schedule & Training

YOUR FIRST WEEK					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 AM BEGINNING OF DAY 1-1	BEGINNING OF DAY 1-1				
6:30 AM BEGINNING OF DAY 1-1	HANDBOOK	HANDBOOK	1-1 ROLEPLAY	1-1 ROLEPLAY	1-1 ROLEPLAY
7:00 AM HANDBOOK	SCRIPT REHEARSAL	SCRIPT REHEARSAL	OUTBOUND	OUTBOUND	OUTBOUND
7:30 AM HANDBOOK	SCRIPT REHEARSAL	SCRIPT REHEARSAL	OUTBOUND	OUTBOUND	OUTBOUND
8:00 AM HANDBOOK	SCRIPT REHEARSAL	SCRIPT REHEARSAL	OUTBOUND	OUTBOUND	OUTBOUND
8:30 AM HANDBOOK	ROLEPLAY	ROLEPLAY	OUTBOUND	OUTBOUND	OUTBOUND
9:00 AM HANDBOOK	ROLEPLAY	ROLEPLAY	OUTBOUND	OUTBOUND	OUTBOUND
9:30 AM DAILY TRAINING	DAILY TRAINING				
10:00 AM HANDBOOK	GAMETAPE REVIEW	GAMETAPE REVIEW	OUTBOUND	OUTBOUND	OUTBOUND
10:30 AM SCRIPT REHEARSAL	GAMETAPE REVIEW	GAMETAPE REVIEW	OUTBOUND	OUTBOUND	OUTBOUND
11:00 AM GAMETAPE REVIEW	ROLEPLAY	ROLEPLAY	OUTBOUND	OUTBOUND	OUTBOUND
11:30 AM GAMETAPE REVIEW	ROLEPLAY	ROLEPLAY	OUTBOUND	OUTBOUND	OUTBOUND
12:00 PM SHADOW	ROLEPLAY	ROLEPLAY	OUTBOUND	OUTBOUND	OUTBOUND
12:30 PM SHADOW	SHADOW	SCRIPT REHEARSAL	GAMETAPE REVIEW	GAMETAPE REVIEW	GAMETAPE REVIEW
1:00 PM SHADOW	SHADOW	SCRIPT REHEARSAL	GAMETAPE REVIEW	GAMETAPE REVIEW	GAMETAPE REVIEW
1:30 PM SHADOW	SHADOW	SCRIPT REHEARSAL	ROLEPLAY	ROLEPLAY	ROLEPLAY
2:00 PM SCRIPT REHEARSAL	SCRIPT REHEARSAL				
2:30 PM SCRIPT REHEARSAL	SCRIPT REHEARSAL				
3:30 PM SCRIPT REHEARSAL	SCRIPT REHEARSAL				
4:00 PM ROLEPLAY	ROLEPLAY	ROLEPLAY TEST #1	ROLEPLAY TEST #2	ROLEPLAY TEST #3	ROLEPLAY TEST #4
4:30 PM ROLEPLAY	ROLEPLAY	ROLEPLAY TEST #1	ROLEPLAY TEST #2	ROLEPLAY TEST #3	ROLEPLAY TEST #4
5:00 PM ROLEPLAY	ROLEPLAY	GAMETAPE REVIEW	GAMETAPE REVIEW	GAMETAPE REVIEW	GAMETAPE REVIEW
5:30 PM SHADOW	GAMETAPE REVIEW				
6:00 PM END OF DAY 1-1	END OF DAY 1-1				

## *Example of your first week*

I want you to win. For two reasons:

- 1) I want to leave everyone better than I found them.
- 2) When you win, I win too.

I say this because... you cost me money to recruit. You cost me money to train. You will cost me money in lost sales other closers could've gotten. But I am willing to make this investment because I know you can win. And when you do, we win together.

\*\*\*

To maximize the chances of winning, you'll follow a proven onboarding process.

During your first week as an ACQ salesperson, you will spend your time becoming a master of the script. You need to *get off your training wheels and on the phone* as quickly as possible. I break it down below:

**Two-A-Days.** Two 1-on-1s with your manager to set expectations and give feedback. When you start, you will probably suck. So, we will help you *not suck* as fast as possible. At least twice per day.

Beginning of day:

- 1) Manager goes over agenda
- 2) Manager provides coaching specific to you
- 3) You ask any questions you have

End of day:

- 1) Manager reviews your day's work
- 2) Manager gives feedback about your day's work
- 3) Manager tells you what to practice

**Memorizing the Script.** You will memorize the script. Here's how to do it:

- 1) Print out *at least* two copies of the script.
- 2) Read the script out loud.
- 3) Use a marker to black out one random word.
- 4) Read it out loud again and let your memory fill in the gap.
- 5) Continue until you black out the whole script.

Use your clean copy to double check. You need to breathe the script. This is a great start.

**Roleplay.** Roleplaying is when you act out a sales conversation. One person plays the prospect and the other practices selling them. The “prospect” gives you the same problems you’d get on real calls. Your job is to respond using the correct scripts and techniques. It is great practice. Roleplaying the ACQ way has five steps:

- 1) **Frame it:** The manager explains what to practice, how to do it, and why.
- 2) **Model it:** Then, he will show you.
- 3) **Copy it:** Then, you will copy him.
- 4) **Practice it:** Then, you will roleplay until you get it.
  - He will let you keep trying until you do it right. Expect lots of feedback. Do not get frustrated. Be grateful you get as many reps as you need to master it.
- 5) **Recap it:** Then he will recap the roleplay and move on to the next one.

**Tests.** Before you start on the phones, you must pass three skill tests: Tone, Recaps, and Objection Looping. Once you pass each test, you’ll start going live with prospects.

**Shadowing.** You will observe ACQ salespeople sell. You will learn how calls work, hear live customers, and get to know the team.

**Gametape.** This is where you study call recordings. You’ll start specific, then expand as you master the script. Have your script with you and sell along with the salesman. This is not about just getting the words. To maximize the results, you must also roleplay it. Make sure you pause and rewatch hard parts until you *nail* it.

## Onboarding: Your First 14 Days

Onboarding is two weeks long and split into four phases. After completing Phase IV, you become a full-time contributor and train with the rest of the crew. We break the phases down as follows:

## Phase I: Days 1–2

- **How you will train on your own:**
  - Study this handbook like a psychopath
  - Memorize the script
- **How we will train you:**
  - Meetings with manager
  - Roleplay sessions
  - Shadowing
- **How to pass Phase 1:** Memorize the script

## Phase II: Days 2–3

- **How you will train on your own:**
  - Keep studying this handbook like a psychopath
  - Focus on Tone
  - Practice your Recaps
  - Review Gametape
- **How we will train you:**
  - Roleplay with a skill focus
  - Manager check-ins
- **How to pass Phase II:** Perfect script delivery + Recap test

### Phase III: Days 3–4

- **How you will train on your own:**
  - Handbook. Psychopath. Study.
  - Memorize Objection Loops
  - Review Gametape
- **How we will train you:**
  - Roleplay with skill focus
  - Manager check-ins
- **How to pass Phase III:** Perfect script delivery + Recaps + Objection Looping test

### Phase IV: Days 4–14

- **How you will train on your own:**
  - Have you memorized the handbook yet?
  - Review Gametape
  - Solo rehearsals of all scripts
- **How we will train you:**
  - Manager check-in (one per day)
  - Roleplay
  - LIVE CALLS
- **How to pass Phase IV:** Meet live call standards.

After passing Phase IV, we take off your training wheels. Now, you transition into the schedule of a full-time contributor.

It should not surprise you that the ACQ sales team is so good. If we're not selling, we're training. Nobody closes at 100%. So there's always room to improve, and we intend to do so.

# On-Going: Training

Once you get your training wheels off, you'll start training with the crew. This is what to expect:

**Daily Team Training:** You will train 30 minutes per day with the team Mon-Fri. This is on-site and remote. The agenda is as follows:

- 1) **Shoutouts + Testimonials.** Bring any nice things to share about your teammates. If you genuinely let somebody know they did a good job, they will keep it up. And the same goes for you. To get shoutouts, giving shoutouts is a good start. Performing at a level worthy of shoutouts is a better start. We also build conviction by sharing testimonials sent by happy customers sold by our team. Our selling makes a difference in people's lives—it's awesome.
- 2) **Script Training.** We train the closing script in four parts: Introduction, Discovery, Offer, and Looping. One per day. Every Friday, the manager trains you on a high leverage "hot topic". The schedule looks like this:

MONDAY - INTRO

TUESDAY - DISCOVERY

WEDNESDAY - OFFER

THURSDAY - LOOPING

FRIDAY - HOT TOPIC

- 3) **Roleplay.** Roleplay doesn't stop after onboarding. After real-world experience, roleplay is the best training you can get. Like before, we:
  - a) **Frame it:** The manager explains what to do, how, and why.
  - b) **Model it:** Then, he will show you.
  - c) **Copy it:** Then, you will copy him.

- d) **Practice it:** Then, you will roleplay until you get it.
  - He will let you keep trying until you do it right. Expect lots of feedback. Do not get frustrated. Be grateful you get as many reps as you need to master it.
- e) **Recap it:** He will recap the roleplay and move to the next one.

**Weekly Team Training:** You will train an additional 60 minutes with the team once per week. This is on-site and remote. The agenda is as follows:

- 1) **Shoutouts:** Same as daily but we highlight wins from the week.
- 2) **Gametape Review:**
  - a) The manager selects 3–5 recent calls.
  - b) The manager will tell you what to look for and why.
  - c) The team actively observes the Gametape.
  - d) The manager will model proper technique.
  - e) Then the manager roleplays with team members until they nail it.
  - f) Then, the manager will recap.

**Weekly 1-on-1:** You will meet with your manager 30 minutes once per week. Meetings happen on-site and remote. The agenda is as follows:

- 1) **Pulse Check:** The manager will ask you “*how are you feeling 1 to 10?*” If you’re 7 or above, we move on. If you respond with less than a 7, we’ll focus on that thing. If your life is on fire, nothing else matters. So we handle that first.
- 2) **Short Goals:** You will get a skill focus for the week based on your current performance. Put a sticky note on your computer screen as a reminder to get the reps in.
- 3) **Long Goals:** We want to help you hit your long-term career goals. For that reason, we’ll tell you what to focus on that week to move that forward.

ON-GOING: TRAINING

- 4) Note: We will not focus on long-term goals if your current performance is below standard. We will focus on your current performance. If you struggle today, it's stupid to focus on anything other than making sure you don't struggle tomorrow.

\*\*\*

I see training and career advancement as one and the same. This is why I dedicate so much of this workbook to breaking it down. First, you master the skills. And a big part of mastering the skills is effectively teaching the skills. Second, you must sustain high performance. Then, you advance—and we repeat the process.



# On-Going: Schedule

HUNT MODE ONLY		HUNT MODE & KILL MODE	
CALENDAR WITHOUT CALLS		SAMPLE "NORMAL DAY" CALENDAR	
6:00 AM	REVIEW PREP + NEW NOTES	6:00 AM	REVIEW PREP + NEW NOTES
6:30 AM	PRIORITY LIST	6:30 AM	PRIORITY LIST
7:00 AM	PRIORITY LIST	7:00 AM	PRIORITY LIST
7:30 AM	PRIORITY LIST	7:30 AM	CLOSE CALLS
8:00 AM	PRIORITY LIST	8:00 AM	CLOSE CALLS
8:30 AM	PRIORITY LIST	8:30 AM	CLOSE CALLS
9:00 AM	PRIORITY LIST	9:00 AM	CLOSE CALLS
9:30 AM	TRAINING	9:30 AM	TRAINING
10:00 AM	PRIORITY LIST	10:00 AM	CLOSE CALLS
10:30 AM	PRIORITY LIST	10:30 AM	CLOSE CALLS
11:00 AM	PRIORITY LIST	11:00 AM	CLOSE CALLS
11:30 AM	PRIORITY LIST	11:30 AM	PRIORITY LIST
12:00 PM	PRIORITY LIST	12:00 PM	PRIORITY LIST
12:30 PM	PRIORITY LIST	12:30 PM	CLOSE CALLS
1:00 PM	PRIORITY LIST	1:00 PM	CLOSE CALLS
1:30 PM	PRIORITY LIST	1:30 PM	PRIORITY LIST
2:00 PM	PRIORITY LIST	2:00 PM	PRIORITY LIST
2:30 PM	PRIORITY LIST	2:30 PM	PRIORITY LIST
3:00 PM	OUTBOUND	3:00 PM	OUTBOUND
3:30 PM	OUTBOUND	3:30 PM	OUTBOUND
4:00 PM	OUTBOUND	4:00 PM	OUTBOUND
4:30 PM	OUTBOUND	4:30 PM	OUTBOUND
5:00 PM	PRIORITY LIST	5:00 PM	CLOSE CALLS
5:30 PM	PRIORITY LIST	5:30 PM	CLOSE CALLS
6:00 PM	PRIORITY LIST	6:00 PM	PRIORITY LIST
6:30 PM	END OF DAY CHECKLIST	6:30 PM	END OF DAY CHECKLIST
7:00 PM	END OF DAY CHECKLIST	7:00 PM	END OF DAY CHECKLIST

## *Two Sample Days*

The calendar on the left has *no* close calls. The calendar on the right has close calls. *They are both for the same person.* This is important because it shows that we use empty slots today to get full slots tomorrow. This is how you fulfill your objectives.

Closers have two objectives:

Maximize Opportunities and Maximize Conversion.

**Max Opportunities x Max Conversion = Maximum Sales**

ACQ Closers do this in two modes: Hunt Mode and Kill Mode.

**Hunt Mode:** Everything you do to get prospects on the phone. This is where you sharpen your tools, lay your snares, and track your targets. Hunting maximizes opportunities and increases conversion.

**Kill Mode:** Everything you do while on the phone to get the sale. This is where you bring the pain, make your offer, loop any objections, and go for the kill. Kill Mode maximizes conversion and increases your opportunities.

**ACQ Closers are either hunting or killing.** Many organizations don't set their salespeople up to win this way. And this is why **you will beat them.**

Let's hunt.

# Hunt Mode

Hunting is more important than killing because you can't do one without the other. You can't take a shot without something to shoot. Hunt mode is what separates our team from every other team.

HUNT MODE ONLY		HUNT MODE & KILL MODE	
CALENDAR WITHOUT CALLS		SAMPLE "NORMAL DAY" CALENDAR	
6:00 AM	REVIEW PREP + NEW NOTES	6:00 AM	REVIEW PREP + NEW NOTES
6:30 AM	PRIORITY LIST	6:30 AM	PRIORITY LIST
7:00 AM	PRIORITY LIST	7:00 AM	PRIORITY LIST
7:30 AM	PRIORITY LIST	7:30 AM	CLOSE CALLS
8:00 AM	PRIORITY LIST	8:00 AM	CLOSE CALLS
8:30 AM	PRIORITY LIST	8:30 AM	CLOSE CALLS
9:00 AM	PRIORITY LIST	9:00 AM	CLOSE CALLS
9:30 AM	TRAINING	9:30 AM	TRAINING
10:00 AM	PRIORITY LIST	10:00 AM	CLOSE CALLS
10:30 AM	PRIORITY LIST	10:30 AM	CLOSE CALLS
11:00 AM	PRIORITY LIST	11:00 AM	CLOSE CALLS
11:30 AM	PRIORITY LIST	11:30 AM	PRIORITY LIST
12:00 PM	PRIORITY LIST	12:00 PM	PRIORITY LIST
12:30 PM	PRIORITY LIST	12:30 PM	CLOSE CALLS
1:00 PM	PRIORITY LIST	1:00 PM	CLOSE CALLS
1:30 PM	PRIORITY LIST	1:30 PM	PRIORITY LIST
2:00 PM	PRIORITY LIST	2:00 PM	PRIORITY LIST
2:30 PM	PRIORITY LIST	2:30 PM	PRIORITY LIST
3:00 PM	OUTBOUND	3:00 PM	OUTBOUND
3:30 PM	OUTBOUND	3:30 PM	OUTBOUND
4:00 PM	OUTBOUND	4:00 PM	OUTBOUND
4:30 PM	OUTBOUND	4:30 PM	OUTBOUND
5:00 PM	PRIORITY LIST	5:00 PM	CLOSE CALLS
5:30 PM	PRIORITY LIST	5:30 PM	CLOSE CALLS
6:00 PM	PRIORITY LIST	6:00 PM	PRIORITY LIST
6:30 PM	END OF DAY CHECKLIST	6:30 PM	END OF DAY CHECKLIST
7:00 PM	END OF DAY CHECKLIST	7:00 PM	END OF DAY CHECKLIST

In this section, you will see *exactly what to do, every hour of the day, to line up as many kills as possible.*

Hunting has four activities:

- 1) Call Notes
- 2) Working Your List
- 3) Outbound
- 4) End of Day Checklist

Let's break down each one.



**Alex Hormozi** ✅ @AlexHormozi · 7/26/23

People underestimate how much smarter you look with 20min of preparation.

138

592

5.5K

274K



## #1 Call Notes

Call notes *really* increase conversion. If you know your prospect, then you know what offer is best for them and how to prepare for any objections *ahead of time*.

Call notes are a combined effort between setters and closers. Setters extract what they can, and then closers fill whatever gaps they need to fill.

You will update and review call notes the night before and the morning of your calls. So get to the office early to update and review.

*Call notes look like this:*

**Call Notes:**

**Owner Name:**

**Business Name:**

**Business Industry:**

**Years in Business:**

**Revenue:**

**Profit:**

**What They Sell:**

**How They Get Customers:**

**Needs Help With (Constraint):**

**Potential Objections:**

## #2 Work Your List

The bulk of your day is spent working your list. If you're not on a close call, then you're getting prospects on close calls. This is the game.

You work the prospects in the order they are most likely to buy. To make it simple, we split them into three groups. Each is explained below.

**Priority 1: Inbound Sets.** These are prospects who have booked an appointment but have not spoken to a closer yet. These are your newest, freshest, and therefore highest value appointments. If you get an inbound notification, call them immediately.

Your objective is to pull the close call forward. Ideally, to *right now*. And if not now, then later that day.

Use the Inbound Set Phone Script and Inbound Set Text Script when working Inbound Set prospects. *Remember to double dial before you text.*

**Priority 2: BAMFAMs.** “Booked A Meeting From A Meeting.” BAMFAMs have already spoken to a closet, have not bought yet, and have another close call scheduled.

Your objective is to keep them engaged to make sure they show up to their close call. Use the BAMFAM Script when working BAMFAM prospects.

**Priority 3: Pipeline.** Anyone that no-showed or declined our offer but who *we still have permission to call*. You’ll work them in this order:

- 1) You will contact leads from newest to oldest.
- 2) You will start by contacting people who declined or no-showed today.
- 3) You will continue going “back in time,” until you’ve contacted everyone who declined or no-showed in the past 60 days.

Your primary objective is to book them for a close call.

Use the Pipeline Phone Script and Pipeline Text Script when working Pipeline prospects. *Remember to double dial before you text.*

## Color Code Your Reachouts to See Everything at a Glance.

You will have trouble remembering everything. Color code it so you don’t have to:

### **Yellow - Unclosed & No Response**

- Action → Pipeline Text Script Sent

### **Green - Unclosed & Responded**

- Action → Lead responded to Pipeline Text Script

### **Purple - Closed**

- Action → Referral Text Script Sent

### **Grey - BAMFAM**

- Action → BAMFAM Script Sent

**Red - Deliberate Opt Out**

- Action → Opt Them Out

**Texting Guidelines:**

Begin texting after you finish your Inbound Sets.

When they text back, call them immediately.

If they don't pick up, text them back.

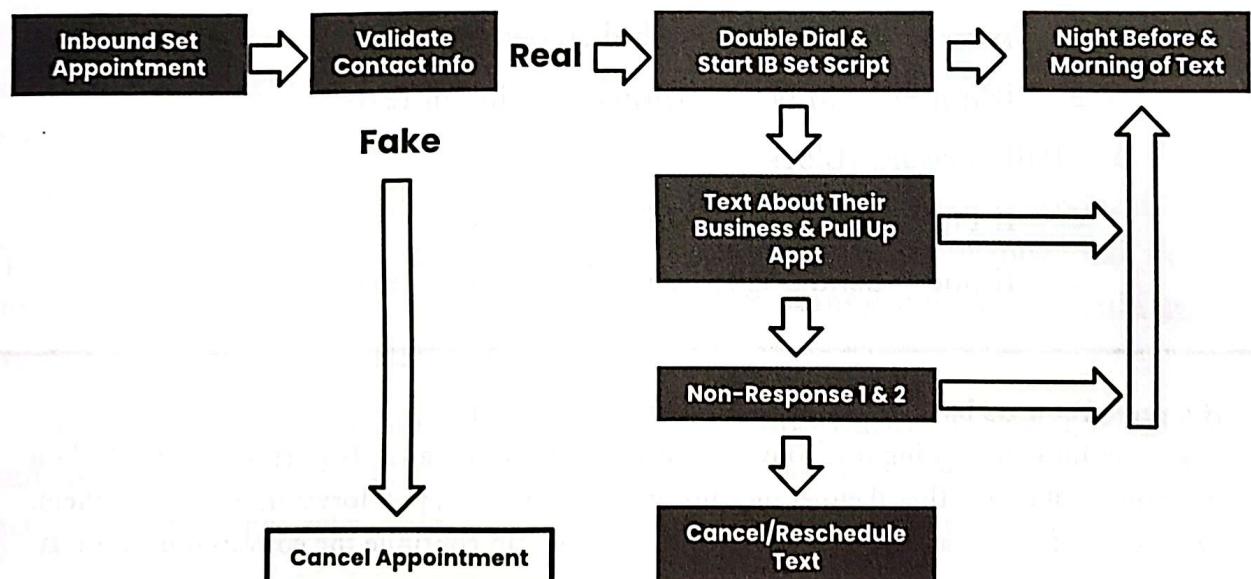
Handle objections over text by setting appts rather than typing out paragraphs.

**Team Training is Sacred**

You may not schedule calls during training. But, if an existing close call runs long, closing it takes priority. This is the only exception.

**Working Inbound Sets: The Full Process**

The scripts for the BAMFAMs and Pipeline tell the story. But working Inbound Sets is a *little* more involved. So, I put an image and process of our inbound workflow below:



This process breaks down taking an Inbound Set all the way to a Close call. You need to know this very well. This process makes sure none of our precious prospects slip through the cracks. Have your scripts available when going through this to better understand how it works.

### 1) Double Dial to Validate Contact Info

- If Fake → Cancel and Opt Out
- If they pick up → Pull Forward
  - If Pulled Forward Same Day → Close
  - If not → [Business (Block 1)]

### 2) Texting Inbound Sets

- Business (Block 1)
  - If response → [Why Us (Block 2)]
    - If no response after 12 hours → Non-Response 1
    - If no response after 24 hrs → Non-Response 2
    - Wait until 12 hrs before call → Cancel
- Why Us (Block 2)
  - If response → [Pull Forward (Block 3)]
  - If not → Send Night Before/Morning of texts
- Pull Forward (Block 3)
  - If Pulled Forward Same Day → Close
  - If not → Send Night Before/Morning of texts

**If a prospect texts back quickly → Call them immediately**

If you get into an ongoing text conversation with a prospect, after 1–2 replies, and a “...” on their side, call them. They'll either pick up, and you can close, pull forward, or confirm them. Or, they'll text you back that they can't talk, and you can continue the conversation via text. But always go for the phone call if you can.

## #3 Outbound

You create your own opportunities by making outbound calls to set your own appointments. First, you will do outbound after working your list. Second, you will do outbound during *Pickup Primetime*.

When Pickup Primetime occurs, you drop everything (except for a live call) to do outbound for the next two hours. Pickup Primetime happens at the end of the day because that's when our pick up rates are highest. This maximizes your return on time *and* maximizes your opportunities. Outbound calls have two priorities:

**Outbound Priority 1: Getting Referrals.** Referrals are customers that come from our customers. You'll reach back out to customers for referrals when: 1) You closed a prospect but ran out of time to ask for a referral. 2) Anyone who sends you a nice text out of the blue.

We want as many of these as possible. To get the referrals, double-dial and text current or previous customers, pay them a compliment, and ask for other people like them. Use the Referral Script in the script bank. They are the best leads you can get. So get them. Doing this should net you an extra deal a day.

**Outbound Priority 2: Opt-Ins.** With the remainder of your outbound block, you double dial and text unscheduled leads who opted into our marketing list—*from newest to oldest*.

When calling opt-ins, use the Outbound Set Phone Script + the Outbound No Pick Up Text Script. Calling opt-ins should get you two sets per hour, so four total. Four sets should get at least one close. Counting referrals, this means every closer should generate two deals per day from outbound alone.

Reminder: Any availability you have *after* working your list is dedicated to setting your own appointments. The two hour block is the *minimum*. Winners do more than this because they get *even more deals*. And if you want to win, you will too.

## #4 End of Day Checklist

You win tomorrow today. So at the end of your day, you close up shop by finishing this checklist:

- **Record Call Outcomes:** Mark the outcome in the CRM. Mark them as Closed, BAMFAM, Pipeline, and Opt-Out. This will sort your leads by priority for you. It makes your life *much* easier. Do it.
- **Update Call Notes:** Add any new and useful information you learned about your prospects to your call notes. We use this data for all sorts of stuff, so it helps the entire company.
- **Update Opt-Outs:** If someone says: “Please don’t contact me or try to sell me anymore.” Then opt them out of the list. Every lead is opted in until they opt out. But if they opt out, *make sure to opt them out*.
- **Submit Your Worst Call For Review:** This is the call you had the most trouble with that day. Your manager will use it for team training and 1-on-1 sessions. I strongly suggest reviewing it on your own because it will make you better, faster. This means a total of five calls per week.
- **Inbox Zero:** Respond to all lead messages across all channels that built up during the day. Use the right script for each lead.

And now that you’ve spent all day hunting, it’s time to go in for the kill.

# Kill Mode

Every qualified prospect is sellable if we control the conditions. Remember, every condition increases the chance someone buys. Controlling any one condition increases your chances *some*. Controlling all of them increases your chances *a lot*. Controlling all of them, all the time, makes you *unbeatable*.

We control these conditions with *skill*. And the skills aren't hard to understand. The hard part is *sustaining high performance*—doing them all, correctly, every time, for a long time.

## Kill Skills

We don't beat other sales teams because we do mysterious and magical things nobody else knows. We beat other sales teams because we do obvious and logical things nobody else *does*. So this is your chance to put yourself on the winning team and set yourself apart.

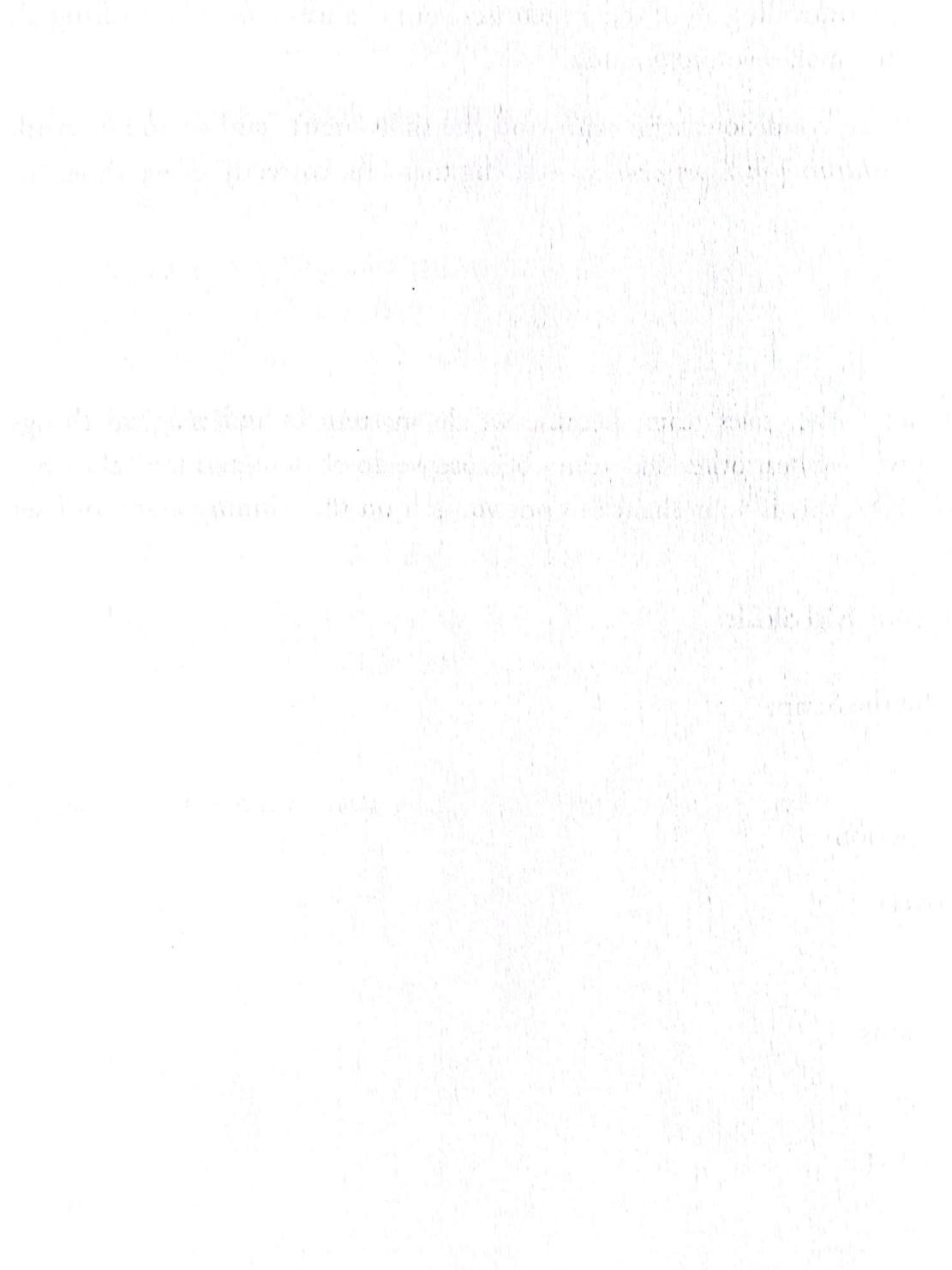
These are your Kill Skills:

- 1) Breathe the Script
- 2) Tone
- 3) Introduction
- 4) Discovery
- 5) Offer
- 6) Objections
- 7) Looping
- 8) BAMFAM
- 9) Referrals

## KILL MODE

First, an important note. The Closing Script doesn't do any work. YOU DO. Again, there's nothing magic here. Just skills. And a script is not a skill—it is a tool you use to apply your skill. For that reason, you will first learn *how* Kill Skills work. Then, you will immediately see the best ways to *make* the Kill Skills work for you.

We'll kick off the "Kill Mode" breakdown with one of my favorite stories that framed it all...



# Breathe the Script

## *Don't Be Cute*

Many years ago, I got introduced to a big-time CEO that had exited *four* companies. I had been waiting for this call for weeks. I asked for the introduction because I cooked up some elaborate sales strategy and said I wanted some feedback. But really, I thought it would impress him.

A few minutes into the call he cuts me off—“You ever play backyard football?”

“...why?” I said.

He grins, “Because you think you’re all fancy with your double fake extra zesty QB ghost play. But what actually happens when you try that play? You fumble the ball and turn it over.”

He continued. “You need to run fundamental plays. Put the two fat guys up front and run to the right. Consistent yardage. That’s how you win.”

I sat in my chair, unsure what to say next. After the long pause, he said three words that changed how I did business forever:

**“Don’t be cute.”**

See, most people think basic methods get basic results. This leads them to believe complex methods get better results. So they make up these elaborate schemes and get... no results.

The basics are the basics for a reason. It means they work every time when executed properly. If you do things that work every time, enough times, for a long enough time, you win.

In backyard football it’s putting the fat guys up front and running to the right.

**In sales it’s breathing the script.**

Not sexy. Not complicated. Not cute.

But it wins games.

—*Don't be cute*—

## Breathe the Script

First things first, you must breathe the script. Not read it. Not merely “memorize” it. Breathe it. Until you have dreams of saying the script, you have not done it enough times. And remember, the script on its own means very little. But *knowing* the script so well you can recite it as naturally as breathing? *That's the big money*.

Look at it this way.

- 1) If you can't remember what to say, you're not paying attention to the prospect.
- 2) If you then have to look for what to say, you're not paying attention to the prospect.
- 3) If you're reading what to say, you're... *not paying attention to the prospect*.

If you're not paying attention to the prospect, then it doesn't matter how good of a script you have—you'll say the wrong stuff.

**If you say the wrong stuff, you will not close.**

Master closers know everything they need to say *before* they get on a call. And our scripts take you *massive* steps in that direction.

The script is gold. And I get so hard-nosed about breathing the script *because it works*. Breathing the script is how you become great. Breathing this script makes careers, feeds families, and builds legacies. You are not above the script. I am not above the script. *Nobody is above the script*. And that's because it came from the results of more calls than any single closer could ever have in a lifetime.

## BREATHE THE SCRIPT

**Important Note:** Most people think “breathe the script” means “use similar words in about the same order”. *This is wrong.* You need to deliver the script word-for-word, with your eyes closed, *naturally*. More sales are lost from people putting their own spin on things. Getting cute instead of following the proven process. That’s dumb. Do not be dumb.

Think about it like this. When somebody puts their own spin on it, they disrespect tens of thousands of hours of hard work other salesmen did for them... because they think they can do better. Those men did all that work to make sure you have the highest chance of winning! *Nobody is above the script.* We put the time and resources into it so you didn’t have to. Take advantage of it.

Knowing the right words is good. Great, even. But knowing the right words is only part of the battle. Because the words, no matter how right they are, only make a difference when *said the right way...*



# Tone

## *Every Word Has a Job to Do*

After memorizing the right words, the next step is *saying them the right way*. The script is *what* to say. Tone is *how* to say it.

Tone is a touchy topic for sales guys everywhere for two reasons. First, they all agree it matters. Second, none of them really agree on why. This leads everyone through a forest of confusion, mysticism, and bullshit. And very few make it out. Now I don't care about confusing people with mystical bullshit. But I *do* care about closing deals. So tone, at least for me, serves one purpose. To:

*—Make sure every word does its job—*

*Tone gives a word its job.* So if you change your tone then you change the word's job—what it *means*. This is good because if you make a word do the right job, it helps you. This is bad because if you make a word do the wrong job, it hurts you. This is important because if every word does the right job, then you use fewer of them. Think about it this way. A closer who takes fewer words to close a sale is more persuasive than a closer who takes more words to close a sale. You want to be a more persuasive closer. Plain and simple.

Your script assigns a job to each word. Your tone makes sure the word does that job. So to make tone as simple and easy as possible, I break it down into two buckets. Stuff you keep the same, and stuff you change.

Stuff that stays the same:

- How **slow** you talk: Prospects need to *keep track* of your words.
- How **loud** you talk: Prospects need to *hear* your words.
- How **clear** you talk: Prospects need to *understand* your words.

Stuff that changes:

- When you **don't talk**: Prospects need to *focus on specific words*.
- When you **get them to talk**: Prospects need to *say words back*.

It's not sexy or complicated, but it closes deals. So let's dive in.

## What Stays The Same: Talking Slower, Louder, and Clearer

**Talk Slower (Speed)** - If you talk too fast, you'll sound like a mumble rapper. Too slow and you'll sound drunk. Neither persuade. So, you'll probably want your speed a little *slower* than normal. This is because amateur sales reps talk at the right speed during training, but speed up when they get excited or stressed. This loses sales. Worst case, the prospect senses your stress and pays more attention to that than what you're saying. You lose their trust, you lose their attention, and you lose the sale. Best case, they can't keep good track of what you're saying. You still lose the sale.

Talking too fast is like fighting with one arm behind your back. Use both arms. The ideal range is about 150–170 words per minute. Super easy to measure as an average. This *range* makes you easy to follow *and* allows for some natural shifts in speed.

**Important:** At this speed, it would take just over three minutes to read a 500-word script straight through. Taking it a step further, if a call goes perfect on your side and takes 15 minutes to close, then the prospect spoke for 12 minutes and you spoke for three. Chew on that for a bit. You're probably talking too much.

**Talk Louder (Volume)** - When you talk quietly, prospects can't hear you as well. And if they can't hear you, they won't buy. Some people argue that if you talk quieter then people will listen harder. And I agree, *in-person*. But let's play out what happens over the phone:

- 1) They turn their phone volume up anyways. *Pointless*.
- 2) They can't hear you and ask you to repeat yourself. *Ugly*.
- 3) They DO strain harder to hear you—but that doesn't persuade business owners with shit to do. *It annoys them*.

The business owners aren't laying on the couch for a therapy session. *They are here for business.* They make it loud and clear. *So should you.* If I had to choose between guaranteeing a prospect hears my offer and *not* guaranteeing a prospect hears my offer... I'd rather they heard my offer.

**Talk Clearer (Enunciation)** - saying words correctly and distinctly. Each sound and syllable is clearly defined.

—*Crisp. And. Clear.*—

When you enunciate properly, it will:

- 1) Keep you talking at the right speed.
- 2) Display more confidence and intelligence than a mumbler.
- 3) Make you easier to understand.

If you say the right words—and if you breathe the script, you will—then all these things make you more persuasive than... not these things.

**Bottom Line:** You are a more effective closer when you: slow down enough so prospects can track what you say, speak loud enough so they hear what you say, and enunciate so they can understand what you say. That's basic stuff. The constant yardage that wins games. And it's why those parts of tone never change—because **clear beats clever** every time.

## What Changes: Pitch and Pauses

**Getting Prospects to Talk (Pitch)** - *Highness or lowness of your voice.* To clarify, we aren't singing here. We want to make sure prospects know when we ask a question. It's hard to sell stuff when you don't ask prospects to buy. Or if you did, and they didn't take it as a question. Rough.

And we don't just ask for the sale. We ask all sorts, for all sorts of stuff. And of the most important stuff we ask for, information ranks pretty high. The more information

we get, the better an offer we can make. The better the offer we make, the more likely they will buy it.

So if a group of words have the job of getting information, it's the higher pitch you put at the end of that group of words that makes them do that job. *It signals to the prospect you asked for information.* That's how questions work. It might sound weird, but it's the truth.

This goes back to the point of tone, to make sure words do the job assigned by the script. A group of words on their own does not automatically make a question. It's how we say the words that does. So when you see question marks (?) in the script then say that word, no matter where it is, *as if you are asking a question.* To make sure that happens, all you have to do is make your voice a bit higher at the end.

**Ex:** "John." —This is just a name. A noise that means nothing in particular. Or worse, whatever *the prospect* decides it means.

**Ex:** "John?" —This is more than just a name. You also know *exactly* what it means. Making your voice just a little higher takes the job of many words and packs it into a *single* word.

"John?" → "Hello, am I speaking with John?"

### Better Jobs = Fewer Words = Efficient Closing

**When You Don't Talk (Pauses)** - Where and how long you don't talk. I think pauses are the most powerful tone skill of all. Let's do a simple and effective exercise to demonstrate:

- 1) Read each sentence out loud.
- 2) Pause for a moment after saying each dashed word.
- 3) Soak in what happened.

I—didn't say he hit his wife. → Somebody else said it

I **didn't**—say he hit his wife. → I did nothing of the sort

I didn't **say**—he hit his wife. → I communicated another way

I didn't say **he**—hit his wife. → I said someone else hit his wife

I didn't say he **hit**—his wife. → I said he did something else to his wife

I didn't say he hit **his**—wife. → I said he hit somebody else's wife

I didn't say he hit his **wife**— → I said he hit somebody else

I wrote the exact same sentence seven times... or did I? The same words, yes. But because we made a tiny change to how we say them—each sentence means something different. Now, *they all have totally different jobs*. And all we did was change where we... *didn't talk*. That's *scary power*.

Think of pauses like this:

- 1) Pauses focus attention on what you *just* said.
- 2) Longer pauses focus *more* attention than shorter pauses.
- 3) The more attention you focus on the word you just said, the more important you make it.

We use three types of pauses. Short, medium, and long:

- 1) (...) → Short. Pauses that draw words out *just enough* to put more attention on or around that word.
- 2) (.) → Medium. Your normal pause. Like you'd use at the end of a sentence. A period in the middle of a sentence would mean you'd pause there as if you finished the sentence.
- 3) (—) → Long. Much longer than you'd normally use. These focus the most attention. They won't feel natural at first. That's normal. Not many people are persuasive enough for this to feel natural.

And one more thing to put the last nail in the “pause coffin”:

Five mega studies by Harvard, UCLA, and other fancy places showed a 23 to 40% increase in close rates by pausing for 8+ seconds after asking for the sale.

What does this tell us?

- Pausing after questions focuses attention on the question.
- The longer the pause, the more attention it focuses.
- And which question demands the most attention from the prospect? *The one asking for the sale.*
- So... the more attention you force on words that close the sale the more likely the sale will close? *Yup.*

Rocket science. I know.

\*\*\*

### Pauses In Action

I just want to make sure our product is a fit...And—if so—I'm happy to walk you through it.

Pause Breakdown:

- I want to make sure you are a **FIT** for our product
- **AND** I want to walk you through it.
- But, I will only walk you through it **IF** you are a fit.
- So. If you are a fit, we will make you an offer. If you are not a fit, we will not.

- Pausing after **FIT, AND, and IF SO** make the above point as obvious as screaming it... while staying totally professional and chill. Pretty neat.

### Awkward Pauses Are Not Awkward

The scary power of pauses goes both ways. For example, if a closer forgets part of the script, it creates a pause. A *long* pause. This focuses tons of attention on those words, giving them the worst job possible—to tell the prospect that the closer has no idea what he is saying... *because he doesn't*.

But don't worry, it gets better. The super long pause focuses the closer's attention on those words too. This stresses them out and leads to stuttering, starting and stopping, or rambling—*saying the wrong stuff with ugly pauses at high speed*. And all these tone shifts do the same thing. They tell the prospect that the closer has no idea what he is saying... *because he doesn't*.

So not only does the closer give the right words the worst possible job. He then goes on to give the *wrong* words the worst possible job. This isn't awkward at all. It's *catastrophic*.

Thankfully, this is extremely easy to avoid. *Just breathe the script.*

Be grateful you don't have to spend thousands of hours to figure all this stuff out. Believe me, I wish I could have just spent all that time selling. But now *you* can. And all you have to do is just *not talk* where the script tells you to *not talk*... and prospects often close themselves. When mastered, *pauses are extremely powerful*.

**Advanced Tone Tactics** - “Natural” is probably the most persuasive tone overall. And I think most closers kinda know this already. But this means they often try to “train” to speak “naturally”. Training to speak naturally is another way of saying you try to get good at pretending to speak naturally. This is one of the *dumbest* things you can do. Instead of pretending to speak naturally, *know the script so well it becomes natural*. In other words, if you don't want to sound like you're reading a script *then don't read a script. Breathe the script. Don't get cute. Problem solved.*

**Bottom Line:** You need to talk louder, clearer, and slower *at all times*. And you only need to raise your pitch to ask a question, or insert a pause to focus attention—*when the script tells you to*. But, you *always* put the longest pause after the buying question. This

focuses the most attention on it and forces the prospect to address it head on. If you don't force the prospect to address the buying question head on *they will avoid it*. So, in conclusion...

**You will lose up to 40% of your deals if you don't shut the fuck up**

Don't lose your deals :)

\*\*\*

In this first part of Kill Mode, I showed *the importance* of knowing the right words (script) and making sure you give them the right job (tone). For the next part of Kill Mode, I show *what happens* when the right words have the right job at each stage of the close. *Spoiler Alert:* you'll probably close the deal.

Now, let's make some money...

# Introduction

The introduction is the first 30–60 seconds of every call. And it serves one purpose, to frame the rest of the call. And you *can* blow a 30 minute call in 30 seconds. Yes, *it's the shortest part of the script*. But, *you cannot close what you do not open.*

The start of *every* sale *must* have these four things:

- 1) Your name.
- 2) That you call from ACQ.
- 3) That the call is recorded.
- 4) The reason you're calling.

Some salesmen advise against this because they think it sounds “like a sales call”. Here’s why that’s small time advice...

You start every call with those four things because, if you don’t—*you break the law.* So if you want to work at ACQ, you will follow the law. And following the law shouldn’t dampen your spirits. Let me explain why:

First, I think it’s a very effective opening for a call. *It certainly hasn’t stopped us from closing sales.*

Second, consider that *every* large publicly traded company in the US does it, and they still manage to make billions of dollars per year. So I’m pretty sure it works just fine. Because, do you know what else it sounds like? *A legitimate business.*

But to fully prove my point, let me show a simple example. Imagine a single guy picked up the phone and heard...

- 1) This is the girl that got away
- 2) Calling from my bed
- 3) Because I know we had something special

4) I've set up a camera for us to watch later... you got 20 minutes?

I *guarantee* he'd continue into the discovery phase (*Ahem.*) But, more importantly it has her identity, where she calls from, the reason she calls, and that the call is recorded. So... what does this tell us?

This tells us there is absolutely nothing wrong with the *format*. It also tells us why salesmen (and prospects!) have bad experiences with it:

- If prospects don't like or trust you.
- If prospects don't like or trust your company.
- If prospects don't like or trust why you called.
- If prospects think you will violate their privacy or sell their info.
- **Then why would they take your call?**

So instead of using illegal methods to "get around" this, we just do everything we can to make sure prospects like and trust our brand, our products, and our team. When you do that, the legal methods work better than the sketchy ones anyways. And that's how we roll.

Then, after you get confirmation of the big four required by law, you **state the agenda** for the call. Which might sound like this:

*"You opted in for [Lead Magnet]... and during this call we will [thing 1, thing 2, thing 3]... and at the end we'll see if it makes sense to move forward. If not—no sweat."*

Here's a full intro adapted from our script:

### INTRO IN ACTION

[PROSPECT's NAME]? ... Hey it's [REP] from Acquisition.com calling about [PRODUCT] on a recorded line—how's it going?

\*\*\*

Great. Excited for our call. We only have 20 minutes though. Cool if we jump in?

\*\*\*

Let's do it. We'll just spend a couple minutes diving through your metrics to make sure you're a fit... And—if so—happy to walk you through [PRODUCT]... and if things make sense we can get you all set up. Sound good?

\*\*\*

Long, clunky, forced intros *do* kill calls. And if you don't lose the prospect, *the minutes you waste at the beginning are minutes you'll wish for at the end*. Taking too long could not only cost you the sale, but also cost you the referral you'd get from it too. Now your undisciplined intro didn't just cost you one sale, *it cost you two*. For that reason, we need to get through it as fast as possible. But this is where salespeople shoot themselves in the foot:

- The intro is *not* small talk: “*How's the weather?*” OR “*Did you see the fight?*”
- The intro is *not* a pitch: “*I'm Tom. Want a vacuum cleaner? Ours really suck!*”
- The intro is *not* a place to lie, skip parts, or talk fast. *No place is.*

The intro *is* a place to ask the minimum required questions, with the minimum required words, delivered in the proper tone. And *that's* how you get through the intro fast. *End of story.*

## 3.3. The effect of the oceanic heat flux

The oceanic heat flux is defined as the difference between the net heat flux at the surface and the net heat flux at the bottom of the ocean. This quantity is often used to describe the net energy balance of the ocean.

The oceanic heat flux is the sum of the net longwave radiation, net shortwave radiation, net latent heat flux, net sensible heat flux, and net adiabatic cooling. The net longwave radiation is the difference between the net emission from the ocean and the net absorption by the atmosphere. The net shortwave radiation is the difference between the net incoming solar radiation and the net reflected solar radiation. The net latent heat flux is the difference between the net evaporation and the net precipitation. The net sensible heat flux is the difference between the net heat flux due to air-sea temperature differences and the net heat flux due to air-sea salinity differences. The net adiabatic cooling is the difference between the net heat flux due to air-sea temperature differences and the net heat flux due to air-sea salinity differences.

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# Discovery

**DISCOVERY :** MORE BAD STUFF  
LESS GOOD STUFF ... IF YOU DO NOTHING

**OFFER :** MORE GOOD STUFF  
LESS BAD STUFF ... IF YOU BUY

The Discovery phase of a close call happens after the introduction and before making the offer. And like the name suggests, we use it to discover things about the prospect. And in doing so, for a short period of time, heighten their awareness to all the bad things that are happening and all the good things that are not happening that not buying has caused.

We discover two things: 1) The prospect's problems in their own words and 2) map them in our own words to things we solve with our offer (later). The prospect provides number one. You provide number two. So be ready to take notes.

Now, it would be great if business owners came out and said, "here are my clearly labeled problems, they are incredibly important, and I must solve them immediately with all this excess cash and time I have lying around... oh yea, and no one else makes decisions but me... and I'm in a spendy mood."

But... that never happens. So, we have to pull it out of them. And the way we do that is by using the 9 Steps Of Discovery.

## The 9 Steps of Discovery

Discovery follows a nine-step process that cycles through identifying problems until you have enough to make your offer:

- 1) **Current** - Establish where they are now

## 2) **Desired** - Establish where they want to be

Once we get the prospect to state their current and desired results, we start the Pain Cycle:

- 3) **Obstacle** - Identify what's blocking them
- 4) **Reason** - Understand why it's not working
- 5) **Pull Teeth** - Get specific details when answers are vague, confusing, or incomplete
- 6) **Recap** - Restate their problem in their words
- 7) **Label** - Map their problem to your solution categories
- 8) **Confirm** - Verify you understood correctly
- 9) **Repeat** - Cycle back to steps 3–8 until you have enough problems you can solve

## Step-by-Step Breakdown

### Steps 1–2: Current and Desired (Establishing the Gap)

Before we enter the Pain Cycle, we have to establish a gap between desired and actual. This typically only takes a minute but you cannot skip it. If you don't know where someone wants to go, how can you expect to give them directions?

Up front we establish:

- 1) **Current result** - Why did you reach out? Where are you now?
- 2) **Current goal** - Outside of money, what are you trying to accomplish? What do you want to have happen?

### Step 3: Obstacle (Current Obstacle)

We discover the prospect's problems by getting them to answer one question: "Why don't you have the results you want?" And the more reasons they give us, the better. This is because every reason they can't get results is another reason for them to buy.

**Current obstacle** - What's your biggest roadblock right now? What's holding you back?

**Important:** We only care about problems we can solve. This means one simple thing: we only ask the prospect about results in areas we can get good results. That's it. Every good result we offer becomes a result of theirs we can ask about. And if it's not a big enough problem, then we ask for something else that is a big enough problem to put them through another Pain Cycle.

#### **Step 4: Reason (Why It Failed)**

**Why it failed** - Why? Example?

This step digs deeper into understanding the root cause of their obstacle. We want specific examples and detailed explanations of what went wrong and why it's not working.

#### **Step 5: Pull Teeth**

More often than you'd like, prospects will give vague, confusing, or incomplete answers. And when this happens, it feels like prospects put you through a Pain Cycle. No sweat, it just means it's time to start pulling teeth. See the method for each type of bad answer below:

**Vague:** I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

**Confusing:** I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

**Incomplete:** I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

You'll note, no matter the type of bad answer, *you respond the same way*. You ask them to tell you more, and then you ask them to give an example. Again, we do this because we only care about two things:

- 1) Getting more information about the problem.
- 2) Mapping the problem to our solution.

A lot of the time, just asking them to tell us more does the job. And if not, by asking for examples, they tend to connect it to a life experience—bingo. But if they still leave us hanging. That's OK. We just pull more teeth. This is something salespeople make so complex it's hilarious. Don't be cute.

### **Steps 6–8: Recap, Label, & Confirm**

Once you successfully go through the first steps of the Pain Cycle, it's time to recap. Recapping lays out their problem plainly and frames it in a way we can solve it.

- 6) **Recap** - Repeat their problem in their words.
- 7) **Label** - State the problem in our words.
- 8) **Confirm** - Ask if you got it correct.

Recapping can be as simple or as complicated as you want it to be. I suggest making it simple. And not because you're new, but because it works better.

Business owners will describe their problems in a million ways (point 1). Thankfully, we only describe them in five—and these five, listed below, are the labels we use to map to our offer later. I put the sort of language prospects use next to each label.

- **Marketing** → no views/reach, no ad conversions, too few leads, bad quality leads, personal brand not growing, etc.
- **Sales** → can't close, no one can afford our stuff, no one can close like me, can't find good sales people, sales are inconsistent, etc.

- **Product/Delivery** → churn is high, lifetime value is low, can't get people to buy again or come back, can't make enough to service customers.
- **People** → my team sucks, I have no help, I'm overwhelmed, I can't find [insert role].
- **Profit** → we're just not making as much money as we want, we are cash-flow constrained.

Here's what it looks like all put together...

**Recapping, Labeling, and Confirming Put Together:** *Recap - So you're [not getting as many leads as you want] Label - It sounds like you've got some marketing issues. Confirm - Does that sound about right?*

Using this setup is important because every problem they have can and should be mapped to a solution we offer. Once you label it, just make sure you got it right. This is important because we will map this word to the solution and benefits we will provide in the offer.

### Step 9: Repeat Until Complete (Only If Needed)

**Repeat** - What else is holding you back? What's your next biggest problem?

Ideally, you only go through the Pain Cycle once. But sometimes, you have to do it more. That's the game. So have a list of results to ask about ready to go.

Once we have one label from multiple related problems, or multiple labels from multiple different problems, we have what we need to move on.

## Final Recap (Stacking the Pain)

Once you've completed your Pain Cycles, you need to stack the pain. To stack the pain, get your Recaps together and say them all again. Then, as before, ask the prospect if you got it right. This is what it might sound like...

**Recap** - *To make sure I understand. You tried three different marketing agencies, spent \$50K, got leads that didn't convert, and now you're hesitant to invest again.*

**Label** - *So it sounds like the real issue isn't just vendors, ads, and leads - it's that you need an entirely new marketing and sales process.*

**Confirm** - *Does that sound right?*

This is straightforward but extremely important. And it may seem like a lot, but it's not. *You are just sharing what you learned and then making sure they agree.*

## Conclusion

The Discovery phase is complete when you've successfully identified and labeled the prospect's key problems using their own words, then mapped those problems to the solution categories your offer addresses. You now have a clear understanding of their current situation, desired outcomes, and the specific obstacles preventing them from achieving their goals.

And when they agree with your final recap, it's time to *make an offer so good they'd feel stupid saying no*. In the next chapter, we'll explore how to map each labeled problem to the specific solutions your offer provides, creating an irresistible connection between their pain points and your product.

# Offer

DISCOVERY : MORE BAD STUFF  
LESS GOOD STUFF ... IF YOU DO NOTHING

---

OFFER: MORE GOOD STUFF  
LESS BAD STUFF ... IF YOU BUY

You just went through Pain Cycles, pulled some teeth, and stacked the pain. Now, it's time to offer our solution. Kind of. I say "kind of" because typical salespeople go right to "pitching". Don't do that.

Why trouble yourself with getting these pain points and then... abandon them? **This sucks. Don't suck.** Making offers at ACQ is more than just listing benefits and asking for money. First, we map all the problems in the discovery phase to solutions we provide—*then we ask for money*. In other words, we craft a personalized offer on the spot. This crushes. And by the way. You have two minutes.

Now if that doesn't sound like enough time, then one, you are wasting time. More specifically—wasting *words*. Remember, talking between 150–170 words per minute gives you about 320 words to make your offer. That is *plenty* of words if you know what you're doing. It just means... *you must make every word count*. So what words should you say? Your solution stack.

## How to Make The Offer

To make the offer, we have to transition from discovery smoothly. We do this after we recapped all the problems. It makes sense to then tell them you think we can help them, then ask permission to share. As soon as they give you permission to share, you present your notes from discovery *right next to our solutions*. So choose three of our solutions and map their problems to those.

Here's the offer making process:

- 1) **Transition:** Tell them you think we can help. Then ask if they'd like to hear how. Ex: *Given everything you just told me, I think [PRODUCT] would really help you. Want me to walk through it?*
- 2) **Map:** Connect their problems to our solutions, assurances, benefits, then confirm that it would help. If they have one problem, then map it to all three solutions by breaking it into micro problems in the discovery phase. If they have more than three problems, great! Then you group them so one solution solves more than one problem.
  - a) **Problem:** Remind them of their problem. Ex: *For your "Not enough leads" issue...*
  - b) **Solution:** Tell them how we'll solve it specifically (think feature). Ex: *When you come out, you'll get to ask questions to our director of marketing.*
  - c) **Assure:** Tell them why that thing is great (decrease risk). Ex: *He's a superstar. For the companies we advise, he's the person who leads ad and content strategy to get maximum qualified leads.*
  - d) **Benefit:** Tell them the good stuff the solution gets them. Ex: *He can help you improve your [funnel conversion, content, ads].*
  - e) **Confirm:** Ask for confirmation. Ex: *Do you think that would help?*
- 3) **Stack:** List all solution and benefit pairs *up to this point*. You do this three times. After the third time (and confirmation), you ask for the sale.
- 4) **Ask:** Ask if they are ready to buy/move forward. Ex:
- 5) **Drop Price & STFU:** Then you state the price and **shut the fuck up**.

**Preparation makes offer stacking the same every time.** The way you label problems in discovery must map to solutions we provide. This means you can have all your labels prepared ahead of time. Just match away in the discovery phase. Prospects change, but the solutions we provide stay the same. This means you can have assurances for each solution prepared ahead of time. The benefits for each solution also stay the same. This means you can have benefits prepared ahead of time... Get the trend? With proper preparation you need only to "plug and chug". You should **never** have to come up with anything on the fly and risk saying something dumb, screwing up your tone, or both.

### A COMPLETELY STACKED OFFER: PLUG AND CHUG

[Transition] Based on everything you've said...I think we can help. You good to walk through it?

\*\*\*

So given [Problem(s)]... it looks like you'll get the most from [Solution1]. It's [Assurance1] so you can [Benefit1]... How does that sound?

\*\*\*

Great so you've got [Solution1] to [Benefit1].

Now [Problem(s)] you can tackle best with [Solution2]. It's great because [Assurance2]. So you can [Benefit2]... Does that make sense?

\*\*\*

Perfect... So with [Solution1] to [Benefit1] and [Solution2] to [Benefit2]... It means that for [Problem(s)] the [Solution3] will get you up and running. [Assurance3] makes it totally worth it. This way you will [Benefit3]... Do you think that would help?

\*\*\*

Alright then looks like we've got everything covered from three angles. You've got [Solution1] to [Benefit1]... [Solution2] to [Benefit2]... and [Solution3] to [Benefit3].

\*\*\*

You think that would help solve your problem?

\*\*\*

Great—So you ready to come out to Vegas?

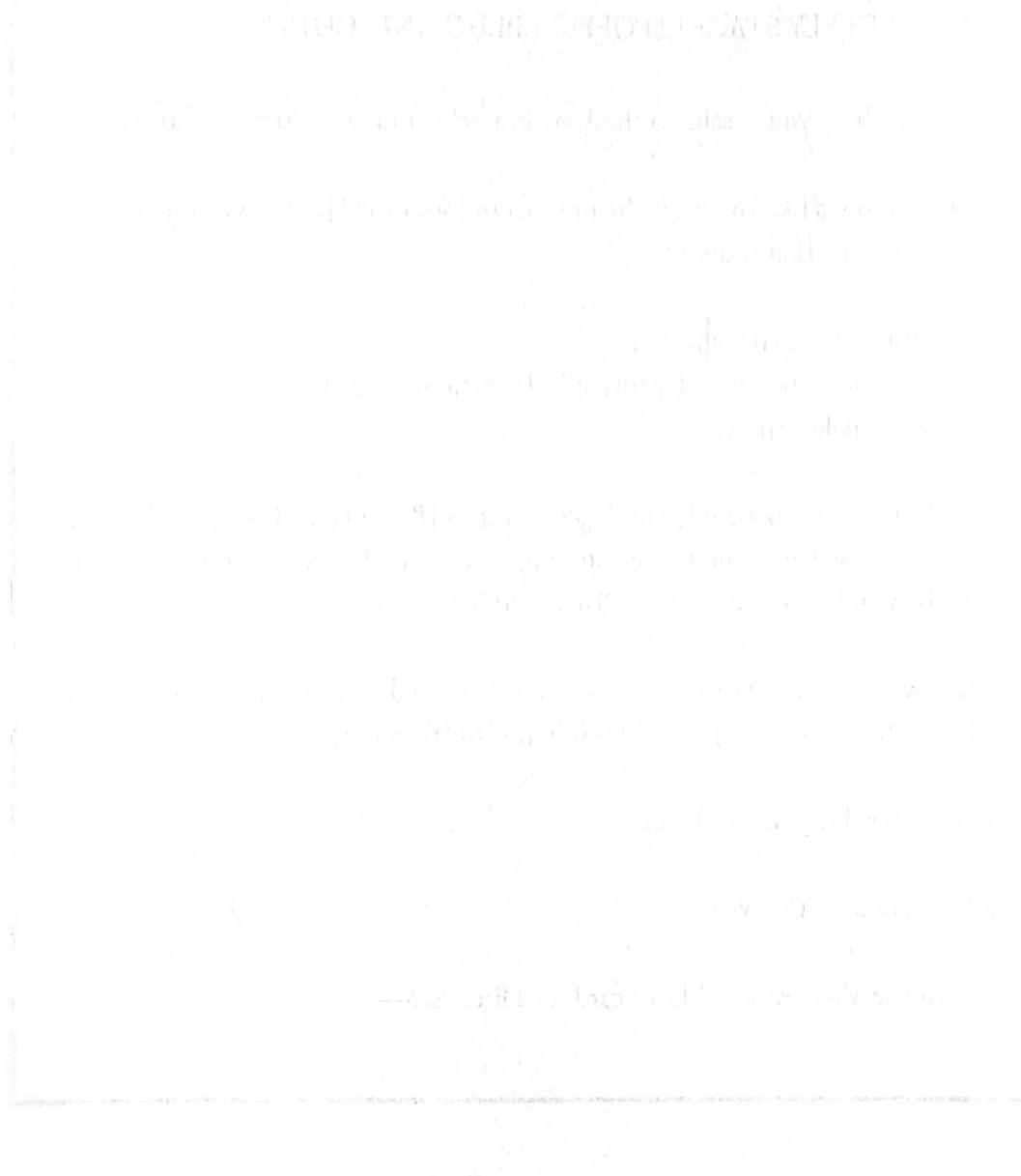
\*\*\*

It's [PRICE] do want to use Visa, Amex, Mastercard, or Discover?—

**PRO TIP:** If you ever ask “do you have any questions?” you will be benched and made an example of. I do not recommend asking prospects for reasons not to buy.

If the prospect agrees then you closed ‘em. **Excellent.** Collect payment, move to the referral section, and get their friends on board.

If the prospect *does anything else*. They’ve objected. This is not ideal. But, we are *far* from powerless. So I’ll show you *exactly* how to overcome buying objections and get the close next. Let’s do it.



# Objections

Any time we ask the prospect to do something, one of two things happens. They either do what we ask, or they don't. An *Objection* refers to their *reason* they don't. This means prospects can object to *any* request. But, we focus a majority of our attention on Buying Objections.

## Buying Objections:

When you ask a prospect to buy and they do anything other than buy, it lands us here. Now you might be thinking, "people don't buy stuff for a million reasons, how can I remember how to deal with each one?" And honestly, I can see why you'd think that way. But here's the good news...

People may say a million different things to avoid buying. But when you chunk it up there are *only five we care about*. And last I checked, five is a lot less than a million, so we're in good shape.

## The 5 Objections to Buying:

**#1 Time** - The prospect says they will not buy because they do not have the time to get the value. This is solved by finding lower value things they spend time on... and *getting them to agree they're not as valuable as taking the time to do what we're offering*. In other words, not enough time is never an objection, only not a high-enough priority.

### Timing objections sound like:

- *I don't have time right now.*
- *I'm too busy.*
- *Maybe when things slow down.*
- *This isn't a good time for me.*

- *I'm swamped at work.*
- *I have too much on my plate already.*

**#2 Money** - The prospect says they are not able or not willing to pay the price. This is solved by *showing how much the problem costs compared to the solution*. This accounts for roughly 50% of objections.

Money objections sound like:

- *This isn't worth it.*
- *I can't afford it.*
- *That's too expensive.*
- *I don't have that kind of money.*
- *My budget won't allow it.*
- *I need to see if I can find the funds.*
- *That's more than I was expecting to spend.*

**#3 Decision-Maker** - The prospect says they must get permission from somebody else before they can buy. We solve this in three steps. First, we figure out if they need permission ahead of time. If so, we get the decision-maker on the call. Second, we ask if they think the decision-maker would feel ok with this based on past approvals. And if they'd get approval anyway, we encourage them to decide now. Third, we book a follow up call with the decision-maker.

Decision-Maker objections sound like:

- *I can't make the decision without permission.*
- *I have to talk to my [spouse-partner-boss].*
- *We make decisions together.*

- *I need to run this by my team.*
- *My business partner handles these decisions.*
- *I can't move forward without approval.*

**#4 Preference** - The prospect says they expected something different or that they'd rather do something else. To solve this, first we remind them of the problem they want solved. Second, we pull out the short-, medium-, and long-term consequences of their current ways. Third, we explain why the way we do it is ultimately to their benefit. In short, we get them to realize that if we change the variables that create the outcome, we change the outcome.

Preference objections sound like:

- *I don't like [specific thing] about the product.*
- *This isn't really what I had in mind.*
- *I was looking for something different.*
- *I don't think this is a good fit for me.*
- *I prefer a different approach.*
- *This doesn't match what I need.*
- *It's not for me.*
- *I don't think I'll be successful.*

**#5 Stall** - The prospect says they must wait before they will buy. To solve this, we walk them through a decision-making framework and then explain the cost of waiting: the good stuff they miss out on and the bad stuff they'll keep suffering from.

Stall objections sound like:

- *I need time to think about it.*
- *Let me sleep on it.*

- *I don't make decisions quickly.*
- *I want to consider all my options.*
- *I need to process this information.*
- *Can I get back to you?*
- *I'm not ready to decide today.*

So now we know pretty much that any reason to not buy chunks up into one of those buckets. This is good. It means we can prepare.

## Preparing for Objections:

So now that we know *what* to prepare for, let's go over *how*.

Preparing to deliver the Closing Script is simple. It uses the same words in the same order and gets predictable responses. Remembering the five *types* of objections is also nice and simple. But *handling* objections is different. There's a tradeoff. The tradeoff is that nobody can *really* know which objections you'll have to handle, how many you'll have to handle, or the order you'll have to handle them. We can guess of course. But that's all it is. A guess. And a single slip will cost you the close. This means you have only one way to prepare if you want to win:

*You must be prepared for all objections all the time.*

Like we learned earlier, the Closing Script on its own doesn't matter much. It's skills we apply to the script that matter. Objections are no different. Breathing the scripts is mandated, but it is only the base of the preparation. Knowing how to respond to an objection only matters if the prospect buys. So to truly handle an objection, you must *loop it back to the offer*.

# Looping

## The “Gotcha” Moment

The door-to-door salesman had heard it all before. When the homeowner said he “couldn’t afford” the home security system, the salesman pounced.

“Actually, sir, I noticed your BMW in the driveway and the new deck you just built. You’re clearly not short on money—you just don’t see the value yet.”

The homeowner’s jaw tightened. “Excuse me?”

“Look, I get it. Everyone says they can’t afford it. But you spent more on that car payment than this system costs per year. It’s not about money—it’s about priorities, right?”

The man stepped back, his hand moving toward the door. “I think we’re done here.”

“Wait, I’m just being honest with you. Most people who say they can’t afford something really mean they don’t want to spend money on it. I’m trying to help you see that your family’s safety is worth more than your luxury car.”

The door slammed shut.

“You called him a liar to his face,” his sales manager said later. “Even if people use ‘can’t afford it’ as an excuse, you don’t challenge them on it directly.”

“But he obviously had money. The BMW, the deck, the nice house...”

“Doesn’t matter. You made him feel foolish and attacked. You could have said, ‘That’s a fair point. What would need to happen for this to make sense financially?’ Same goal, no confrontation.”

The lesson was clear: catching prospects in their objections feels clever, but the only one who thinks so is you.

## The Wrong Way to Handle Objections

Remember that an objection means the prospect *doesn't* do something you ask. And in this case, buying. The *typical* way to handle buying objections is getting prospects to concede that they had a bad reason to avoid buying. But, that's only *one* part of proper objection handling. And a vast majority of salespeople just leave it there. That's because they think...

*Aha! I called out their bullshit... and now they have to buy!*

**This is very wrong**

Here's what bad closers *think* will happen.

- Prospect says dumb thing.
- Closer says smart thing.
- Prospect thanks Closer for dealing with their dumbness.
- Prospect buys.
- Everyone lives happily ever after.

And this makes perfect sense... *in fantasy land*.

In the real world, *this* is what tends to happen...

- Prospect says dumb thing.
- Closer says smart thing.
- Prospect gets embarrassed → They feel stupid.
- Prospect gets pissed off → *Closer* made them feel stupid.
- Prospect now has a good objection → Closer is an asshole.

And if you're wondering. I don't train the "your closer is an asshole" objection. And that's because I don't keep assholes on the team.

In any case, knowing how to handle objections will make or break you at *any* level. Trust me. It isn't as simple as winning an argument. You're not on the debate team. You're on the ACQ sales team. If you try to win arguments with prospects, *everyone loses*.

*You are not here to argue with prospects.*

*You are here to close them.*

**Bottom Line:** Catching a prospect in a silly excuse is good. Expecting them to magically buy *because* you caught them in a silly excuse is worse than letting them walk. It makes ACQ look like a bunch of assholes. And that is why it is the *wrong* way to handle objections.

So now you know the wrong way to handle objections. This sets us up nicely to go over the *right* way.

## ***The Right Way to Handle Objections***

Looping is a technique to overcome objections by acknowledging their objection, presenting your additions, and then *looping* the prospect back to the offer. It is the best "universal" method I know of, and it's super simple to do. After you *calmly and concisely* add to their reasoning, you save them embarrassment by then *immediately* giving them the opportunity to buy again.

But it doesn't end there. Most prospects who object once often have their pockets full of objections. But, no matter how silly the objection, you must never ever insult the objection itself. You will *only address its content*. **This is where your tone skills are incredibly important.**

You must have perfect talking speed, volume, and enunciation. And your pitch and pauses must be on point. With those variables controlled, the prospect will never feel insulted or embarrassed and call off the deal.

To be clear, the goal is not to “win” an argument. If you want to be right, don’t get into sales. *You need to maintain agreement with the prospect.* The salespeople who ask for the buy the most times get the most closes. And the only way to have enough opportunities to ask... is to have *agreeable* interactions with prospects. After all, no one likes someone who makes them feel dumb, stupid, inconsistent, or like a liar. So, we have to carefully agree with the prospect and add to their thinking rather than contradict it.

Remember, if they truly didn’t want what we offered, they would say so. This means any other response is just their natural fear of doing something new. *That’s normal.* Now our product may be new to them, but it sure as hell isn’t new to us. We are here to help them to deal with that fear. Then, they can feel good about their buying decision, not cornered or embarrassed. And they will have you to thank for it. *Looping* is how you make that happen.

## Handling the First Objection

So you get your first objection. Now what?

Ignore it

Hear me out. Before getting into objection whack-a-mole, we *need* to know something very important: *Do they think our product is valuable? To get that information we must confirm the value.*

### Confirming Value

*I completely hear you... do you mind if I ask you a question... Do you think doing [Product] is something that can help get you closer to [Goal]?*

And no matter what they say you follow up with → a **triage question**. The main objective is to get them to abandon their “reflex” objection. This way, you isolate the objection worth handling.

**Triage Question**

*Super helpful. What's the biggest thing holding you back... Tell me your main concern?*

Now that we've confirmed the value we can get to the first loop.

## The Second Objection and Beyond

**Objection Looping Framework**

Verify: Objection → (Acknowledge → Confirm Value)

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Loop 1: Objection → (Acknowledge → Address → Ask)

Loop 2: Objection → (Acknowledge → Address → Ask)

Loop 3: Objection → (Acknowledge → Address → Ask)

Loop 4: ...Until you close

Once you: Confirm Product Value, the Looping officially begins. Woo!

The Objection Loop has three steps:

When the prospect objects, you...

- 1) **Acknowledge/Agree** with the objection.
- 2) **Address** the objection.
- 3) **Ask for the sale again. Immediately.**

If the prospect objects again. You... go through the loop again. Also, remember that the loop includes asking for the sale. This means *you keep looping until one of two things happen*. They buy or you run out of time.

## OBJECTION LOOPING IN ACTION

### Loop 1

- **Objection:** This isn't a good time.
- **Acknowledge/Agree:** *That makes sense.*
- **Address:** *What if we structured this so it only took 30 minutes a day? Would that work for you?* [They agree]
- **Ask:** *Great, let's do that.*

### Loop 2

- **Objection:** This is just too expensive.
- **Acknowledge/Agree:** *Super reasonable.*
- **Address:** *If talking to our team of experts saves you a year of trial and error, would it be worth it?* [They agree]
- **Ask:** *Perfect, let's get started then.*

### Loop 3

- **Objection:** I have to ask my wife. She's the boss around here.
- **Acknowledge/Agree:** *Makes sense about your wife.*
- **Address:** *What if we included her in the onboarding call so she's fully informed? Would that address her concerns?* [They agree]
- **Ask:** *Excellent, let's get you all set up.*

Learning to agree and add rather than contradict a prospect is why top closers can handle 5, 10, even 15 objections in a single call—they're comfortable staying in the loop until they reach agreement. We will teach you how to do this.

**Pro Tip: Isolating Objections & Buying Time**

This is something every advanced closer I've ever met does. I'm talking 5+ years of experience at a top 1%+ level. They know how to buy themselves time - *and* - force the prospect to do the thinking rather than them. Here's how you do it. Whenever a prospect says something that you're not sure how to respond to just say:

- 1) Can you tell me more about that?
- 2) Can you give me an example?

Then you can keep breaking their objections into more specific examples, which allows you to tackle them individually rather than trying to overcome some vague jumble of words. *I don't think this will work for me → Can you tell me more about that? Can you give me an example? Oh... I think you misunderstand, the thing you want is exactly what we do, we just do it like this. Does that clear that up?*

First off, when you acknowledge/agree with the prospect you want to demonstrate two things. 1) That you heard them 2) You see a nugget of truth in their reason. This is enormously important. Everyone likes people who agree with them, think they're smart, compliment them, etc. And if people like you, they'll buy more. So here are some easy immediate acknowledgements to practice:

- That's a great point... and
- Makes sense... and
- Super fair... and
- I agree... and
- Smart point... and

These are all disarming because prospects *expect an argument*. Never give them one. This makes "and" a vital part of this technique.

**Important:** "And," never "But". Think of "But" like a big fat eraser. It means *ignore all the words before it*. Do not disrespect prospects like that. It will cost the sale.

**Examples:**

- It's a lot... *I agree... and...* I think it'll be totally worth it for your business... *do you agree?*
- I've got too much going on... *super fair... and...* that's probably the best reason for coming out—so we can help you get less busy... *hows that sound?*
- I'm not sure if I like the group format... *makes complete sense... and...* that's why we give you six different opportunities to get your individual questions answered by our experts—not even including all the breaks, or, all the questions you'll hear from others that you'll benefit from... *sound fair?*
- AGREE!!! AND!!!

What comes after the “AGREE... AND...” will be the line of reasoning we add to their own, depending on their reason. These are covered in the script bank in the back of the handbook.

**On a personal note:** The more I've studied sales and persuasion, the less I think the response you give matters. The part that I think matters is being able to ask again. Which is why agreement is so important—to buy you more opportunities to ask again. If they feel good, they'll buy. So make them feel good. Here's the perfect example to reinforce my point. These are some of the top closes I've used in my life... and you can say them to any prospect after any reason they give. To me this further reinforces that logic matters *almost not at all*. (This is controversial - but - I don't want you to be right. I want you to be rich.)

Whatever reason they say... *I agree... and...*

*...I think that's the exact reason you should come. What do you think?*

*...most people just make it work anyways. Whaddya say?*

*...let's just think about it like this “best case” you xyz, worst case you zyw. How's that sound?*

All three of these don't even answer the objection at all. They just agree and ask again.

And as soon as someone says YES... confirm the sale with any of the following confirmations listed below. Note: the first half are commands (my preference). Once

someone tells you they agree, *tell them what to do*. This assumes the close and moves the conversation directly to the close.

You'd say "Great..."

- ...let's do that.
- Let's get you ready to rock 'n roll.
- Let's get you all squared away.
- Let's get you all taken care of.
- Let's get you locked in.
- Let's get the ball rollin'.
- Let's get you all set and sorted.
- Let's get you good to go.
- Let's get the gears in motion.
- Let's get you up and running.
- Let's knock out the details.
- Let's get you dialed in.
- Let's get you booked.
- Ready to get help solving [problem]?
- Tell me the card you wanna use.
- You wanna use Visa, Discover, Amex or Mastercard?
- Ready to get going?
- Would it be crazy if we just got it all squared away?
- Would you be against just knocking it out?
- Ready to work on getting closer to [Dream outcome]?
- Ready to meet the team?

- Would you prefer to come out on date A or date B?
- Do you prefer clearing your installment today via credit or ACH?
- Wanna just get the credit card points?

These are some of my favorites. They all work great.

## Helpful Points About Looping:

- If you are looping a lot, it means you are messing up earlier in the script. You'll close the vast majority of your sales on the first ask and second asks—not your fifth.
- Tone matters more here than any other part of the call. You have very little room for error.
- You have prepared your answers ahead of time. They have not. This should make you extremely confident.
- They will eventually run out of objections. You will never run out of loops. This means every successful loop gets you that much closer to a successful close.
- If you have a call right after this one, then give yourself a three minute buffer. Use that three minutes to book a time to finish closing them. We call these BAMFAMs (Book A Meeting From A Meeting).
- Sometimes looping reveals that the prospect is actually a bad fit. Make sure to add that information to your notes. Your manager will determine if the prospect should stay in the pipeline or not.
- **Stay Calm in The Close.** You'll want to roleplay these the most because this is where most salespeople fail. They change their tone in the close—when their game is on the line. Don't do that. The best closers sound exactly the same during loops as they do before. This takes practice. Your adrenaline will be pumping and you'll need to learn to breathe, slow yourself down, and rely on your training. And if this sounds like a lot—don't worry. You already know how to do this stuff by accident. We'll just show you how to do it **on purpose**.

# BAMFAM

*BAMFAM stands for Book A Meeting From A Meeting.*

Salespeople learn lots of stuff. One that's rarely taught is how to properly end a call that doesn't close. And the way you do that is... by booking another call.

And that's totally okay. Sometimes closing takes more than one call. When it does, secure a time for the next call while on the current call. Closes take more than one call for three major reasons:

- 1) Time Constraint
- 2) Prospect depends on Decision-Maker
- 3) Banking Delay (For very high ticket)

## Time Constraint BAMFAM

When you start running out of time... You must secure the next call on the current call. Do not say "we'll follow up offline". You're both there now. So give yourself the three minutes. If you won't book a call while on a call, what chance do you have when you're texting them like some scorned lover?

To get it booked, see the BAMFAM in action below:

#### Time Constraint BAMFAM In Action

1. We covered a lot of ground and our call's running long... I think this could really help you.
  - If Ran Out of Time: Let's pick this up tomorrow. Does [Time1] or [Time2] work?
  - If Decision-Maker or Banking Delay: Do you think you'll get that taken care of today or tomorrow? Great. Let's pick this up then. Does [Time1] or [Time2] work?
2. Alright so on [DAY/TIME] we'll figure everything out.
3. I'm sending you an invite now. [Send invite] Let me know if you got it.
4. Great. Talk then. → End call.
5. Immediate follow-up text: "Thank you for your time. Excited to talk soon  "

#### Time Constraint Overcomes:

- "**I'm not sure when I'll be free**" → "What's your schedule like tomorrow morning? I can work around you."
- "**I'll have to see**" → "I understand. Let's grab 15 minutes tomorrow to keep this moving."
- "**Let me call you back**" → "Totally... when do you want to do that... today or tomorrow... I've got time at X & Y."

# Referrals

Referrals are when our customers send us more customers. We want lots of referrals. Customers *do* send referrals on their own, but it works even better if we just ask for them...

When to ask customers to introduce you to their friends:

- *Right after you close them and collect payment information.* If you run out of time on the call, adapt this to text.
- After they start a text thread with you and share anything positive. This is a *very* good time. Closers get positive texts from customers most often after they: 1) Come to HQ or 2) Get good results from something we helped them implement. *They text you because they want you to sell them.*

Asking for referrals gets you the simplest, cheapest, fastest, easiest, highest-converting opportunities. This is the single most lucrative use of your outbound time. You should be able to net one extra deal per day. This is the least work per sale out of anything in this handbook. Yet, few salespeople do it because they are afraid of sounding like a douche. But when you do it our way, you won't sound like a douche. And that's why you'll win.

## Referral Process

- 1) **Compliment them** - Tell them they're amazing to work with. This makes them like you more *and* happier they bought.
- 2) **Get introduction** - Then ask who they know as successful as them (a second compliment) that they'd want to come with them, which also improves their experience. Win-win.
- 3) **Give them words to use:** If they say yes, ask them to start a group chat.

- Tell them to say: “I’m going to Alex Hormozi’s scaling workshop in Vegas. Thought you might want to come. This is [Salesman name] - he’s been great. I’ll let you guys take it from here.”
- 4) **Get more introductions** – If you get one. Ask for more.

**Make Referrals Your Top Priority.** Nothing will net you more money per second than referrals. It is your *highest* return on time.

- If they text, call immediately.
- Always double dial before texting.
- Over 30% of your sales come from this. DO NOT UNDERESTIMATE IT!

### Referrals In Action

**Compliment:** Great. We’ve got you all locked in. Quick question for you—you’re the exact type of business owner we love to work with. If we could talk to only people like you all day—we would (hahaha)...

**Get Introduction:** Who else do you know who’s as successful as you that would benefit from this? I ask because we have a few spots left on that date and I’d love to fill it with a couple people you know.

- **IF YES: Give Them Words To Use:** You against putting us all in a group text? I can shoot you a message to copy paste if that’s easier for you? It just says... *I’m going to Alex Hormozi’s scaling workshop in Vegas. Thought you might want to come with. This is [Salesman name] - he’s been great. I’ll let you guys take it from here.*’ Cool?
  - **Get More Introductions:** Great - anyone else come to mind?
- **IF NO:** Alright—and you know Alex would kill me if I didn’t ask... so how about a business owner less successful than you? (haha)”
  - **IF NO:** [Move on.]

**IMPORTANT:** Do not be afraid to ask. Business owners know what you're doing. And they wish their team did it. And they wish their team asked again. You sell them even more on our excellence and level of execution by following the process. No one is offended by you asking for a referral, *especially if you compliment them when you do it.*



# What Being The Top .01% Looks Like

*"People want what you have, not what you did to get it." - Jimmy Carr*

*February 2010.*

In the fall every year, we would “rush” freshmen to join our fraternity. And every year, they’d begin pledging. They’d go from being courted, entertained, everyone learning their names—being made to feel special. To—overnight (literally), being told to pick up the trash from their own parties, being treated “poorly,” and generally suffering.

And every year, like clockwork, within two weeks of pledging starting, the entire class would attempt to quit. As chance would have it, the year I was president of the fraternity the same thing happened. The pledge class tried to quit on us because pledging ‘wasn’t what they thought it would be’.

So, they asked me to talk to them as a group across campus at the freshmen dorms. Their home turf haha. I knocked on the door with my VP and entered a hot four-person dorm room with twenty-four guys crammed into it. Four guys on the edge of every bed. Every wall space taken and every college futon covered in 19-year old frustrated guy.

I said, “So, what’s up?”

All at once they began shouting out their grievances:

“This isn’t what we were promised!” “Yea! This isn’t right!” “We shouldn’t have to be doing this!” “I have to focus on school!”

After a minute, it died down. I asked them, “Forget the pledging process for a second. Who wanted to be a part of this fraternity?”

They all reluctantly raised their hands.

“Okay good. Now, something like that is pretty cool, right?” Silent nods of agreement. “Now when you heard about our reputation, you thought it was cool that we were so tightly knit. And you wanted to be a part of something like that right?” Nods of agreement.

"Yea but this isn't that!" someone piped up.

I raised my hand to acknowledge and quiet him. "Right. So then who here thought the pledging process would be easy?" No one raised their hand. "Then I want you to sit in this moment for a second. I want you to think about all the reasons you don't want to keep going. The very reasonable things that you're giving up now for something unknown later. Really think about it..." I paused for a few seconds to let the moment sink in as I scanned the room to meet their eyes. "This. This is what hard feels like." I continued: "This feeling you have that you don't want to keep going. That you have all these reasons. Some of you have never experienced this before. This is it—now you know. This is what hard feels like. And the gift of this is that you now get to decide what type of man you want to be. The type who gives up when it's hard—or the type who gets even harder." I scanned the room. They were back in. I stayed for a few moments to tell them it was okay, and then went on my way. But I never forgot that moment.

I tell this story because—*hard* is relative. And I would encourage you to think of the many hard things you've been through in your life. And use them to remind yourself that you can do this. You're going to sacrifice some now for more later. And if you jump ship too soon you'll miss out on all the best parts.

We don't put you through this process because we want to make you suffer. If anything, far from it. I want you to be the best. But unfortunately, the process of helping someone become the best forces them to kill the part of them that's their worst. And that part is painful. Just remember that you're not alone. Every person on the team went through exactly what you're about to go through - and - *is better for it*. If anything, what you're about to enter will become the memories you'll refer back to as the good ol' days.

With that said, *this is what hard feels like*. And, it's worth it.

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Many people say they want to be in the top 1% or .1% or even .01%. But saying that has zero bearing on whether it happens. Achievement comes from actions, not aspirations.

Let's get real.

To be the top 1%, you need to enter a room of 100 people, and leave #1.

To be the top .1%, you need to enter a room of 1,000 and leave #1.

To be top .01%, you need to enter a room of *10,000* and leave #1.

That's a stadium. In a battle to the death in a stadium, you have to come out on top. You beat everyone. Not almost everyone. *Everyone*.

If you have the goal to be in the top .01%:

Do you think you can live a normal life?

Do you think you can keep the same friends?

Do you think you can keep the same hobbies?

Do you think you can stay up late and sleep in on weekends?

Do you think you don't have to sacrifice what average people care about?

Do you think they will support you when you start to pass them?

Do you think anyone will think this is healthy? balanced?... logical?

No. *And they are right.*

But it doesn't matter. When you want to be .01%, there's no greater waste of time than explaining yourself to people who *actively* don't support you. It's normal for people to not understand why you do what you do.

I say this because you *cannot* make yourself exceptional and live a normal life. To make yourself exceptional, you *must* live an *exceptional* life. And an exceptional life does *not always* mean better. It means it is so different that most people will reject it—and you. And when that happens, you must reject them as well. Oil and water do not mix. That is what it *really* means to be exceptional. You must become the exception.

I routinely get asked the “secret” to success. It just comes down to this:

- 1) *Get Better.*
- 2) *Never Stop.*

If you do only those two things, you’ll win. The problem is, people convince themselves they no longer want something once they experience how hard it is. So I want to set this expectation as you head off to practice scripts, mark your calendar, and set your alarms:

—Work begins when your motivation ends—

Just win,



Alex

PS - The back of the handbook has all your scripts and additional training resources.

Happy hunting.

## Appendix: Script Bank

The first part of the book tells you my philosophy in general. The scripts for ACQ are tailored from that philosophy for ACQ use cases. The appendix contains the scripts you'll start with at [acquisition.com](https://acquisition.com). Some of them appear to bend or break the rules we went over. I'll explain why:

- 1) These scripts operate together as part of a larger sales process. So variables that aren't covered in one are likely covered in another part of the process. Ex: our inbound closing script is "light" on pain cycle. Main reason: they have to watch one to two videos prior to the call. So in the spirit of maximizing closes per rep, we trimmed that section because it wasn't necessary to maximize close rates.
- 2) Our brand is different from many companies. We have many prospects who already know who we are. This means that some selling has already occurred. Similar to point one—other variables exist that already "made the horse more likely to drink". So, we accommodate for that in the scripting.
- 3) Just as different prospects may require different scripting, so too do different products. So even if not every script has all of the elements, it's good to understand all of the elements for future products and services you may sell during your tenure at ACQ.

Beyond that, this handbook focuses primarily on giving you an understanding of your schedule, training, and expectations. The kill mode section gives an understanding of *how to perform the script*. The scripts give you the words to perform. You don't need to edit or change anything—*just say the right words at the right time in the right way* and you'll succeed.

Learn them. Breathe them. And you'll do great. The appendix includes the following scripts.

## Script Appendix

## Outbound Set Phone Script

## Outbound No Pick Up Text Script

## Outbound Reminder Text Script

## Inbound Set Phone Script

## Inbound Set Text Script

## Closing Script

## Looping Script

BAMFAM Script

## Referral Text Script

No Show Script

# ACQ Outbound Set Phone Script

FOLLOW THE FUCKING SCRIPT

## INTRO

[NAME]?

\*Wait for response\*

Yeah this is [REP] getting back to you from [COMPANY NAME] on a recorded line  
... How've ya been?

\*Wait for response\*

*I saw that you had checked out [lead magnet] [today/this week/this month]? Is now a terrible time for a quick chat?*

\*Wait for response\*

## DISCOVERY

great, so you're the owner at xyz...is that correct?

\*Wait for response\*

got it got it... what...what had you kinda checking out... [LEAD MAGNET]?

\*Wait for response\*

## IF THEY SAY:

"I like the content" or "I saw an ad" or "I want to scale faster"

[RECAP] I love to hear it...well i guess? if you were to look at the business. Over the next quarter or two...*what's the biggest focus point for you?*

→ move to specific problem

**IF THEY SAY:**

I want to solve a [X] problem

if one problem:

so... it sounds like it's [RECAP] so it's a [CHUNK UP PROBLEM]?

\*Wait for response\*

**IF THEY SAY:**

I want to solve [X] problem & [X] problem

so it sounds like a few things...

1. [CHUNK UP PROBLEM #1] (?)
2. [CHUNK UP PROBLEM #2] (?)
3. [CHUNK UP PROBLEM #3] (?)

Did I get that right?

\*Wait for response\*

**Example:** "So it sounds like you are dealing with a few things...number 1...you need more leads...so a marketing constraint...number 2...is that you don't have right people on the bus...so a people constraint...and number 3...your margin is compressing...so that could be a handful of things...we lump it as strategy...did I get that right?"

Great. I guess out of those? if you could only tackle one of those opportunities...Which will have the most impact on the business?

\*Wait for response\*

[RECAP] could you expand on that?

\*Wait for response\*

Got it, makes sense [RECAP]?...So what have you done so far to solve [PROBLEM]?

\*Wait for response\*

[RECAP] well...why is this even important to solve now?

\*Wait for response\*

→ DIG: What does it unlock for the business?

\*Wait for response\*

[RECAP]...how long has it been a challenge?

\*Wait for response\*

[RECAP] Is this something you'd be open to getting outside help on?

\*Wait for response\*

understood, we work with companies like yours to solve [X Problem] regularly in the [PRODUCT TYPE]...so, I have here in the form? you are doing [REVENUE NUMBER] revenue...is that correct?

\*Wait for response\*

got it...and if you don't mind me asking what's...roughly... profit on that?

\*Wait for response\*

[repeat back]...and how much have you heard about the [name of product] we have here at [Company]?

\*Wait for response\*

got it..based on our conversation it seems like the [PRODUCT] might be able to help with this... mind if I share more?

\*Wait for response\*

## OFFER

PERFECT... at a high level you get to work with [TEAM THAT HELPS SOLVE X PROBLEM].

but for you specifically—you would get the OPPORTUNITY—to ask TACTICAL QUESTIONS—to our [SPECIFIC PERSON THAT CAN SOLVE THEIR PROBLEM]—

...and the GOAL is that you leave with THREE TO FIVE tactical takeaways, to implement, in the business—sound good?

\*Wait for response\*

so... LET'S DO THIS (?) I can set up a 20 min. chat with one of our business consultants... to walk... you through the details. & see if you are a fit—What time zone are you in?

\*Wait for response\*

## CLOSE

GREAT, so, would tomorrow morning? or afternoon? be better for you?

\*Wait for response\*

Cool—and just to confirm, can you be in a quiet spot? in front of a computer? at that time?

\*Wait for response\*

IF NEITHER OF THOSE TIMES WORK: gotcha I might... have some time tomorrow? would morning? or afternoon be best?

\*Wait for response\*

[Morning/Afternoon] would [Time] or [Time] be better? if I can squeeze you in?

\*Wait for response\*

PERFECT!...and other than something crazy...is there any reason... you wouldn't be able to make it then?

\*Wait for response\*

Perfect. and I'm going to set you up with [name]... he's one of our Business Consultants and a Great guy... so he'll get you taken care of.

and by the way (?)... is this a number I can text?

\*Wait for response\*

GREAT. Also... I have a quick video... that walks through the [PRODUCT] more in depth...it will help save a ton of time. on the call...would you mind checking that out beforehand?

\*Wait for response\*

GREAT...I will text that over to you...awesome, well [NAME]...I'm PUMPED for you to speak with [CLOSER NAME] on [DAY OF APPOINTMENT]... anything else you need from me?

\*Wait for response\*

## OBSTACLES TO BOOK A MEETING

### **"TOO EXPENSIVE"**

hmmm, is it more of a budget thing? ...or if you saw the value in the [PRODUCT]... would you consider it?

\*Wait for response\*

IF VALUE:

CONTINUE THE SCRIPT

IF BUDGET:

ahh got it...do you mind if I ask some financial questions?

\*Wait for response\*

Appreciate that...give or take...what's monthly cash flow?

\*Wait for response\*

Got it..and what's cash on hand?

\*Wait for response\*

**IF THEY HAVE \$15K+ CASH OR \$10K/MO CASH FLOW:**

Got it...there might be a way we can make this work...do you mind if I set you up with a consultant to see how we can help?

\*Wait for response\*

**"I DON'T KNOW MY CONSTRAINT"**

Hmm....If you had to say it was one of— marketing, sales, people, profit, or operations... which would it be?

\*Wait for response\*

**IF THEY SELECT A SPECIFIC CONSTRAINT/FOCUS:**

**CONTINUE ON THE SCRIPT**

**IF THEY SAY I'M NOT SURE:**

Well, [Name]. if you could fix one thing in the business— to drive the most. growth... what would it be?

\*Wait for response\*

### **“MY BUSINESS IS NOT A GOOD FIT”**

I hear ya... to be upfront—I wouldn't be calling you if you did not meet the minimum—revenue mark. That being said. I would have to set you up with a business consultant... to see if it's a fit...do you mind if we explore that?

\*Wait for response\*

### **“THIS IS A BAD TIME” OR “CAN YOU SEND ME AN EMAIL? “**

We can totally do it later...for context this call only takes about 3 minutes?...do you mind if we knock it out now?

IF YES:

CONTINUE TO SCRIPT

IF NO:

When would be a good time to call you back? → BAMFAM

### **“I CAN’T LEAVE MY BUSINESS”**

I totally understand...I mean most people that come to the workshop are dealing with similar problems...like not enough time in the day (?)...our fancy word (haha) for it is key man risk...you mind if I offer a perspective?

\*Wait for response\*

I APPRECIATE THAT– The whole goal of the [PRODUCT] is to help save you time... it's about giving you information that helps you solve [PROBLEM] faster...

\*Wait for response\*

So, it's not about taking time away...just allocating it differently ?...Would you be totally against exploring how we could help?

\*Wait for response\*

### I NEED TO SOLVE A BUSINESS PROBLEM FIRST

Completely get it...I guess what makes you say that?

\*Wait for response\*

Do you mind if I play out both scenarios?

\*Wait for response\*

Well...let's say you figure out [problem].how long will that take you by the way?

Got it. So you solve that and we get you out... and get you out here...I think we are booked out at least 6 weeks anyways?...so it actually works well...(haha) then we can tackle the next set of problems...

## ACQ OUTBOUND SET PHONE SCRIPT

Now, let's say the worst case scenario [TIMEFRAME] from now on we don't solve [PROBLEM]...

Then you can meet with our [TEAM]. and we can help break past [PROBLEM]. and start giving you a game plan to tackle the next set of problems...

so, I mean we could set this up for a win-win—would it be crazy just to have a conversation about it?

IF POSITIVE:

CONTINUE TO SCRIPT

IF NEGATIVE:

Could I share another perspective with you?

\*Wait for response\*

So, imagine— you could travel back in time... to when you first started your business? and meet with your younger self...And you could tell them everything you know now.... But your younger self looks at you and says... (haha) "I'm too busy right now to get advice"....You'd probably think, stop being silly.... and let me help you...right?

\*Wait for response\*

Yeah...we know [TYPE OF BUSINESS] at different stages of growth...so we can help solve [PROBLEM]...I mean would it be worth a quick chat?

## BUSINESS IS BUSY RIGHT NOW

Totally get that...do you mind if I share my two cents on that?

\*Wait for response\*

Lots of business owners...just like you...come out during a busy season...you might be wondering why? Well, it's because they are able to get insights— that could allow them to maximize— their top revenue generating months—now imagine this... you wait until the busy season is over...hypothetically (?)...the team might give you 1-2 tweaks that are

One—easy to implement

Two—help drive more revenue

imagine the cost of waiting to get that information...no promises or guarantees...it could be far higher... than the cost of doing it later. Would it be crazy to talk to one of our business consultants about it?

\*Wait for response\*

## I ALREADY HAVE A SOLUTION

Makes perfect sense...do you mind if I ask a question around that?

Well, I know you are looking to solve [PROBLEM] Do you mind if I play out a few scenarios?

\*Wait for response\*

Well...let's say you figure out [PROBLEM] with your advisor...by the way...how long will that take you?

\*Wait for response\*

Got it. So you solve that and we get you out... and get you out here...I think we are booked out at least 6 weeks anyways (?)...so it actually works well...(haha) then we can tackle the next set of problems...Now, let's say the worst case scenario [TIMEFRAME] from now on we don't solve [PROBLEM]...

Then you can meet with our [Team]... and we can help break past [Problem]... and start giving you a game plan to tackle the next set of problems...So, I mean we could set this up for a **win-win**...would it be crazy just to have a conversation about it?

\*Wait for response\*



# **ACQ Outbound No Pick Up Text Script**

**WHEN TO USE: AFTER YOU DOUBLE DIAL AND THE PROSPECT DOESN'T PICKUP**

## **Message 1:**

Hey [prospect name]! It's [name] from [company name].

(SEND)

What had you download the [lead magnet]?

(SEND)

## **Message 2:**

Great. I love that.

(SEND)

[founder] has more resources to help you scale faster. I have a few questions to see what would be best for you.

(SEND)

What is the biggest bottleneck to growth?

- 1) Marketing
- 2) Sales
- 3) People
- 4) Profit
- 5) Something crazy

Respond with the number that best fits.

**Message 3:**

[recap]

(SEND)

Why did you pick [problem category]? Be specific 🤔

**Message 4:**

Makes sense. [recap].

(SEND)

What have you tried so far to fix it? All the details help.

**Message 5:**

Got it. Sounds like a valuable problem to solve.

(SEND)

I have this resource here. I think it will help.

(SEND)

**[SALES LETTER PDF]**

(SEND)

Give me a 📋 once you read it.

**Follow up #1**

Any questions about this ^

**Follow up #2**

Bumping ^

**Follow up #3**

Did you see this video from Alex? Thought of you when I saw it.

(SEND)

[VALUE VIDEO]



# ACQ Outbound Reminder Text Script

## Why this is important:

*Manual nurture has boosted show rates more than anything I have seen across our portfolio. This is the work that separates winners and will increase your paycheck.*

## Rules of Engagement:

- SDR starts a group chat
- Closer is in charge of maintaining group chat after intro
- If a prospect asks to reschedule in the chat, or no shows, the SDR gets them back on the calendar
- If a lead is international, then use WhatsApp to create the groupchat

## SDR Intro Script:

*Hey Name It's Name at Acquisition.com – great talking with you today. Excited for you to talk with [CLOSER] about scaling.*

*Here's the video as promised (it will help save time on your call tomorrow)*

*VSL LINK: <https://www.acquisition.com/beforeyourcall>*

*(Send)*

*Could you check it out?*

## BC: (texts immediately after SDR)

*Hey Name! Nice to meet you.*

## ACQ OUTBOUND REMINDER TEXT SCRIPT

(SEND)

*Excited to learn more about your business. Talk soon.*

\*wait for reply\*

**If yes:**

Like message or reply

**If no response (EOD):**

Hey name! Prepping for my meetings tomorrow. Did you have a chance to check out the video?

**Morning of:**

Good morning X! Excited to talk today.

(SEND)

Btw- here is X. She is in the same industry & recently attended a workshop!

(SEND)

TESTIMONIAL LINK

**1 hour before:**

Talk soon.

**If they did not confirm video:**

Did you have a chance to check out the video btw?

**If no reply:**

Hey name! I have a few people who would like to take the X slot. Could you send a quick thumbs up if you want to keep it? (as you can imagine we are pretty slammed haha.)



# **ACQ Inbound Set Phone Script**

**When to use:** As soon as an Inbound lead books a call. Double dial the lead on your first no-call opening.

## **How to use:**

- 1) Double dial the lead when they opt-in.
- 2) Try to pull up the appointment, if they are able to have the meeting now. Transition into the close script.
- 3) If they do not answer, transition to the texting script.

## **Script:**

Hey Name! It's [NAME] from Acquisition.com on a recorded line. How's it going?

Just had a couple minutes in between meetings—excited to talk with you on DATE and TIME. Did you get the invite for that?

I actually have some time now...would it be absolutely crazy if we just had our call now?

**IF THEY DON'T HAVE TIME:** Ok no worries, do you have a quick 30 seconds so I can ask a couple questions to be as efficient as possible on our call?

- What type of business do you own?
- What's revenue roughly?

- What has you interested in coming out to Vegas?
- Perfect...oh btw did you see that quick video from Alex after you booked?
- *If not, send the video and text* "Is there anything that's going to get in the way of watching this before our meeting time tomorrow?"

Awesome, well NAME looking forward to talking on [DAY], have a great rest of your day!

**IF NO: → TRANSITION INTO CLOSE SCRIPT**

After the call wraps, text: Hey Name! Great talking to you. Again, looking forward to our meeting. **\*\*MAKE SURE TO STILL SEND REMINDERS\*\***

## **ACQ Inbound Set Text Script (If no call pick up)**

### **TEXT ABOUT BUSINESS & PULL UP APPOINTMENT**

Hey Name!

\*Send\*

It's name at [COMPANY]

\*Send\*

Excited to speak with you about the [PRODUCT]...what type of business do you own?

\*\*\*End of block 1: Send and wait for response\*\*\*

Very cool. We've worked with similar companies.

\*Send\*

Btw - did you have a chance to check out the video from Alex?

\*\*\*End of block 2: Send and wait for response\*\*\*

Awesome. Makes total sense. Looking forward to diving in more!

\*Send\*

Btw, I did actually have some time slots open today at X or Y if you're free? (If not our scheduled time works great too)

\*\*\*End of block 3: Send and wait for response\*\*\*

**IF Yes** → “Perfect, talk soon!”

**IF NO:** No problem. We can keep our appointment on DAY. Excited to continue the convo then. Please watch this video for more context on [product]—LINK

## NON-RESPONSE 1 & 2

**\*\*If NO Response\*\***

Hey [Name]! Just prepping for your meeting....could you check my previous message when you have a sec? 🙋

**\*\*If NO Response x 2\*\***

Hey [Name], I finished prepping for our meeting, though I have someone requesting that time. Could you please send a quick 📅 so I can hold the spot?

## CANCEL/RESCHEDULE TEXT

**\*\*If NO Responses AT ALL Up to 12 hours out of scheduled call\*\***

Hey [Name], since I did not hear back, I've canceled our meeting. But, I know business owner life is busy...would you be free tomorrow by chance?

## AFTER THEY RESPOND, INBOUND REMINDERS: NIGHT BEFORE + MORNING OF

**\*\*NIGHT BEFORE\*\***

**IF YES VIDEO CONFIRM:**

Prepping for my meetings tomorrow. Since you watched the short video, you will love this deeper breakdown. Look forward to talking about it on our call: LINK

ACQ INBOUND SET TEXT SCRIPT

IF NO VIDEO CONFIRM:

Prepping for my meetings tomorrow. Did you have a chance to check out the video?

**\*\*MORNING OF\*\***

Talk today. ☺

(send)

\*\*If they confirm after either text, give them a thumbs up.\*\*

\*\*If they respond with a question, reply as soon as you can.\*\*

\*\*If the response requires a long answer, push to the call\*\*

## LETTERS

## Climatic Anomalies in the Arctic

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Editorial handling: Mark C. Serreze

The following letter was submitted by the authors in response to the letter by Trenberth et al. (2003).

The letter by Trenberth et al. (2003) is a welcome addition to the literature on the Arctic climate system.

The authors present a comprehensive review of the literature on the Arctic climate system, and their conclusions are well supported by the available data.

The letter highlights several key findings, including the following:

1) The Arctic climate system is characterized by strong seasonal cycles, with significant interannual variability.

2) The Arctic climate system is highly sensitive to external forcing, particularly changes in solar radiation and greenhouse gas concentrations.

3) The Arctic climate system exhibits significant spatial and temporal variability, with different regions and seasons showing different patterns of change.

4) The Arctic climate system is characterized by strong feedbacks between the atmosphere, land surface, and sea ice.

5) The Arctic climate system is subject to significant uncertainty, particularly in terms of future projections.

The letter also identifies several areas for future research, including the following:

1) Further investigation of the physical processes that govern the Arctic climate system.

2) Improved modeling of the Arctic climate system, particularly in terms of its sensitivity to external forcing.

3)更好的理解北极气候系统的反馈机制。

4) Improved monitoring and observation of the Arctic climate system, particularly in terms of sea ice extent and thickness.

5)更好的理解北极气候系统的未来趋势。

The letter by Trenberth et al. (2003) provides a valuable synthesis of the current state of knowledge about the Arctic climate system, and its conclusions are well supported by the available data.

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# **ACQ Closing Script**

## **FOLLOW THE FUCKING SCRIPT**

**Short Pause = (...)**

**Medium Pause = (.)**

**Long Pause = —**

### **INTRO**

[PROSPECT]! Hey it's [MYNAME] from [MYCOMPANY] calling about [PRODUCT] on a recorded line—how's it going?

**\*Wait for response\***

Great. Doing great. Excited for our call today. We only have 20 min for our call today. Cool if we jump right in?

**IF THEY DID NOT WATCH THE VIDEO → No worries...I just shot ya a text. Did that come through?**

**\*Wait for response\***

Perfect....that's the video, it's just 5 min and will save us about 20 here today. Do you mind giving that a quick watch, I'll go on mute and we can jump in once you finish?

\*Wait for response\*

Yeah let's do it. By the way, I appreciate the texts before our call. Super helpful. All we'll do for the call today is spend a couple minutes diving through metrics on your business just to make sure it's a fit...And—if so—happy to walk you through [PRODUCT]... and from there if things make sense we can get you all set up. Sound good?

\*Wait for response\*

Let's do it. And before we jump in. Just want to be clear...we make no promises or guarantees of any rate of return or specific result. And that's because you're the one doing the work. Not us. So your results will vary. Cool?

\*Wait for response\*

## DISCOVERY

Sweet! So first question—What had you book the call for [OUR PRODUCT]?

\*Wait for response\*

Great. Glad you liked it. By the way... did you get a chance to check out that...[VSL]?

\*Wait for response\*

Awesome. And what were your main takeaways?

\*Wait for response\*

Great. Well I'm excited to fill in any gaps for you... I wanna learn a little more about your business. I know you have [BUSINESS TYPE]. Could you tell me a little bit more about that?

\*Wait for response\*

Got it. So it sounds like you [RECAP]. I get that right?

\*Wait for response\*

Great OK so I'm gonna rapid fire through a list of questions. Just to better understand the Business. And see if it's a fit. That work?

\*Wait for response\*

Perfect. What's annual revenue?

\*Wait for response\*

Got it so [RECAP]. How about profit on that?

\*Wait for response\*

OK so [RECAP] and what's your main offer?

\*Wait for response\*

[RECAP]. Very cool. How are you currently getting clients for [RECAP]?

\*Wait for response\*

OK. Got it got it. So [RECAP]. How many new clients are you getting. Per month. On average?

\*Wait for response\*

OK so [RECAP]. And ballpark. How much do your clients spend with you?

\*Wait for response\*

OK so [RECAP] and how long have you owned [Business name]?

\*Wait for response\*

Got it [RECAP METRICS]. Perfect. So that wraps up the metrics side of things. Now... probably the most important—question of the day. What's the biggest thing holding back growth? Marketing? Sales? People? Profit?...Something crazy?

\*Wait for response\*

[RECAP]. Got it. Tell me more about that.

\*Wait for response\*

Got it Yeah so it sounds like [RECAP]. And yeah you're totally right...that fits right into [CATEGORY]. So. Is that the only thing you want to get out of the workshop? Or is there something else?

\*Wait for response\*

## OFFER

Got it. So it [CATEGORY]—and [CATEGORY]. That makes a ton of sense and luckily [PRODUCT] covers both! So...based on

everything you told me. And given the fact that you've got [CATEGORY] and [CATEGORY] as your biggest constraints. I'd be happy to walk you through what we do. I'm excited for you! You want the details?

\*Wait for response\*

Great. And... just to give you some context. Due to the space. We can only hold 70 or so businesses? So. It will be hands on—that work for you?

\*Wait for response\*

Awesome. So. From the [PRODUCT]. You're gonna get help solving. The key challenges. Of [CATEGORY]. And [CATEGORY]. From three different sources—

- Number one—you'll get help from [PRODUCT FEATURE#1] so you can [BENEFIT#1].

- And beyond that—you're also gonna have [PRODUCT FEATURE #2] which means [BENEFIT #2]

So you're gonna get [PRODUCT FEATURE #1] and [PRODUCT FEATURE #2].

- And the cherry on top after [PRODUCT FEATURE #1] and [PRODUCT FEATURE #2] is then you have an opportunity to [PRODUCT FEATURE #3]—

And mind you this isn't [POTENTIAL OBJECTION] this is [OVERCOME]—Sound good?—

\*Wait for response\*

## CLOSE

Cool. So. Last question for you—you ready to come out to Vegas?

\*Wait for response\*

## CLOSE WON: ASK FOR A REFERRAL

We've got you all locked in. Quick question for you—you're the exact type of business owner we love to work with. If we could talk to only people like you all day...we would.

Who else do you know who's as successful as you that would benefit from this? I ask because we have a few spots left on that date and I'd love to fill it with even more solid business owners—

\*Wait for response\*

**IF they say no, I can't think of anyone:**

What about someone in [THEIR TYPE OF BUSINESS]?"

\*Wait for response\*

**IF they say yes:**

Would you be comfortable introducing us?

\*Wait for response\*

Great. The best way is to throw us in a group chat together. That work?

\*Wait for response\*

Great. Looking forward to it...by the way....does anyone else come to mind?

\*Wait for response\*

**CLOSE LOST: BAMFAM - ONCE YOU COMPLETE LOOPS.**

I can see we're running out of time and I want to respect your schedule....We've covered a lot of ground and I think this could really help you—When can we pick this up? I have [SPECIFIC TIMES] available?

\*Wait for response\*

When we talk next, we'll [SPECIFIC OBJECTIVE]. So we're locked in for [DAY/TIME] and you'll have the invite?

\*Wait for response\*

Perfect, I'll send you a calendar invite right now. Talk then!

# ACQ Looping Script

## STEP #1: NO MATTER WHAT THEY SAY

I completely hear you... Do you mind if I ask you a question?

Do you think doing [PRODUCT]? Is something that can help? get closer to [GOAL]?

## STEP #2: ISOLATE THEN FILTER

**“Yes I do, but [new objection]”**

**CONFIRM:** Ahh...so the main thing is [OBJECTION]?

\*Wait for response\*

**ISOLATE:** Other than [NEW OBJECTION]... is there anything else holding you back?

\*Wait for response\*

→ Move to overcome in the script.

**“Yeah..” (very uncertain tone)**

**PROBE:** Hmm...you don't seem super confident—

\*Wait for response\*

IF THEY GIVE A SPECIFIC OBJECTION:

**CONFIRM:** Got it so it's [OBJECTION]?

\*Wait for response\*

**ISOLATE:** Other than [OBJECTION] Anything else holding you back?

\*Wait for response\*

→ Move to overcome in the script

IF THEY DON'T GIVE A SPECIFIC OBJECTION:

**PROBE:** Well, what's your main— concern?

\*Wait for response\*

**CONFIRM:** Got it...is it more [OBJECTION TYPE #1] or [OBJECTION TYPE #2]?

\*Wait for response\*

**ISOLATE:** So other than [OBJECTION]— is anything else holding you back?

\*Wait for response\*

→ Move to overcome below

**“Yes I do” (certain tone)**

Love it...I'm curious...what makes you say that?

\*Wait for response\*

I agree. I mean since you are dealing with [PROBLEM] in [INDUSTRY]...and we have a [top book on offers/leads or sold a company in software/consulting/physical product/

or scaled sales teams across various industries/or actively solve these types of problems everyday]

\*Wait for response\*

It sounds like we can really help...I mean how could we just get this going?

\*Wait for response\*

**ISOLATE:** Well, it sounds like [OBJECTION] is the only thing holding you back?... Is there anything else?

\*Wait for response\*

Mind if I present— some possible... solutions?

\*Wait for response\*

→ Move to overcome below

**“I'M NOT SURE”**

**PROBE:** Oh...well what's your main— concern?

\*Wait for response\*

**ISOLATE:** Got it, outside of [OBJECTION] do you have any other concerns?

\*Wait for response\*

→ Move to overcome below.

and the first two digits of the date of birth are the same as the first two digits of the year of birth.

The third digit of the date of birth is the same as the third digit of the year of birth.

The fourth digit of the date of birth is the same as the fourth digit of the year of birth.

The fifth digit of the date of birth is the same as the fifth digit of the year of birth.

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The twenty-sixth digit of the date of birth is the same as the twenty-sixth digit of the year of birth.

The twenty-seventh digit of the date of birth is the same as the twenty-seventh digit of the year of birth.

The twenty-eighth digit of the date of birth is the same as the twenty-eighth digit of the year of birth.

The twenty-ninth digit of the date of birth is the same as the twenty-ninth digit of the year of birth.

The thirty-digit of the date of birth is the same as the thirty-digit of the year of birth.

The thirty-first digit of the date of birth is the same as the thirty-first digit of the year of birth.

The thirty-second digit of the date of birth is the same as the thirty-second digit of the year of birth.

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The thirty-eighth digit of the date of birth is the same as the thirty-eighth digit of the year of birth.

The thirty-ninth digit of the date of birth is the same as the thirty-ninth digit of the year of birth.

## **Timing Objections**

The prospect says they cannot find time to do what is required to get the outcome you promise.

**“I am overwhelmed/I have a lot going on right now”**

What makes you feel overwhelmed?

\*Wait for response\*

Completely hear you...so it sounds like you have a lot going on right now?

\*Wait for response\*

So most business owners join [PROGRAM] feeling the same exact way—but get [TIME BENEFIT] so the good news is...you are in the same spot. Mind if I share some context on that?

\*Wait for response\*

One of the first things we do is [FEATURE], this helps give you [BENEFIT]...which helps save time in the process. Now on top of that you get [BENEFIT] to help with [PROBLEM]. That way you know exactly what to do...We've designed each step to create clarity on how to solve [PROBLEM]—erasing everything that does not matter. We think of it as ‘how much can we delete?’ vs ‘how much can we add?’ Does that make sense?

\*Wait for response\*

Great...so why don't we just get you out to Vegas?

**"I need to confirm the timeline"**

Other than confirming dates—is there anything else holding you back?

\*Wait for response\*

Got it...do you mind if I share what a lot of people do in this situation?

\*Wait for response\*

And I completely understand, a lot of business owners we talk to are super busy, have to check with family, check flights etc—Most of them go ahead and set up their tickets.... from there I'll send over a few dates to look at.... hotel recommendations.... itinerary ... and any logistics to help you out—And if we need to move the date on the backend, we can 100% do that. We have quite a few to choose from...Is that cool?

\*Wait for response\*

## **Money Objections**

The prospect says they cannot afford what you're offering or don't see the value.

**"I see the value in it...I just don't have the money"**

Got it. So it sounds like it's just figuring out the finances...is that right?

**\*Wait for response\***

So if you had the money today. Would anything else prevent you from getting started?

**\*Wait for response\***

Ok got you. Do you mind if I ask you a financial...question?

**\*Wait for response\***

**What's monthly cash flow—give or take?**

**\*Wait for response\***

Got it [RECAP] and what's cash on hand again?

\*Wait for response\*

So it looks like we can make this work...How about we do this...we can get everything set up—that way you can make sure you get the date...and we can get one step closer to solving your [PROBLEM] Would that be crazy?

\*Wait for response\*

**“It’s really expensive”**

I think it’s good that it’s a lot...it means you’ll actually care and be more likely to take action. I mean if it were only \$500—would you even believe it was valuable?

\*Wait for response\*

Exactly...and one of my favorite quotes from Warren Buffet is...price is what you pay... and value is what you get...I mean....do you see the value in doing this?

\*Wait for response\*

Great...Let's get you out to Vegas.

**“I need to get another card OR I need to wait until payroll is clear”**

100% understand—so other than clearing the money—is there anything else preventing you from coming?

\*Wait for response\*

## MONEY OBJECTIONS

Perfect, are you cool if I ask some questions to better understand the situation?

\*Wait for response\*

What does your cash on hand/credit card situation look like? (curious tone.)

\*Wait for response\*

IF they have money → ASK FOR THE SALE

IF they don't → What's the timeline look like for you? BAMFAM

**"I don't have the card I want to use with me"**

Got it, so other than not having your card on you we're good to rock n roll?

\*Wait for response\*

Got it, do you ever use tap to pay?

\*Wait for response\*

If YES → Sweet, we have Apple pay—would that work?

\*Wait for response\*

If NO → No worries, we can also do a quick bank transfer— would that be crazy?

\*Wait for response\*

IF NO AGAIN → All good haha— just wanted to cover all the bases. BAMFAM.

**"I just don't know if I see the value"**

Got it—Well let me ask you this...earlier you mentioned you consumed [CONTENT]—what has that done for you so far?

#### IF THEY HAVE GROWN FROM THE CONTENT:

Exactly...you are here for a reason right. And that is why—we are doing [PRODUCT]...People want more tactical support—and we are here to give it to them...do you think it would be a horrible idea to get advice from our team to help solve [PROBLEM]?

\*Wait for response\*

Right (haha) so let's get you set up...

#### IF THEY HAVEN'T GROWN FROM THE CONTENT

Got it— do you think it's because you haven't been able to apply it to your business?

\*Wait for response\*

## MONEY OBJECTIONS

Exactly, that is why we have [PRODUCT]...would it be hard to believe [PRODUCT FEATURES] would help unlock [PROBLEM] for you?

That would be amazing— like I said earlier — we promise no result because we're not the ones doing it—you are. So obviously your results will vary—That said, if you got that kind of guidance...the same kind we give our [TYPE OF CLIENT]—would you be opposed to getting going?

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## Decision-Maker

The prospect says they cannot make the decision without someone else's permission or input.

**"I need to talk to my spouse OR business partner"**

Got it...other than talking with her/him....is there anything holding you back?

\*Wait for response\*

Is it cool if I ask a question?

\*Wait for response\*

Got it, just out of curiosity—what would be their biggest concern?

\*Wait for response\*

[RECAP] anything else?

\*Wait for response\*

## DECISION-MAKER

→ Well, how would you handle that/those concern(s) with them?

→ IDENTIFY & GO THROUGH SPECIFIC OBJECTION LOOP

Cool so other than talking with them...is there anything else holding you back?

\*Wait for response\*

Got it...Are you open to ideas that could maybe help?

\*Wait for response\*

Cool so typically what we do in this situation...because it's [INSERT REASON WHY]—Then if your [SPOUSE/BUSINESS PARTNER] absolutely hates the idea of you [RIDICULOUS BENEFIT #1] AND [RIDICULOUS BENEFIT #2]...then you can give me a call and I will make sure you are taken care of—fair enough? → ASK FOR ORDER

IF STILL A NO → Well, what if she/he says no?

IF "I would go anyways" → ASK FOR ORDER

IF "I need to talk to them" → Not a problem at all...I'm excited to potentially do business with you...When would you be able to chat with them? (BAMFAM)

## Preferences

The prospect says they don't like something specific about your product, service, or approach.

**"I don't think I can learn in that big of a group"**

Do you mind if I share how we structure the [PRODUCT]?

\*Wait for response\*

It actually starts before you even arrive—we send you pre-work to understand your business—and make sure you're prepped to get the most out of it—Then, at the [PRODUCT], we don't waste time with broad theories. Instead... we dive directly into your biggest bottlenecks. You'll work in small groups with our top directors—to solve specific challenges in your business. And again, the goal is you walk away with 3–5 clear—tactical—steps you can implement. Does that give you more context and confidence we could help?

\*Wait for response\*

**"How is this different than the free content?"**

Great question...because everything you need to scale is already online....The difference is that free content tells you what to do; the [PRODUCT] shows you how to do it—specifically for your business. Instead of generic advice, we tailor the strategies to solve your unique challenges. For example, you can't ask a question about your business to Alex's book.

And the reason most entrepreneurs lean towards the [PRODUCT] is speed. You could spend a lot of time testing and trying different routes to scale or we could tell you what we know works because we've done it before. Does that clear that up for ya? ASK FOR ORDER

IF STILL A NO:

Here's the biggest thing... all the information is out there...

The question is how long will it take you to find it...? long time right?

So with the [PRODUCT] you're paying for time...instead of searching or testing what to do...you're going to be guided on exactly what to do from a team that does this everyday. ASK FOR ORDER

***"I went to a similar [PRODUCT] and I didn't like it"***

Completely hear you...and how many people were at those events?

And did you get to work with and get personalized help from the speakers?

So do you feel maybe they just weren't tactical enough?

Got it—that makes complete sense. Mind if I share how our [PRODUCT] is structured?

First off, if you're looking for a RARA event, this isn't that.

But...What it is—is a hands-on workshop designed to create a customized roadmap to scale your business.

Before you even arrive, we send pre-work so we understand your business and you're fully prepped.

During the [PRODUCT], there's no fluff—just deep dives into your biggest constraints.

You'll work in small groups directly with our top directors—advisors in [PROBLEM]—to solve real challenges in your business.

By the end, you'll leave with 3–5 clear, tactical steps to implement.

Does that give you more confidence that this would actually be valuable?

Is there any reason we shouldn't do this?

***"I'm too small for this"***

Totally hear you. Mind if I share how we structure the [PRODUCT]?

And yes there will be larger businesses here, BUT we group you with businesses of similar size, so everything is directly relevant. Some will be a step or two ahead, others a step behind—giving you both clear next steps and allowing you to see around the corner.

And honestly, businesses of your size tend to get the most out of this. Because being around larger businesses for two days isn't going to hurt the business...it usually gives new perspective

Does that help give you more confidence we could help out?

***"I'm too big for this"***

Totally hear you. Mind if I share how we structure the [PRODUCT]?

Yes there will be smaller businesses here but we group you with businesses at a similar scale, so everything is directly relevant.

You won't be sitting next to someone doing \$1M when you're at [REVENUE MARK], but you will be in a room with entrepreneurs solving the same high-level problems—and even some larger companies that can show you what's around the corner.

Long story short. We group you by revenue.

Does that give you more context we can help?

Il primo dei due è un'esperienza di vita che si svolge nel tempo e nel luogo, e che non può essere compresa se non si considera il luogo in cui si svolge.

Il secondo dei due è un'esperienza di vita che si svolge nel tempo e nel luogo, e che non può essere compresa se non si considera il luogo in cui si svolge.

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Il quarto dei due è un'esperienza di vita che si svolge nel tempo e nel luogo, e che non può essere compresa se non si considera il luogo in cui si svolge.

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Il settimo dei due è un'esperienza di vita che si svolge nel tempo e nel luogo, e che non può essere compresa se non si considera il luogo in cui si svolge.

Il ottavo dei due è un'esperienza di vita che si svolge nel tempo e nel luogo, e che non può essere compresa se non si considera il luogo in cui si svolge.

## **Stall Objections**

The prospect says they need more time to consider the decision without giving a specific reason.

**"I need to think about it"**

Do you mind if I'm upfront with you?

Yeah so typically almost everyone is ready to lock in their spot...and if not it's really because of 1 or 2 reasons.

- 1) They don't see the value...I mean do you see it? Cool I'm confident this will help.
- 2) Logistically they need to make sure it will work...

So is it number 2 or something crazy? Haha

**"I always take 24 hours to make a decision"**

100% respect that, just out of curiosity is there any new information that's making you reconsider?

Do you mind if I share some perspective on that.

The cool part of my job is I get to see the decision making process of Alex and Leila and other large business owners. They make quick logical decisions when they see value.

Because you see the value in the workshop right?

Exactly, and so because we do see the value. Would it be absolutely crazy if we break the rule?

**"I just need some time to think about it...it's a big commitment/decision"**

Do you feel maybe this is just a big decision?

Gotcha. And...do you feel maybe a bit nervous...it being a big decision?

I totally understand...that's exactly why you should start [PRODUCT]! Because the people who start and are nervous do great!

If you put down [PROGRAM COST], do you think you would just let things fall through the cracks? Or do you feel you would come in, ask all your questions, implement everything we give you, and make the most out of your time here?

Exactly, that's why being a bit nervous is actually a good thing...because you probably will take it more seriously...And you do see the value?

And do you see yourself taking action on that value?

Well what are we doing, let's get you out to Vegas! Do you wanna use Visa, Discover, Amex, or Mastercard?

## **ACQ BAMFAM Script**

**When to use:** When you BAMFAM a meeting. Use this to nurture the appointment in between meetings.

**How to use:**

**Text #1:** 5 min follow up

Hey [NAME], so great talking with you. Excited to continue the conversation & potentially do business together. We can help.

**IF APPLICABLE**

Also, here's a quick video that reminded me of you [PULL VIDEO FROM PIPELINE RESOURCES BASED ON BUSINESS/SIZE/PROBLEM/OBJECTION]

**Text #2:** Night before

Looking forward to our meeting tomorrow.

**Text #3:** Morning of

**Talk today :**

## IF BOOKED MORE THAN 3-DAYS

Send a value-based message with one of the following:

- 1) Testimonial
- 2) 3rd party video review
- 3) Value video from YouTube

Hey [Name] - just saw this case study of [COMPANY SIMILAR TO THEIRS] who solved [THEIR SPECIFIC PROBLEM]. Quick watch: [LINK]

[Name] - saw this video from [FOUNDER] thought you might enjoy :) [LINK]

144 | Page

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# **ACQ Referral Text Script**

**When to use:** Day after someone signs up & they agreed to give a referral OR if you did not ask and need to follow up.

## **Post-Sale Script:**

Hey Name! Excited to have you out here soon. Curious - did you know any other amazing business owners who might benefit from [PRODUCT]?

**IF YES:** Love it. Do you mind putting us in a group chat together? That's typically the easiest way.

**IF NO:** No worries!! Feel free to holler at me when you do :)

## **Referral Group Chat Script:**

Thanks for connecting us! Great to meet you [REFERRAL NAME].

(send)

Excited to potentially get you out to the workshop with [CLIENT NAME].

(send)

**Do you have time this afternoon at [X TIME] or tomorrow at [Y TIME]?**

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## ACQ No Show Script

**WHEN TO USE:** AFTER YOU DOUBLE DIAL WITH NO RESPONSE AT SCHEDULED TIME.

If no pick up:

- 1) Immediately send:
  - "Hey [NAME], just tried your cell. Ready to rock?"
- 2) If no response in 5min, send
  - "I know business owner life is busy...Happy to find another time. I have some openings tomorrow at [TIME] or [TIME]? Either of those work to reschedule?"
- 3) Add these to your outbound block at the end of the day if you do not get responses. If they pick up → **OUTBOUND SET PHONE SCRIPT**

## 2000 PROBLEMS

1. *Find the area of the triangle with vertices at  $(0, 0)$ ,  $(1, 0)$ , and  $(0, 1)$ .*

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15. *Find the area of the triangle with vertices at  $(0, 0)$ ,  $(1, 0)$ , and  $(0, 1)$ .*

# ACQ Pipeline Phone & Text Script

## **When to use:**

- 1) We are waiting on solving a problem off call that takes time & we failed to get the BAMFAM (ex. Waiting for a payday, getting another card, spouse/business partner, vacation, timing etc)
- 2) They have ghosted you (ex. No show to a BAMFAM or stopped responding during condition #1)

**How to use:** Start by calling. If they do not answer, transition to text. The goal is to close the deal or agree on a timeline to touch base again.

## **Phone Script:**

Desired outcome(s): Close the deal, BAMFAM, set a new timeline.

Hey Name- it's [NAME] from [COMPANY] calling from a recorded line...how ya been?

Great- just had a few minutes [BETWEEN MEETINGS/BEFORE I WRAPPED MY DAY] wanted to touch base around [OBSTACLE THAT IS PREVENTING THE DEAL FROM MOVING FORWARD] How's it going there?

→ Transition into objection overcomes/looping.

### Text Script:

#### **STEP #0: 5-MIN FOLLOW UP**

- Hey [NAME], so great talking with you. Excited to continue the conversation & potentially do business together. We can help.

*Note: This takes place right after this first call you have with them. The goal is to leave a positive feeling post-conversation.*

#### **STEP #1: VALUE MESSAGES**

- Hey [NAME] - just saw this case study of [COMPANY SIMILAR TO THEIRS] who solved [THEIR SPECIFIC PROBLEM]. Quick watch: [LINK]
- [NAME] - remember you mentioned struggling with [PROBLEM]? One of our clients just shared this: [LINK]
- Quick heads up [NAME] - found a video that directly addresses [PROBLEM]. Thought you'd want to see this before we reconnect: [LINK]

#### **STEP #2: CHECK-INS**

- Hey [NAME] - what did you think about [the proposal/article]?
- [NAME] - how are you feeling about [next steps/decision]?
- Hey [NAME] - what questions came up when you reviewed [X]?
- [NAME] - which part of [VIDEO/CONTENT] resonated most with you?
- How ya feeling since our last call?

### STEP #3: BUMPING

- [Name]?
- [Name] - any questions around this^^
- [Name] - should I assume this isn't a priority right now?
- Hey [Name] - different question: what's the biggest challenge on your plate this week?
- [Name] - taking a step back - is [original topic] still relevant or have priorities shifted?
- Quick check [Name] - are you the right person for this or should I connect with someone else on your team?
- Hey [Name] - out of professional curiosity - do you mind getting back to me around [X]
- ^^
- [GIFS]

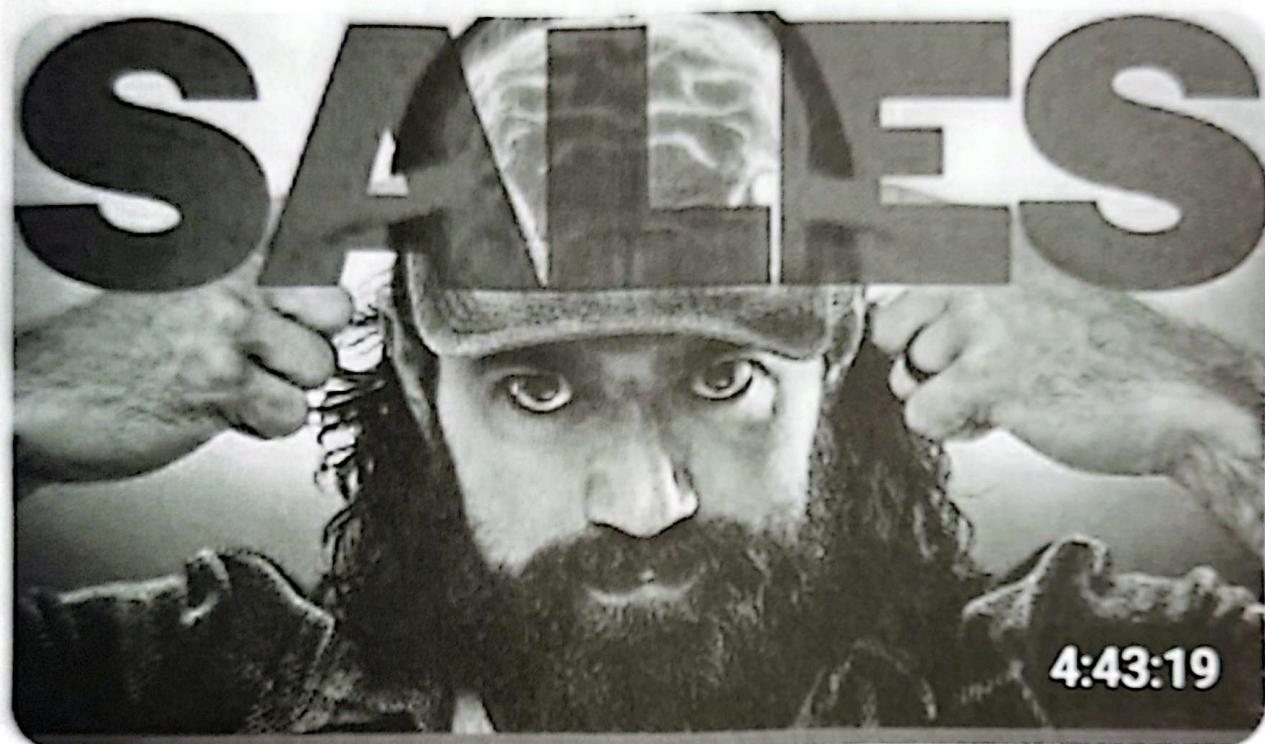
### STEP 4: RE-OFFER/RE-ENGAGE

- [NAME] - just had 3 spots open up for [DATES]. Want first dibs before I announce it?
- Hey [NAME] - update on [THEIR SITUATION]: we just solved this exact problem for [SIMILAR COMPANY]. Want the details?
- [NAME] - been thinking about your [PROBLEM]. Got 5 minutes for a quick solution I think you'll love?



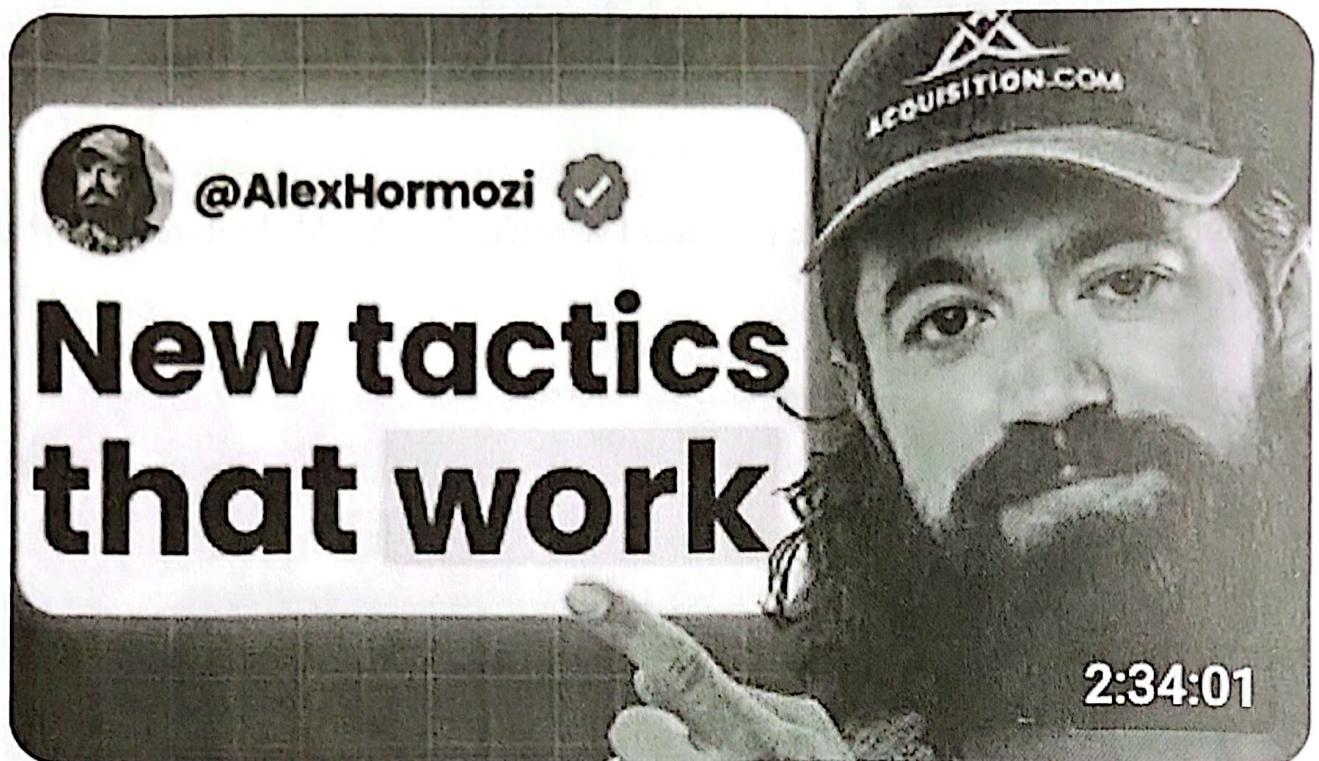
## Additional Trainings

These are some of my favorite sales resources I've made. You should absolutely know all this content.



[https://www.youtube.com/watch?v=JE2\\_7elAcxM](https://www.youtube.com/watch?v=JE2_7elAcxM)

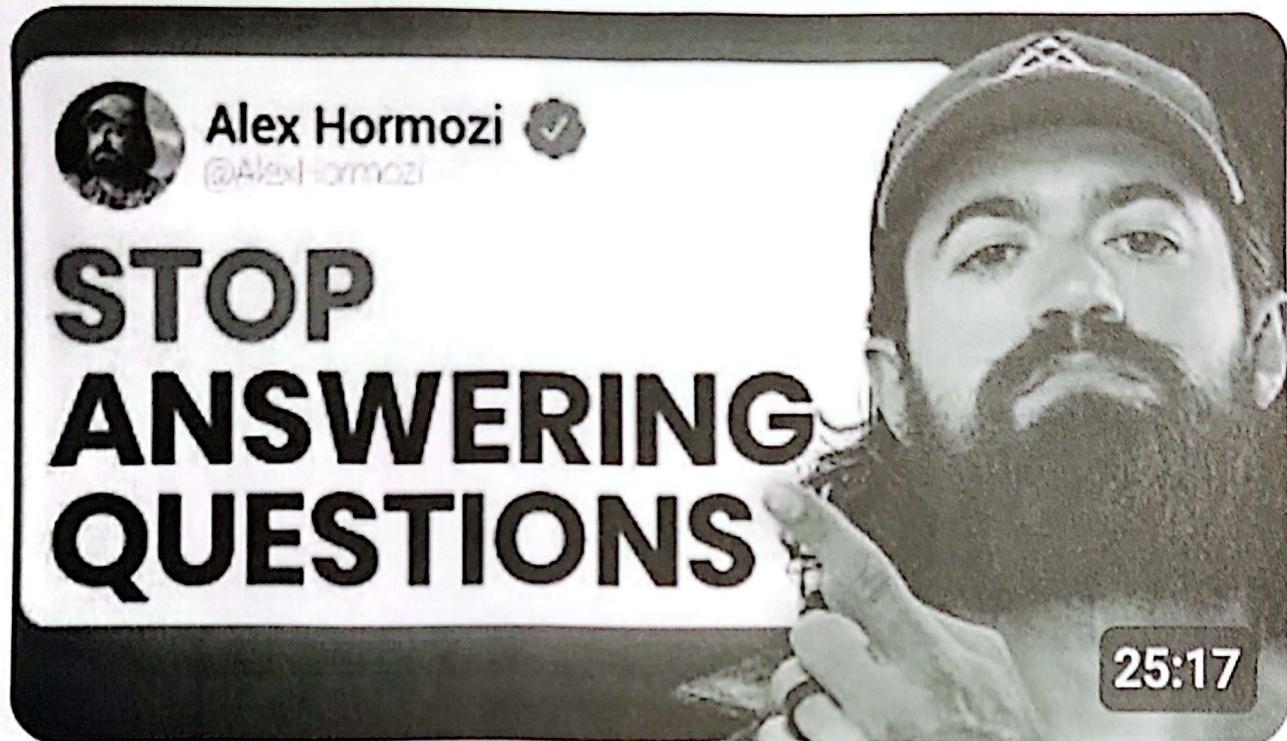




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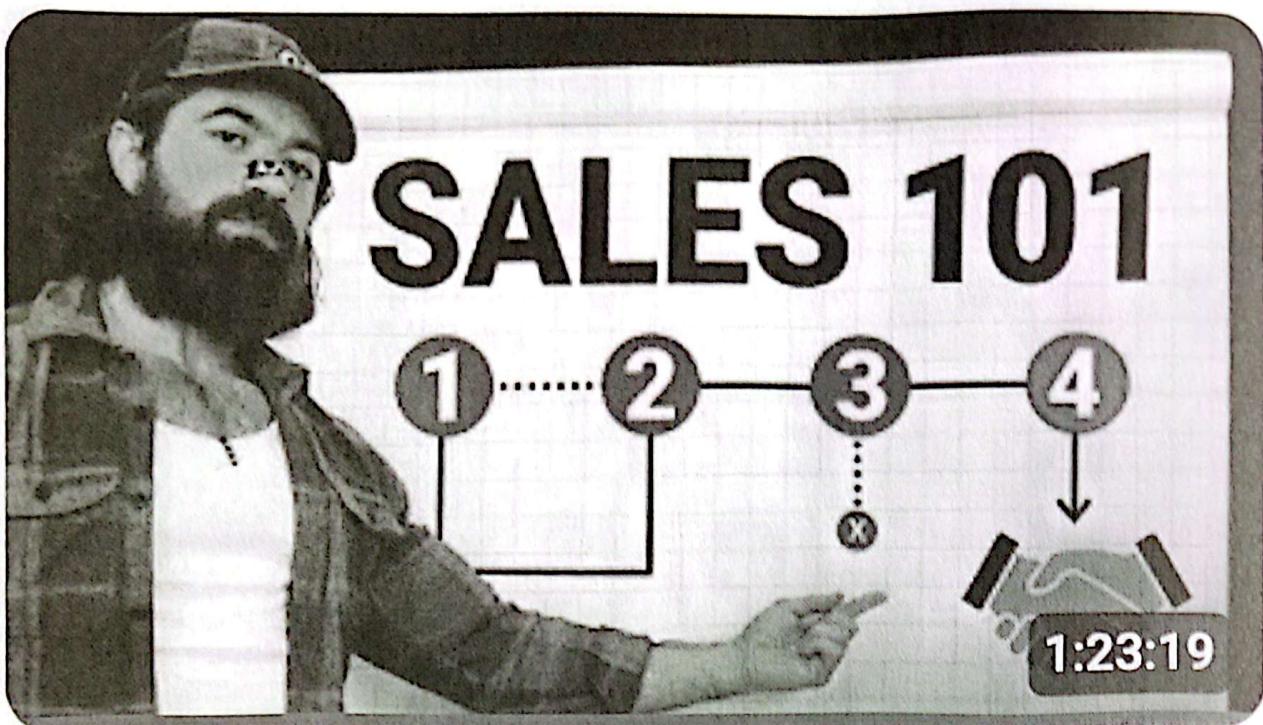


 SCAN ME



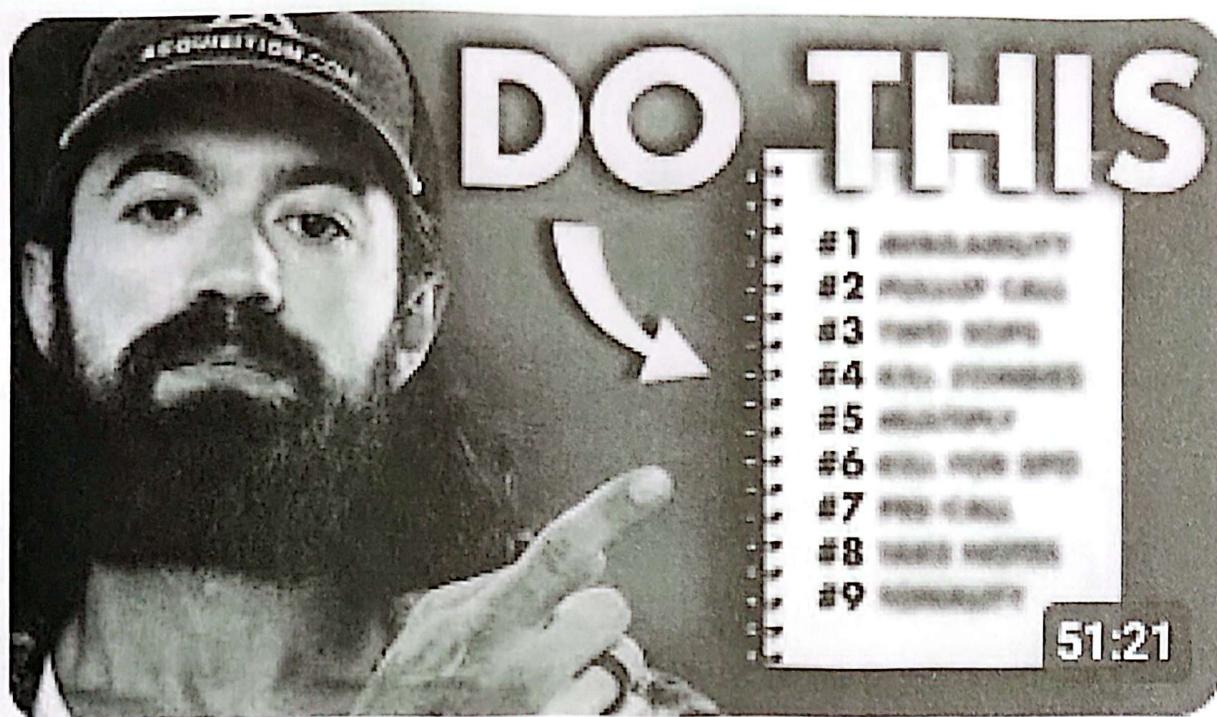
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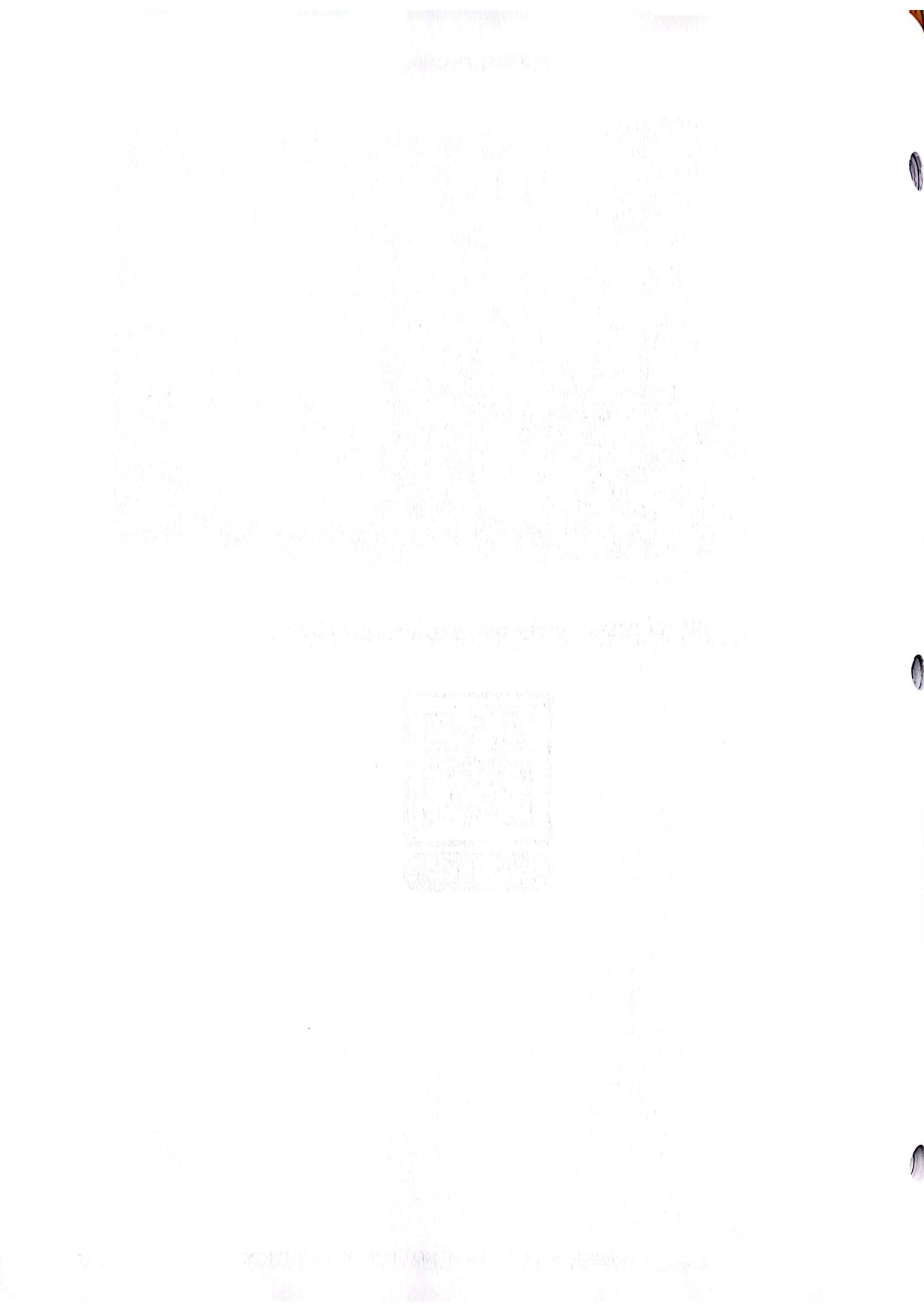
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