**Introduction**

Hey (name), how’s it going? I’m doing very good actually - woke up this morning with an urge to go hiking.

Where abouts are you calling from?

What have you been up to today/ this week?

That’s awesome to hear man..// I’m excited for this call today...

What I’d like to do is just learn more about you and your business, how things are going currently, what your goals are that you’re looking to achieve and what you feel is holding you back at the moment to see if my team and I can help you, and if yes then I’ll go ahead and draft up a unique strategy for your business which I can then walk you through in another call. Sounds good?

So, NAME, can you tell me a bit more about your business and the vision you have for your business?

What are your main goals for the next 6 months? Financial goal?

Your goal is reach X, to give me some context, where is your monthly revenue at

right now?

* What are your current marketing methods that you are using?
* How much of that revenue comes from email marketing?
* Can you walk me through your process of converting customers through email?
  + Active subscribers?
  + What segments do clients send their campaigns to?

So [NAME], you’re trying to almost [double // triple // …] your revenue so what is your detailed plan to make that happen?

* Are you happy with how things are going?
* Growth rate?

What do you think is currently preventing you from reaching GOAL faster? **DIG**

* What’s the cause?
* How long have you been in this position?
* Why haven’t you been able to fix it yourself? What have you tried so far?
* **Impact / Importance / Consequence**

Just to make sure that it would make sense for you to do email marketing, what’s your website conversion rate?

* Whats your percentage of returning customers?

My last question to you NAME is, what was your main reason for jumping on the call with me today?

**RECAP**

Now I believe we can help you and.what I’m gonna do is take all the information from this call today and put it into a plan of action and then what we can do is go through that together and see if that would be something you’d want to go with. Does that sound good?

Awesome, on our next call I will be breaking down for you a lot of valuable information that will be crucial for your business. Is there any other person of importance that needs to be on the next call?

Would tomorrow/Friday same time work for you?

Appreciate it, now you have a good fantastic rest of your day and we'll talk (day)

## **Sales Framework**

Hey NAME, how’s it been since we spoke (small talk...)

Now, as promised my team and I crafted a strategy for your brand and today we’ll be going in depth into that but firstly taking off from where we left off and just to quickly recap our last call… - **RECAP**

Just before I get to it, NAME, I need to ask you a question. Having worked with a few dozen clients now, the common thing I see among those who really succeed are those who have a strong reason WHY - and as you can imagine we’re just looking to work with those types of people. My question is you’re clearly a successful business owner, why do you want to grow even further and hit GOAL? **Magnify it // relate to their answer**

So NAME, based on our conversation previously I believe there are 3 main factors that are holding you back from growing your brand even faster and I’d love to give you some awareness and dive into those. Would you mind if I jump into that?

**(Problems)**

Now NAME, Can you see how if we were to change these 3 things, how it will allow you excel your brand forward?

Alright NAME, now what I would love to do is walk you through our 90-Day Email Scaling System, which we have prepared for you and show you how we can help. Is it cool if we dive into that?

Awesome now I’m going to keep it nice and simple, and break down the system which consists of 3 different parts: Welcome Email Series, Store Abandonment Recovery & Monthly Email Engagements

1. So first of all we want to introduce the customer through a Welcome Email Series and build a relationship with them. We’ll be utilizing the collected emails to help the customers get a better understanding of who you are, and what you stand for - each email will tell it’s own story through the graphics and copy. The benefit for you is that you’ll be consistently providing value which will make you an authority while bonding with customers and creating relationships - then as a result many customers are going to convert. Any questions?
2. Secondly, many customers that browse your store unfortunately leave so we’ll be implementing Store Abandonment Recovery which consists of email automations being triggered if customers were to exit at various points during the sale, for example abandoned site, abandoned checkout. Sequences will be consistently optimised and improved to get you the best results possible and increase your conversion rate. As well as Post purchase flows being implemented to ensure the customers come back. What are your thoughts on this?
3. Lastly, we want to be utilising Monthly Engagement Emails where each month customers receive around 12-16 unique and custom campaigns that add value to their lives and remind them of your products and ultimately giving them a reason to come back to your website and make a purchase. Therefore building a whole ecosystem where customers will see you as an active and dynamic brand which always has something going on.

So this is our 90-Day Email Scaling System. Based on that, does the breakdown make sense to you, NAME?

Great. What is also included in the 90-Day Email Scaling System is weekly team calls, where we give you all updates on what was achieved and what we are planning the next week to ensure you’re happy with the service you are getting, right? And if you have any questions, we also include 24/7 access to us so you can hit us up anytime during the day and we reply to you within 24 hours. And if you have any issues, let’s say in the middle of the week, you wanna jump on a call with us, we’re more than happy with that NAME.

So that’s the 90-Day Email Scaling System. Do you have any questions that are specific to the process of this program?

Now I’d love to get your thoughts, based on everything what do you think will help you the most in the program

Awesome, so on a scale of 1-10 how confident are you that the 90-Day Email Scaling System can get you to GOAL

Real quick again what is included in the program,

* Step 1, Build your email list and get customers to fall in love with you
* Step 2, Remind & Re-engage customers who have abandoned your store to pull the trigger
* Step 3, Keep customers interested and engaged with unique campaigns so they keep on purchasing from you

And the investment for all of this, is only £1000 one time setup fee and a 10% performance fee on the revenue generated after the first 30 days

**Client Problems**

**1) Building a relationship**

How do you think being able to build a larger audience that loves your brand will be able to help you?

Would you agree storytelling and providing value is how you would be able to achieve this?

Right, and if you were to think about how much you’re providing value and storytelling, do you think you’re doing enough of it?

So if you’re not doing this enough, how do you think that’s affecting your brand?

(Explore into profit margins)

**2) Recovery Flows & Testing**

Firstly would you agree that a very small percentage of people that go on your website actually convert?

So you currently have some flows implemented that are helping you convert some more people right?

But would you agree that there is more that can be implemented and optimised?

What has previously stopped you from developing your email marketing and maximising sales generated?

**3) Engaging people each month**

How are you currently going abouts engaging people and bringing hype to your brand through email?

Would you say you have been effective in doing so?

Right and do you have any structure or long term plan when creating & sending out campaigns?

How long have you been sending out campaigns without any sort of planning?

And if you had a consistent structured plan, would you think that would be able to benefit you?

**4) Lack of expertise**

If you’re lacking expertise, what limitations is that creating for you and your brand?

Why do you think you haven’t addressed this earlier?

Do you think it’s impacted the speed at which you grow?

**5) Lack of Time**

How do you think not having enough time to put into email marketing has affected the amount of revenue you’re able to generate?

How long have you been having trouble with this?

So if you’re on this call and want to allocate this task to someone else, as a consultant I always like to walk my clients through thinking about how they can put this time into better use, is this something you’ve thought about previously?

**What Am I Selling?**

Welcome Email Series

Store Abandonment Recovery

Monthly Engagement Emails

**Welcome Email Series**

So first of all we want to introduce the customer through a Welcome Email Series and build a relationship with them. We’ll be utilizing the collected emails to help the customers get a better understanding of who you are, and what you stand for - each email will tell it’s own story through the graphics and copy. The benefit for you is that you’ll be consistently providing value which will make you an authority while bonding with customers and creating relationships - then as a result many customers are going to convert. Any questions?

**Store Abandonment Recovery**

Secondly, many customers browse your store but unfortunately leave so we’ll be implementing Store Abandonment Recovery which consists of email automations being triggered if customers were to exit at various points during the sale, for example abandoned site, abandoned checkout. Sequences will be consistently optimised and improved to get you the best results possible and increase your conversion rate. As well as Post purchase flows being implemented to ensure the customers come back. What are your thoughts on this?

**Monthly Engagement Emails**

Lastly, we want to be utilising Monthly Engagement Emails where each month they receive various unique and custom campaigns that add value to their lives and remind them of your products and ultimately giving them a reason to come back to your website and make a purchase. Therefore building a whole ecosystem where customers will see you as an active and dynamic brand which always has something going on.

**Problem: (\*IMPACT\*), (\*AFFECTION\*), (\*EXPECT\*), (\*IMPORTANCE\*)**

What’s your main challenge right now? What obstacle are you facing right now?

Anything else?

***(DIG TO THE PROBLEM’S ROOTS)***

**Probe into Problem**

* How long have you been stuck in this position?
* What do you think is causing this? Why? ***(DIG)***

What is the root of it?

* So if (roadblock) is the biggest bottleneck from getting to (goal), why haven’t you been able to figure it out so far?

Could this get worse, is that a possibility we should watch out for?

What makes solving this issue difficult for you? Why make a change now?

What have you previously tried? Do you think that’s the best way to do it?

**Reveal the impact (Lead with a point)**

(Summary of Problem) + Do you feel like it’s had an impact on you? *(Impact)*

* *Dig Deeper*

Can I ask you a personal question? (Summary of Current) What do you think will happen if you carry on doing what you’re currently doing? *(Consequence)*

* What will happen if you carry on doing (X Problem) for the next (X Time)?
* How tough of a position does not achieving the goal put you in?
* So you’ve being doing this for X months seeing no results and investing a lot of hours into this, how comfortable are you doing this for another X months and seeing no results?

**Urgency:** Are you willing to settle for this?

**Impact of Solution**

What do you think will happen if you (SOLUTION)?

How do you expect to get to **X** if you don’t make a change? *(Admit they need help)*