

Part One (Tonality is most important)

If (no name): **You:** Hello, I haven't gotten the chance to know your name yet MR.....

You: Hey Mr._____? (Question Tonality)

You: Hi Mr. _____, This is _____ from Afplak, how are you doing today?

You: Awesome, figured this was a good chance to connect and learn a bit more about each other. I've got about 10-15 minutes before I've gotta hop off.

You: Okay great, so we are just gonna use this call to see if we're a good fit and how we might be able to help you. I'll ask you some questions, if it sounds like we can support you, we'll set aside another time to chat and go through the details with a full demo of our program... is that fair?

You: So Mr (**FIRST NAME**) tell me... What made you want to get this call scheduled today?

Part Two (Pain and Gap is most important)

1) How are you currently getting new customers?

2) Have you ever used a Marketing Agency before? If yes, why did you stop working with them and who were they if you don't mind me asking?

3) What would you say is your ideal customer?

4) How many sales are you getting per month currently on average?

Let's say you sign with us and everything works perfectly as planned, how many sales are you expecting to make per month?

8) What does success look like for you? Are you just willing to make **money**, or do you have **other goals**?

9) What do you feel is the biggest obstacle in your way from getting to your goals on your own?

10) I'm just curious, why do you actually want to get to (**repeat numbers/goals**)? Are you looking to buy Lambos and Ferraris?

Part Three

You: Great, that's all I have for you Mr._____. From everything you've told me, it sounds like we can definitely help you reach your goal... The next step would be to schedule a quick 30 minute to an hour demo call where I would walk you through and SHOW YOU the exact system that we would use to help you get to your goal of _____ and again, it would take roughly about 30 min to an hour and all we would need from you is two things, **just to be in front of a computer with internet access are you able to do that.**

AND THE SECOND THING IS for you to have **ALL** other decision-makers on the call, the people who help you make decisions when it comes to marketing and reaching your goals, maybe your... (Wife, Marketing

manager, investors) Would that **ALSO** be possible?

Great, what days and times do you usually have an hour opening? Do you prefer mornings or afternoons?

Awesome! Just so I don't mess this up, what time is it for you right now?

SCHEDULE DEMO CALL ON CALENDLY REPEAT THE DATE AND TIME AT LEAST 2 TIMES BEFORE HANGING UP...

Is there any reason why you wouldn't be on this call?

- 5) Do you know what your NEW customer cap is? How many new customer can your practice see in a day?
- 6) **Do you have a CA?**
- 7) How much gross revenue did the practice bring in last month and what is your goal? Where do you want to be?