

Business Diagnostic call script (targeting business owners)

Hello, may I speak with the owner or manager of [SME Name] please? My name is [Consultant Name] and I'm calling from RED3SIXTY.

Excellent, thank you for taking my call. We work with small and medium-sized businesses like yours to help them grow and scale their operations. Before I tell you about our services, I'd like to ask you three quick questions to see if there are any problems you're experiencing in your business that we might be able to help with. Is that okay?

1. First, are you experiencing any cash flow issues or struggling to generate consistent revenue?
2. Second, are you finding it challenging to attract and retain customers or struggling with marketing and sales?
3. Finally, are there any operational or staffing issues that are causing headaches for you and your team?

Based on your answers, it sounds like our report and consulting services could be of great value to your business. Our report includes a detailed business valuation, as well as strategies for increasing the value of your business over time. It's a great resource for any business owner who wants to grow and succeed in today's competitive market.

Now, I know that some business owners may be hesitant to invest in a report like this, but I want to assure you that we've helped many businesses just like yours achieve their growth goals. And for a limited time, we're offering a one-hour consultation with one of our expert consultants to help you understand the report and answer any questions you may have. The package is priced at 1,999.

But before we get to that, I'd like to offer you the option of completing a survey at no charge. The survey will give you a score out of 100 and a dashboard that shows you how well your business is currently performing and where you can make improvements. It's a great way to get a taste of what our report can offer without any upfront investment.

So, what do you say? Are you interested in learning more about how our report can help you grow your business, or would you like to take the survey to see where you currently stand?

If you're interested in learning more, I'd be happy to send you more information about our report and our consulting services. Just provide me with your email address, and I'll send it over to you right away. Thank you for considering RED3SIXTY, and I look forward to speaking with you soon.

Script Linkin

Dear [Business Owner], I would like to connect and share our business accelerator report.

Are you ready to unlock the full potential of your business and achieve greater success? Introducing RED3SIXTY's powerful diagnostic report. This comprehensive tool is designed specifically for you, offering a deep dive into your business operations, finance, marketing, and more. With our diagnostic report, you'll gain valuable insights into areas of improvement and receive actionable recommendations tailored to your unique business needs.

Whether you're looking to increase profitability, streamline operations, or scale your business, our diagnostic report will provide you with a roadmap to success. Don't leave your business growth to chance. Take control and propel your business forward with RED3SIXTY's diagnostic report today.

Lets connect and will show you how you can get your report. Watch a quick video to find out more. https://www.youtube.com/watch?v=Rh-Uy4pZ0jl&ab_channel=RED3SIXTY

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There are several benefits for a business owner to get a 24 Page Business Builder (0-10 million turnover) diagnostic report from RED3SIXTY:

1. Identify areas for improvement: The report provides a detailed analysis of the business, highlighting areas that need improvement. This helps the business owner to focus on specific areas and take the necessary steps to improve them.
2. Actionable recommendations: The report provides actionable recommendations on how to improve the business. These recommendations are based on the results of the diagnostic and can help the business owner to make informed decisions about their business.
3. Business valuation: The report includes a business valuation, which can help the business owner to understand the current value of their business. This is particularly important for business owners who are considering selling their business in the future.

4. Increase business value: The report also provides details on how to increase the value of the business. By implementing the recommendations provided in the report, the business owner can work towards increasing the value of their business.
5. Cost-effective: The Business Builder diagnostic report is a cost-effective way for business owners to get an in-depth analysis of their business. The report is priced at a fraction of the cost of hiring a consultant to perform a similar analysis.

Overall, the Business Builder diagnostic report provides business owners with valuable insights and recommendations on how to improve their business, increase its value, and achieve greater success.

There are several benefits for a business owner to get a 16 Page Growth Accelerator (10-200 million) diagnostic report from RED3SIXTY:

1. Strategic analysis: The report provides a strategic analysis of the business, identifying areas for growth and development. This helps the business owner to make informed decisions about the direction of their business.
2. Actionable recommendations: The report provides actionable recommendations on how to achieve growth and improve the business. These recommendations are based on the results of the diagnostic and can help the business owner to implement specific strategies to achieve their goals.
3. Financial analysis: The report includes a detailed financial analysis, which can help the business owner to understand their financial position and identify growth opportunities.
4. Access to expert consultants: Business owners who sign up for the Growth Accelerator diagnostic report also have access to expert consultants who can provide guidance and support in implementing the recommendations provided in the report.
5. Increase business value: By implementing the recommendations provided in the report, the business owner can work towards increasing the value of their business.

Overall, the Growth Accelerator diagnostic report provides business owners with valuable insights and recommendations on how to strategically grow their business and achieve greater success. The financial analysis and access to expert consultants make it a powerful tool for business owners who are serious about achieving growth and success.

As a consultant, I would follow a sales process that includes the following steps:

- Prospecting: Identify potential clients through networking, referrals, or targeted marketing campaigns.
- Qualifying: Assess the prospect's needs, challenges, and goals to determine if our platform and services are a good fit for their business.
- Presenting: Demonstrate the value of our platform and diagnostic reports, emphasizing the benefits of our approach and the success rates achieved by other clients.
- Overcoming objections: Address any concerns or objections the prospect may have, and offer solutions or alternatives if necessary.
- Closing: Use the diagnostic reports to close the sale, providing a clear path forward for the client and highlighting the potential return on investment.
- Follow-up: Stay in touch with the client, providing ongoing support and additional services as needed, and continue to build a long-term relationship.

Overall, my approach would be consultative and focused on understanding the client's needs and goals, and how our platform can help them achieve their desired outcomes.