

High-Ticket Authority Kit

Status: Premium Asset

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Overview

A complete set of scripts and templates to close deals ranging from \$2k to \$10k without feeling "salesy."

Contents

1. The "Diagnosis" Sales Script

- **Phase 1:** The Gap (Where are they vs. Where they want to be)
- **Phase 2:** The Cost of Inaction (What happens if they do nothing?)
- **Phase 3:** The Bridge (How your offer solves it)
- **Phase 4:** The Investment (Price anchor + value stack)

2. Proposal Template (Google Doc)

[LINK_TO_PROPOSAL_TEMPLATE]

- **Key Sections:**
 - Executive Summary
 - The "3-Step" Implementation Plan
 - Investment Options (One-time vs. Payment Plan)
 - Risk Reversal (Guarantee)

3. Objection Handling Cheat Sheet

- **"It's too expensive":** "Compared to what? The cost of fixing this problem yourself?"
- **"I need to think about it":** "Usually that means you have a specific concern. What's the main thing holding you back?"

Instructions

Review the scripts before your next call. Print the "Objection Cheat Sheet" and keep it on your desk.