

THE PERFECT BUSINESS SYSTEM

A Smarter Way to GET CLIENTS!

10 MINUTE
Call
Magic[^] Script



MICHELE C. FOSTER

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Why A Script?

It takes You out of the conversation so you can focus on the candidate.

Your candidate needs your Certainty, thats why they are contacting you . . .

It also gives you a consistent way to HEAR these candidates and for YOU to DECIDE if you WANT to COACH THEM

The script takes out your emotions and promotes theres. When people are emotional they make a decision, when they are in pain that is whay they are contacting you RIGHT NOW

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Ten Minute Magic Call Script

OK, let's get started.

First I want to ask - Why now and why me?

(What is it that made you fill out the application to work with me)

Tell me a little bit about your business goals?

What are you struggling with? [Widen the GAP]

What have you tried?

What type of results would make you happy?

(Problem Check In)

From what you've said, it sounds like your 3 biggest problems are:

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- You really want [GOAL] but [OBSTACLE] is in the way.
- You need a way to [RESULT].
- And you've tried [ACTION] but [FAILURE].

Is that right?

Ok, Great. I said at the start my intention today was to ask you a series of questions to see IF or HOW I can help.

And, I promised if I couldn't, I'd let you know politely and try to point you in the right direction.

[If they are a good fit open the door]

Open the door.

So the good news is, I eat problems like this for breakfast.

So, the next step for us is to book another conversation for us to talk about HOW I can help.

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Let's look at our schedules and set up a time/date.

It'll be sometime in the next few days. I will send you some info about my program.

(SET PROSPECT UP FOR THE WARM-UP PROCESS)

When we talk, I want to focus on three things.

How you want your business to look in 6 months' time.

The clearer we are about how you want it to be, the easier it is for us to make a plan to get you there.

Then we'll talk about how things are right now, what's working, and what's not...

So I know what we have to work with.

And finally, once I know where you are, and where you want to go, it's just a question of what are the obstacles that are holding you back, so we can create a plan.

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So it's been great chatting today and getting to know you and your health goals.

When we talk again we can just pick up where we left off.

Is that cool with you? Ok, great.

I look forward to our next conversation.

After you set your prospect up for the Super Sales Call, send your potential client some 'warm-up' content and testimonials.

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Published Author: Energy, Endurance, Empowerment

Certified Sports Nutritionist

Certified Personal Trainer

Certified Life Coach – Trained and coached 500+ business leaders in sales and marketing

“Who’s Who in Business – 1989

Introduced and Marketed National Brands Advil, Reach Toothbrush, Softsoap Liquid Soap, Tampax.

Professional Training Programs:

- **Anthony Robbins – Master University**
- **Jay Abrahms – Marketing**
- **Dale Carnegie – Effective Speaking and Human Relations**
- **Xerox Corporation – Professional Selling Skills I/II/III**

Awarded GSUSA Visibility Award

Awarded GSUSA – Green Angel

Radio Show Host – “The Michele Foster Show” Inspiring Dreams – Chicago morning talk radio show -1410 am

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