



The H-A-P-P-Y Sales Call Script

“When your message is your marketing, selling becomes sharing.”
– Baeth Davis

The H-A-P-P-Y System: A SIMPLE sales strategy phone call SCRIPT for helping your IDEAL prospective clients easily decide to work with you.

*** NOTE: Before you get on zoom or the phone - is this an ideal prospect? PRE-QUALIFY them in Facebook DM or via an application:**

- * They can afford your services.
- * They both want AND need your services.
- * They understand the difference between spending money and investing.
- * They surround themselves with successful people.
- * They understand the value of what you are offering.
- * They are the primary decision-maker? (e.g. They don't need to 'check with their husband/wife/biz partner' first.)

H = Hello (Develop rapport.)

A = Assess (Uncover the problems.)

P = Pain (Reflect back what they've said. Dig deeper, ask more questions.)

P = Program Offer (The solution. Offer a 3-step plan - "You need to do this, this and this to achieve your goal. We can help...")

Y = “YES!” (Help them make a decision - a clear 'YES 'or 'NO.' If they want to "think about it," you haven't done your job - either in the pre-screening process or the assessment phase of the call.)