

World Breaker Sales Script

Preparation Stage

Set aside 5 minutes before each sales call to get yourself into the right headspace
Review any information you've collected about the person leading into the sales call
Practice sales affirmations in order to set the frame for the call
Close all laptops and remove all distractions so that you can place your complete attention on the individual
Have only your phone and headphones
Get yourself into the mindset of "doctor" and "diagnosis" instead of "salesman"
Dance and sing to your favorite song for at least 30 seconds
Dial immediately at the scheduled time

Comfort Stage

Greet them and chat for 1-3 minutes
John! How are you doing?
So where are you calling from?
How's the weather out there right now?

Take the Alpha Role

This is where you take control of the call and establish the frame and structure.

Okay John, I'd love to dive in and get started if that's alright.

(Sure)

How this call will go is I'll start by asking you some questions about yourself and your business.

We'll dig into some of the obstacles you may be facing and what it is that you're trying to create in the world, and I'll give you some actionable, practical advice right on the call.

Now, because of the level of depth we try to reach, it's extremely important that we stay focused. Do I have your permission to interrupt you if we start to get off track?

(Yes)

If at the end it sounds like I can help and it seems like we're a good fit, I'll introduce what I have to offer and you can decide whether you want to be a part of it or not.

(Sounds good)

Optional: Now, I don't charge my clients a million dollars, but I do take my work very seriously and so I have to turn people down if I don't feel they are ready for what I am offering. So please don't be offended if I tell you that you aren't the best fit to work with me.

(Okay)

Why Anchor

So the first question I always ask is, why did you decide to take the time out of your day and schedule a call with me?

The goal here is to remind them why they are on the call and hopefully get them to spill their Secret Treasure right up front.

You can ask them follow up questions such as:

Why do you think that is?

Tell me more about that.

What do you mean by that?

How long has this been a problem for you?

What else have you done to try and solve this problem?

Note: In general, I respond to questions with either:

"Got it."

"Okay."

"Understood."

Clarity Stage

At this stage, your goal is to understand their business and diagnose their problems using piercing questions. Think of yourself as a doctor, digging in and trying to figure out all the information you need so you can understand their problem and end their pain.

Okay, John, at this point I'm going to dig in and try to get a good grasp of your business so that I can accurately diagnose any problems you are facing.

(Okay)

So, what are you selling?

And how are you pricing that?

Who is your ideal customer?

What's your big promise? Why do people buy your product or service?

What problem are your customers typically facing that causes them to buy from you?

What is the sales process from stranger to paying client with you?

What product or service makes up the most of your sales volume?

Now, if any of the answers to these questions seem unusual to you, pause for a few seconds longer than is comfortable before continuing. This signals to them that you are acutely aware of what they are saying and builds a bit of uncertainty in them.

You can also use negative vocal inflection to signal that one of their answers may be problematic.

Self-Inflicted Pain Stage

This is where you hold up a mirror to the customer and have them start to realize their own problems.

How are you currently getting customers?

Okay, so how much does it cost you to acquire a customer?

Do you have a process in place for getting customers at will?

Are you comfortable relying on operating this style of your business?

How much money per month are you making with this business right now?

The above self-inflicted pain questions are marketing specific, but questions like this exist in any niche. The goal here is to ask them questions that reveal the area of their business that you can help them with. If any of their answers are less than coherent or they say "I don't know," give a long, healthy pause to let them inflict the pain on themselves.

Remember, pain today is better than pain tomorrow. By letting them feel the pain of their problem today, you save them from feeling much greater pain in the future.

Vision Stage

Okay, John, so tell me where you'd like to grow this business in the next 12 months?

And how much revenue would you like to be generating per month by that point?

What is your motivation for getting to that point?

How will achieving this affect your life and your business?

Now in order to get to their Secret Treasure you want to ask them "why" type questions that dive into the heart of why they want to achieve this and get them to feel what it would be like for this to happen.

Why?

Tell me more about that.

Who would this allow you to be?

What would you do to celebrate the day you achieved this?

How would this affect other people in your life?

You nearly always have to ask three "why" type questions before you get to their deepest emotional motivation.

Now, this is where you can start to show enthusiasm. Until they tell you something that genuinely interests you, don't show enthusiasm... Make them genuinely earn it. The only reason you would show enthusiasm before you know who they are as a person and what drives them is if you simply want their money, which is inauthentic.

A selective agency will turn down many clients and the clients they do take on will have to earn their respect and enthusiasm. The goal is to show them that they genuinely are winning over your interest.

Note: At this stage, people often say goals that are rather low and unexciting. When this happens, challenge them to think a little bigger. Share past client successes, tell them inspirational stories, and help motivate them to widen their horizons and say what they REALLY want, not just what they think is reasonable.

(Optional) Tactical Advice Stage

Okay, John, can I share a few things with you?

Here is where you can share a reflection with them and offer them advice.

Example:

John, I speak with a lot of people in your industry on a regular basis. In this time, I've learned to spot patterns.

You have a great service and a happy customer base, and you're clearly a motivated individual. I love that you said (insert something awesome they said about their motivation or emotional why).

Now, your big problem is that you aren't generating qualified leads on a consistent basis (or insert their actual problem). You said this problem is causing you (insert pain). If you don't solve this problem, you're probably going to have difficulty achieving (what they want).

So before we move forward, I just want to give you my three best pieces of advice for people in your stage. (Information in chunks of three is most easily remembered.)

Then, lay out your advice for them.

Note: In many contexts you don't need or want the tactical advice stage. Sometimes, just revealing their real problem is what they actually need more than any tactical advice, and giving them advice now would just make them feel like they "solved" their problem.

If this happens, they will say no to you, go back to their life, not solve their problem, and end up in worse pain than before.

If you do this stage, the key is to share advice in a way that makes them want to learn more about it and makes them want to hire you to implement it for them. When done well, this stage is a change to build more authority and curiosity and get them to see how achievable their vision really is.)

Commitment Stage

Okay, John, so you're currently making XX per month and you want to be at XX per month in the next 12 months. What's stopping you from getting there on your own?

Okay, so you're currently making XX per month. Why not just stay where you are?

And when are you wanting to fix this problem?

Okay, and how would you rate your level of commitment on a scale of 1-10?

Note: If they say anything less than a 10, either coach them to a 10 or turn them down. People often come up with BS here and say things inconsistent with what they said earlier. If they do this, call them out.

So you said that your biggest problem is XX, and if you solved it you could get to XX. But your motivation is only a 7?

What is keeping you from being a 10?

Do you think if your commitment were a 10 you would be more likely to solve this problem and get XX result?

An amazing question I sometimes ask is to flip the script on them and use Jedi mind tricks.

I'm going to do something unusual and put you in my shoes. If you were the interviewer instead of me, would you accept yourself?

If you had a limited number of clients you could work with and had to be selective, would you accept someone with a commitment level less than 10.

If you were in my shoes as the interviewer right now and you had 30 seconds to either accept or decline your admission, what decision would you make?

Here, you are holding up a mirror to them and getting them to commit to THEMSELVES. This is powerful stuff. If they say anything less than a 10, give them some quick advice then send them on their way. There are plenty of 10's out there and admitting anybody less than a 10 is needy and low power.

The Chase Close

This is where you start to back off right as they want your service the most and get them to start chasing you.

Okay, John, it sounds like I may be able to help you. Can I tell you a little a bit about what I do?

(Absolutely!)

I run a (Stormpiercer) agency.

OR

I am a (Stormpiercer).

I help XX to XX by XX.

The key here is to craft a positioning statement on the fly that sounds like the absolute perfect fit for them based on their problems and vision. They should be thinking, "Yes! That's me in a nutshell."

Don't fake this. If they aren't a good fit, turn them down. If they are a good fit, show this by showing how what your agency does aligns with their Secret Treasure.

Pause.

Then, they'll ask how they can work with you.

Then, give a brief overview of your service and what you offer. This should be scripted out in advance and should last no longer than 2 minutes. Keep your description relatively vague and high-level; they will ask you about anything they wish to know more about.

We want to avoid "feature brain." This happens when they hear something familiar like FB ads or a technical description and they think, "Oh, that won't work," or "I tried that and it didn't work for me."

Then, **pause.**

Do not under any circumstances be the one to break the pause. If they ask whether you are still there, say, "Yes, I am," then pause again.

This silence causes them to squirm and wonder whether you might turn them down or if they have done something wrong. It also gives their brain the much-needed time to churn through questions and imagine what their future could be like in the program.

In sales calls, as in life, the one who can withstand the most discomfort and maintain the most detachment holds the alpha position.

Now, they will start to ask questions.

Respond to each of their questions with just enough, nothing more. Keep everything high-level unless they ask you to be more specific.

This way your pitch and service description does not contain anything extraneous or irrelevant. It is laser-focused because you respond exactly to any questions they have.

Once they have asked all their questions they will ask the price question.

You respond by saying:

The price is \$2,000 per month plus a \$2,000 onboarding fee. However, all our best clients sign up right on the phone because they immediately know it is a good fit, so we reward decisiveness and waive the \$2,000 onboarding fee if you make a decision on the call.

Then, pause. This is the big silence. I've had this silence last more than five minute on some occasions, so keep your cool and do not under any circumstances be the first to break the silence.

Now, one of two things will happen.

One, they will ask some variation of:
What are the next steps?

Say, "We can take payment over the phone and get started today."

Then collect their card info and BOOM you just closed a client and got paid within 60 minutes of getting on the phone with them.

Two, they make have more questions or they may have objections.

Objection Reality Warping

Objections happen when the client lacks either (1) knowledge or (2) commitment. Knowledge is intellectual while commitment is emotional, so the objection determines which approach you take.

I don't have enough time.

How much time do you have?

If you knew how to grow your business in X hours per week, would you?

(Yes!)

Awesome. Well, one of the things I share with you when we start working together is how to get results spending only X hours per week. In fact, that's often why people hire this.

You've shown that they have the commitment, but they lack the knowledge, which you can provide.

I don't have enough money.

If you knew how to build your business using other people's money, would you?

(Yes!)

Awesome. I've found that money is never the real problem. Money is simply a placeholder for commitment, and if the commitment is there then money is never an issue. Now you said before your level of commitment was a 10, is this still true?

(Yes)

Good. One of the things I help clients to is use other people's money to grow your business. Would you like to talk about that right now?

(Absolutely)

Talk through their financial situation and help them figure out how they can use credit (other people's money) or change their financial situation to pay for what you are offering.

You've shown that they have commitment but just lack knowledge, which you provide.

I have to talk to my spouse/partner.

Okay, I understand that this is a big decision. Can you get them on the phone right now?

Either yes or no.

If no:

In this scenario I use something called the 24 hour rule. If you reach back out to me within 24 hours and join the program, I'll still waive the onboarding fee.

Never extend this window unless they give you a reason that they absolutely cannot get around. People may throw some BS and you will have to cut through it.

The Mirror

If they keep asking questions and seem to be going around in circles, tell them this: "What I've found is that if people still haven't made a decision at this point, they are usually afraid of committing to themselves."

You see, the real decision you are making here isn't whether or not to invest in my service or any other service. We wouldn't still be on this call if you didn't need this service.

The real decision you are making is whether or not you are willing to commit to yourself and take action.

So tell me, John, are you afraid of making a decision that forces you to commit to yourself?"

"Do you think you would be more likely to solve your problem and achieve XX outcome if you break through your fear and commit to yourself?"

"Do you think it would be empowering to break through your fear and commit to yourself and to solving this problem right now?"

Referral Embedding

Now, once you get their commitment and take their payment info, you want to embed some sort of referral strategy up front so that each client automatically brings in more. Here are my three favorite referral strategies.

"Now, we have a special partnership offer where clients receive (percentage) off our service if they agree to send us three referrals when they are happy with our work. Are you interested in joining with the partnership offer?"

"Now, all new clients are automatically entered into our partnership program, where they receive (percentage) revenue of any referrals they send us in the future. This means that for each client you send us, you will get (dollar figure OR dollar figure per month) on average. Is this something you're interested in?"

"Now, we treat our clients like family and we prioritize relationships first, so our clients typically agree to send us three referrals when they are satisfied with our work. We put referral clients as a priority because they help give back to our existing network of people like you. Will this be a problem for you?"

A Note On Imperturbability

Guys, so much of sales is being nonreactive and maintaining equanimity in the face of pressure. If something goes "wrong" just pause, collect yourself, then move forward. With time, you'll realize that these moments are often turning points in the sales call.

If you can deal with the unexpected, the prospect will realize you are an expert and will trust you more.

"Messing up" sales calls is actually one of the most valuable practices I've ever come across, because it teaches you that:

1. Even when the worst happens, nothing bad actually happens to you.
2. Obstacles to the sale are actually opportunities, and whenever something goes wrong it is an opportunity to move closer to the sale and to improve your sales abilities.

You are going to mess up countless sales calls, and that is why you ultimately will succeed and become a master salesperson where others give up and say sales "doesn't work" or "isn't for them." Persevere and find the fun in messing up the process.

That's it! That's the World Breaker Sales Script. You now have at your disposal a devastatingly effective tool to start selling your services immediately and build a thriving Blue Ocean agency.

Download this script, customize it to your own niche and go start messing up some sales calls!