



Simulator Session | 15 Minute Discovery Call Flow

Should be a 15-20 minute call, qualify them and then get them booked for Assessment

- **Intro - 2 Minutes**

If They Had a Simulator Report Generated:

- I had a chance to look over your Simulator Report and it gives me a good overview of your business.
- We don't have a lot of time on today's call, so I'd like to get straight to the point to be respectful of your time, sound good?
- Before we just jump into your report I first want to learn a little bit more about your business and your goals for this year to help give everything a little more context
- And then if I think our full Profit Assessment makes sense for you, I will share a little more about what that looks like and we can tee that up for another time. Does that work?

If They Booked A Simulator Call Without A Report

- What was it specifically that made you want to book this call today?
- I want to be respectful of your time today so I'll get straight to the point of how these calls usually go.
- I first want to learn about your business and goals, and then if I think our full Profit Assessment makes sense for you, I will share a little more about what that looks like and we can tee that up for another time. Does that work?

- **Understand the current situation - 4 Minutes**

- Okay, great. So let's get into it.
- Let's talk about your customers.
- What does that customer avatar look like?
- What results are you providing to your customers and give me a 1 minute background on your solution.
- What is the ticket price of your offer? What is the pricing model?
- How big is your team?
- How many salespeople do you have?
- How are you currently generating leads or traffic? How many leads a month are you generating?
- How are you currently converting leads into customers? What is the conversion rate?
- What is your current average cost per lead?...Just ballpark...

- What is your current cost per acquisition?...Just ballpark...
- What is your current cost per sales call?
- How long is your sales cycle? (from lead to signed contract or credit card)
- What is your current average monthly revenue, again just ballpark...
- **Future situation - 1 Minutes**
 - In the next 6-12 months, where do you want your monthly revenue to be?
 - How many customers per month do you need to close to get to your goal?
 - How many sales calls a month do you need to hit that goal?
 - How many leads a month do you need to hit that goal?
- **Seriousness level (qualify pt 1) - 2 Minutes**
 - Okay, great. And what is stopping you, in your own honest opinion, from hitting this goal on your own?
 - What's your biggest challenge that's holding you back?
 - *(Tie this back to their Simulator Report if they had one)*
 - Okay, and how soon do you want to solve this problem?
 - What happens if you don't solve this in that time frame?
 - Okay, I know that some problems are more important than others. How committed to solving this are you?
 - Is this a threat level 1 or more of a backburner thing?
- **Transition to PAS Assessment - 3 Minutes**
 - Based on what you told me, your business is a perfect fit for what we do here.
 - The simulator report shows you the ballpark amount of profit increase you can expect from fixing those areas in your business, but our Profit Acceleration Software allows us to input your exact numbers and a realistic impact increase to create an extremely detailed blueprint you can follow for the next 12 months.
 - However, the next step would be to book a more in-depth Profit Acceleration Session where we will put your exact business numbers into my profit software and it will show you the amount of profit we can find in each of the areas of your business that would immediately solve these issues you just mentioned.
 - It takes about 45 minutes to get through everything.
 - Would you like to schedule that call? You will get your 12 month profit blueprint at the end and it's still free.
 - Great!
 - I'm looking at my calendar and I have Tuesday at 2pm or Wednesday at 3pm available, which one works for you?
- **Book the call (qualify pt 2) - 3 Minutes**
 - Just curious, have you invested in other coaching programs before? If so, what was your overall experience?

- In full transparency, we are NOT the cheapest solution out there, but have an amazing track record, and will help you scale past 6-7 figures.
 - We see that on average, our clients add an extra \$30k to their income within the first 90 days. With that being said, do you have access to financial resources to invest into your future right now?
- I won't know exactly where we will fall with you until we have the more in depth call, but our programs range from \$6k - \$30k. Hypothetically speaking, if we could without a doubt help you hit your growth goals, are you able to make an investment somewhere within that range? (Assuming, of course, we can actually move the needle for you?)
- And last question, again, full transparency... are you the guy who pulls the triggers, or are there other decision makers that need to sign off if you opt to move forward?

- **Objections:**

- **"What do you guys actually do?"**

- so, what we do is help our clients systematically scale their INCOME as well as their free time. This is only possible by creating LEVERAGE within the business. (make more, working less)
- We bring our clients the maximum amount of leverage by helping them DESIGN their leverage plan, BUILD IT, and then ACTIVATE it, all within 90 days or less.
- we've never worked with any client that we didn't add a minimum of \$100k of ARR to the business within that 90 days

- **"I don't have my calendar on me."**

- Not a problem, what we can do is book a tentative time and if there is a conflict we can reschedule, does that Tuesday at 2pm slot work for you?
- Agree.
- Okay awesome, I'm going to send you an invite as well as some content in an email that you can watch before the call so you really understand our offer and it becomes less about "what do you do" and more about "how can you specifically help me." Sound good?
- Awesome! Now let me just confirm your email and phone number.
- Great, we look forward to talking on Tuesday at 2pm, take care.