

G R A N T C A R D O N E[®]

7-FIGURE SALES SCRIPTS



PHONE POWER: **THE GRINDER PRICE CALL**

Salesperson

Thanks for calling. My name is Grant.

Buyer

Hey. I want your best price. You have one shot at me and that's it. When I hang up, I'm shopping other stores. Best price gets my business.

Salesperson

Great, thank you for the opportunity. I'll be happy to get one shot at earning your business with the lowest price.

Note: Move immediately into qualifying.

Tell me exactly how you want it equipped, color (anything they have not covered).

Can I also get you information on down payments, monthly payments?

Buyer

No, all I want is your best price.

Salesperson

Excellent. So, let me be sure I understand. You want (summarize). Is there anything I've missed?

Buyer

Nope, that's everything. What's your best price?

Salesperson

You don't have to purchase today, do you?

Buyer

No, I'm not buying today. I just want your best price. Can you get that for me or not?

Salesperson

Let me be sure of what you want. I guarantee I'll get you the lowest price. What's your cell number?

Buyer

All I want is a price. Can't you get me the price while I'm on the phone?

Salesperson

I want to text you exactly what you're asking for and what our price is.

Buyer

Just tell me what your best price is. You don't need my cell number.

Salesperson

We have a company policy to provide all price quotes in writing so that there is no misunderstanding. Other will give you a price verbally and then not honor it because they'll say you misunderstood. I want to be sure I have what you want then put it in writing.

Remember, I get one shot at earning your business. We outsell everyone that you could possibly call. We buy lower and sell lower than everybody in the marketplace. If you want the lowest price, I assure you that I am the right person to do business with.

What's your text number so I can send you exactly what we're willing to sell our product for? You can take that number and then shop wherever you choose.

Buyer

Okay, I'm going to give you my cell number and my e-mail.

Salesperson

How do you spell your last name?

Buyer

G-R-I-N-D-E-R. ("The Toughest")

Salesperson

Great, hold please. (5 count) I'm texting and e-mailing you the information so you can see it. Is there any chance you would consider something pre-owned (low miles) if it saved you 2, 3, 4, 5 thousand dollars?

Buyer

Might. Just send me the price on the other vehicle.

Salesperson

When can you come by to look and drive? I'm happy to get you our best pricing on both.

Buyer

Good try, but you'll never get a second chance at me. Just send me the information and if it works, I'll call you back.

Salesperson

Assuming I can get the numbers right, when are you coming this way?

Buyer

Get me the best price and then I'll figure out when to come over there.

Salesperson

I'm confident I will have the best price. Is this afternoon or tonight even a possibility?

Buyer

Possible, just get me the best price.

Salesperson

The reason I ask is we are having a major push for the next two days. If I am able to tell my supervisor that you are ready to go, it's going to make a great deal of difference. Is there any chance I can tell him you can make it this afternoon or tonight?

Buyer

I'm twenty minutes from you.

OR

I can come there right now.

OR

Probably not. Just give me the price.

Salesperson

I've already started sending you information. Check your e-mails and texts. Have you gotten it yet?

Buyer

Yes, I'm getting it now.

Note: Confirm the information of buyer.

Salesperson

Mr. Grinder, I'm so confident that we can work out the price.
Would you be willing to making five minutes if I come to you?

Buyer

Don't bother. Just send me the information.

Salesperson

Mr. Grinder, let's face it. The only way we are going to earn your business is to give you exactly what you want: the best price and the best service on the exact product you want. Do you agree with that?

Buyer

Yes, I'll agree with that but I don't care about service. I just want the best price.

Salesperson

I'm so confident I can get you the best price. Give me four minutes to prove to you that I can earn your business.

Buyer

What do you mean by that?

Salesperson

Come on down or I'll come to you right now. I'll show you what I have and what I can sell it for.

Buyer

No, no, no.

Salesperson

I'm sending the information now. You'll have multiple packets in less than ten minutes. My contact information will be in the package. Thank you for the opportunity.

NOTES:

1. Callers like this are buyers!
2. Regardless of how certain he sounds about what he wants, he can still be on the wrong product.
3. Don't get frustrated.
4. E-mail him the information. Take your best shot and that doesn't mean it has to be the lowest price.
5. Look him up on-line. Find out who he is and where he is.
6. Still go to him if you can. You don't need permission, you need insistence.



Wrong Call

- I am Joe Leisure from Grant Cardone's offices
- We are the leader in sales training getting 20-50% increase in sales results
- I would like to meet with you to discuss how our company can benefit your company
- Can I get a time this week to show you what we can do for your company





Right Call

1. This is Joe from Grant Cardone's office
2. Grant asked me to call and give your company a tool he created that has increased sales at companies like yours by as much as 40%.
3. To be sure I can help your company tell me;
 - a. How many sales people do you have?
 - b. What are the two biggest recurring problems you experience with your sales people?
 - c. If I could accomplish ½ of what I have stated would you make time to see me?
 - d. Other than yourself who else would need to see this tool in order to understand how to use it?
4. When would be a good opportunity to get 10 minutes of your time to demonstrate the program so that your sales team can start benefitting from it?





Cardone Call Calculation Worksheet TM

| | |
|---|-------------------|
| 1. Annual desired income | \$344,000 |
| 2. Divide by commission per sale | \$1,000 |
| 3. Number of Sales | 344 |
| 4. Divide by Closing Rate (Direct Mktg Assoc) | 6% |
| 5. Number of Contacts | 5,733 |
| 6. Divide by number of days worked | 300 |
| 7. Total Contacts per day | 19.11 |
| 8. 10X Rule | 191 calls per day |

"If you never do the math you can never get rich." - Grant Cardone



Cardone Call Calculation Worksheet TM

1. Annual desired income \$ _____
2. Divide by commission per sale \$ _____
3. Number of Sales _____
4. Divide by Closing Rate (Direct Mktg Assoc) _____
5. Number of Contacts _____
6. Divide by number of days worked _____
7. Total Contacts per day _____
8. 10X Rule calculation x 10 _____

"If you never do the math you can never get rich." - Grant Cardone



Structure of Outbound Cold Call

| | |
|----------------|---|
| Greet | This is _____ with |
| Reason | _____ |
| Qualify | The reason I am calling is _____ To be sure I am not wasting your time let me ask you? Do you qualify? What are main issues? Why have you not done this already? Magic question – If I could even ½ of what I have promised.... |
| DM | |
| Appt | |
| Write | Other than yourself who would be involved with this decision? |
| Lock | Would you make time to meet me later? |
| Close | Do you have pencil handy. Write this down. Would there be any reason you wouldn't be able to show up? |



Structure of Outbound Warm Call

| | |
|----------------|---|
| Greet | This is _____ with |
| Reason | _____ |
| Qualify | <p>The reason I am calling is your name was given by or you entered your information on our website last night expressing an interest in...</p> <p>To be sure I am not wasting your time let me ask you?</p> <p>Do you qualify?</p> |
| DM | What are your main issues? |
| Appt | Why have you not done this already? |
| Write | Magic question – If I could accomplish even ½ of what I have promised.... |
| Lock | Other than yourself who would be involved with this decision? |
| Close | <p>Would you make time to meet me later?</p> <p>Do you have pencil handy. Write this down.</p> <p>Would there be any reason you wouldn't be able to show up?</p> |



Cold Call Objections

- Not Interested
- Spouse stall
- Let me think about it
- Leave me some information
- Don't have time
- Budget objection
- Price objection
- Never make a rash decision
- It's a bad time
- Too much money
- Let me try it for awhile
- Didn't use the last time I bought something like it

"You can't get from no to yes without going through maybe." - Grant Cardone



Objection Strategies

1. Listen
2. Acknowledge
3. Isolate the objection
4. Move in the direction of the objection
5. Justify (make sense of your offer)
6. Close



"You can't get from no to yes without going through maybe." - Grant Cardone