

MARKETING

# Coaching Sales Script Pack

A done-for-you scripts resource from the Marketing collection. Customize it with your branding and use it with your clients today.

## Call Framework

### 1. Warm Welcome

Thank them for booking. Build rapport. 'I'm so glad you're here. Before we dive in, tell me what made you reach out today?'

### 2. Discover

Ask about their current situation, struggles and what they've already tried.

### 3. Vision

'If we worked together and everything went perfectly, what would your life look like in 90 days?'

### 4. Bridge the Gap

Reflect back their goals and the obstacles in the way.

### 5. Present the Offer

Introduce your coaching package as the bridge to their goal.

### 6. Handle Questions

Address concerns with empathy. Reaffirm the transformation.

### 7. Invite to Start

'Based on everything you've shared, I'd love to support you. Would you like to get started today?'

## Your Notes & Personalization

---

---

---