



CREATE YOUR **CRAVE!**

Sample Consulting Prospect Script using Relatability

Hi, Mr. Prospect. My name is Celeste Stacey, I'm a Business Development Specialist, and I teach underpaid entrepreneurs how to get committed customers and high-quality referrals, so they can build a profitable business. Don't worry, this is not a sales conversation; I'm not trying to sell you anything.

I came across your website while reviewing small business in the area, and I think the services you offer are very important. But I'm wondering if you can benefit from more customers and referrals to your business. I specialize in helping you make strong customer connections and I'm just trying to get a sense of some of the challenges that local business owners are facing right now, because the small business landscape on and offline is really changing the game for a lot of small companies these days and it's becoming increasingly difficult to create and maintain a lucrative business. Do you have about five minutes to answer a couple of short questions?

Mr. Prospect: "Sure, why not."

Have you ever felt at times that:

- Despite all your efforts, your business is not thriving in the way you'd hoped?
- Your business doesn't quite financially support you to the level you expect?
- You feel underpaid for all the work you put in and everything you give?
- People pick your brain and want your services, but they're not paying you what you're worth?
- It's hard to keep a consistent flow of customers?

Mr. Prospect: "Yes!"

Believe me. I understand. I've been there! It's frustrating to work that hard and still not see the full financial benefits from your business. I call that being an "Underpaid Entrepreneur". If you're like most I've spoken to in that situation, you likely fit into one of these camps: **A)** You take on some side work and keep finding ways to give more of yourself to your customers. OR, **B)** You slow down a bit to catch your breath while you figure out your next move. Which camp best describes you?

Mr. Prospect: "Camp B."

The camp you chose represents the part of you that's going to get you to the finish line. And, you may discover some other parts of yourself along the way. But the fact that you tend to slow down a bit while you figure out your next move shows that you're careful about how you present your business and it's really important for you to come out strong. Why is that so important to you?

(Mr. Prospect talks about what his business means to him. I ask him more about it. I let him talk as much as he wants. The more he talks, the more engaged and invested he can become.)

So, Mr. Prospect, if we were sitting and talking over coffee 12 months (or 3 months, etc.) from today, looking back over those (12 months/3 months/etc.), what would have needed to happen for you to feel happy with your results?

Mr. Prospect shares his goals for the next year.

Something just sparked in your face/voice... what's exciting to you about that?

Mr. Prospect talks about the dream of being able to have a self-sustaining business and whatever else he envisions.

So where are you now? Based on what I'm hearing, it sounds like the next thing you'll probably want to do is get your first quick win by expanding your reach. It sounds like you're 90% of the way there and just need that extra 10% to position you to get where you need to be. (If the prospect has more time, dig further into their business with more questions): What do you think your customers enjoy about that product/service the most? Do you think there could be some low-hanging fruit you can start with as an incentive and create a strong offer for them?

What would you consider a successful promotion if we were to really connect with your ideal client with your signature product/service?

Mr. Prospect shares his expectations.

So based on what you expressed, it sounds like you just need to create an offer package that speaks to your customer in the right way, and get 25 people to buy it this month. Is that right?

Mr. Prospect: That's correct.

Does that sound like a good plan of action? Would you like me to support you implementing it? I've been able to help small business owners like you:

- Attract and secure serious clients who buy, return and passionately refer.
- Charge what you're worth and have people asking to work with you.
- Get only high-quality referrals who are ready to buy from you.
- Create a strong demand and long-term loyalty for your business.
- Become a "must-have" that your ideal customer CRAVES!

(Mr. Prospect gives a bunch of excuses about why this isn't a good time to work with me.):

- **It all sounds great, but money's tight. Unfortunately, I can't work with you right now.**
 - Since I work with underpaid entrepreneurs, I'm very sensitive to that concern. That's why I put an installment plan in place so you can get started immediately for only X dollars. I know how important your business is for you and what you'd love to have happen in the next 12 months and I think I can help you. To make it even better for you, I'm willing to offer a decisive action scholarship of \$X, AND (whatever other incentive I want to offer) if you decide to invest in yourself now.

I'm only offering this specific deal to five entrepreneurs, and I'm scheduled to speak to 40 this week. It's actually a loss for me, but my hope is that you'll benefit from my system so much that you'll refer other people in the same situation.

- To give you an example of the effectiveness of my system, let me show you a few success stories...

Mr. Prospect decides to invest in herself and says, YES!