



# RISE25

INNER CIRCLE

HIGH TICKET  
SALES  
CALL FORMULA

For high ticket groups, masterminds and events.

When you do a sales conversation particularly for a higher price offering, you want to approach the conversation from a position of strength and like you are both figuring out if you are a good fit for each other, rather than simply that the potential client is figuring out if they want to work with you.

## **Step 1. Build Rapport**

“Great to meet you! So... what are you working on lately that is exciting for you?”

**Purpose:** the purpose out of this initial question is simply to start to build rapport before you ease into more meaty questions.

## **Step 2. Set the Agenda**

“As you can imagine, we have had a ton of interest - I’ve been juggling a lot of phone interviews over the past few days. It’s been exhausting but also well worth it just to make sure we get only high quality people, and to make sure that it’s a good match on both sides.”

“What I would love to do is ask you a few questions about you, your business, your current challenges and if we have a match and if you are a good fit then we will secure your seat. That cool?”

**Purpose:** you want to take control of the agenda here. You also want to establish that if you find the person is a good fit, they are going to move forward with joining the group. You want to assume that your program is of such tremendous value and so in demand that there is no question that if you were to invite them in, they would say “yes” immediately.

### **Step 3. Establish Basis of Interest**

“So tell me.... why are you interested in coming to this event (or group)?”

**Purpose:** The goal here is to have the person you are talking to explain why they are interested in attending your event or joining your group. You are setting a tone that your group or event is desirable and in demand enough that they need to sell themselves to be let in.

### **Step 4. Check for Conflicts**

“Oh I should ask do you have the dates booked in your calendar? - December \_\_\_ to \_\_\_? You don't have any conflicts or anything?”

**Purpose:** The last thing you want to do is to wait until you get to the end of the call and find out that they had a conflict. I would recommend waiting for the person to get out their calendar and make sure they don't have a conflict. You also don't want them using a “date conflict” as a convenient excuse for why they are saying “no.” If they initially say “no” but they've already made it clear they don't have a date conflict, then you are one step closer to finding out the real reason why they are saying no, so you can address that legitimate concern.

### **Step 5. Biggest Challenge They Are Experiencing**

“What is the biggest challenge you're experiencing right now?”

**Purpose:** you are trying to figure out what is the main reason they are talking to you. Why are they interested in working with you or attending your event?

## **Step 6. Cause of Challenge**

“What is getting in the way of solving that?”

**Purpose:** You are trying to dig deeper and understand what is standing in the way of overcoming their stated challenge. It is generally better if they can uncover any hidden barriers, limiting beliefs, or friction which is holding them back.

## **Step 7. What Does the Solution Look Like?**

“Look out 3 or 4 years from now ... let’s say we have solved your problem. What does this look like?”

**Purpose:** Dan Sullivan calls this “The R-Factor Question.” He says “If we were meeting three years from today-and you were to look back over those three years to today-what has to have happened during that period, both personally and professionally, for you to feel happy about your progress?” However, if you phrase this question precisely as Dan Sullivan formulated it, sometimes you will get people who have heard it before. So I prefer phrasing it using the formulation above.

## **Step 8. Takeaway/Advice/Introductions**

[Explain a takeaway/advice or mention possible introductions.]

**Purpose:** Now, you want to actually prove you know your stuff. You want to demonstrate an insight or idea which will make them realize you are knowledgeable and worth trusting.

## **Step 9. What You Would Contribute**

- \* “A big priority for us is making sure we have the right people in the room and it’s the right mix of people, and that everyone will contribute.
- \* There were some people who were interested in attending but we turned them away because they weren’t a good fit.
- \* So, our #1 goal is finding people who can contribute to the group... why would you say you would be a good addition?”

**Purpose:** Again, you want the applicant to sell themselves - why they would be a good addition to the group.

## **Step 10. Paint the Picture**

**Script:**

“So let me tell you more about [describe your program, including any differentiating factors and social proof].”

**Structure - here's one way of painting the picture:**

- \* First, describe what other types of similar programs exist in the marketplace, and explain what you saw as lacking in those programs which led you to create your program.
- \* Explain in detail what the experience of your program will be like.
- \* Explain specifically who the program is for - what kinds of people.
- \* Give examples of past attendees, clients, or coaching students who have achieved great results working with you.
- \* At the end, you should ask "do you have any questions about what is included in the program?"

## Step 11: Investment

“As for the investment... and you must view this as an investment, not a cost. Our goal is if you do not get back at least 3X your investment, then we’ve both failed. But we’re not going to fail.

When we were creating this program, most people advised us to charge \$\_\_\_\_[higher dollar figure]\_\_\_\_. And our goal is to deliver at least that amount of value, but we felt that was too high because \_\_\_\_[whatever reason, i.e. we wanted to make this program available for a broader number of people]\_\_\_\_.

The “retail price” is going to be \$\_\_\_\_[dollar figure lower than the high dollar figure]\_\_\_\_\_ for \_\_\_\_\_[restate briefly everything they get].

But because we really want to fill the program with people we just want to work with and we think we can help, we’re knocking \$\_\_\_\_\_ off of that so the investment is actually just \$\_\_\_\_ [actual price]\_\_\_\_, which we think is an insane value based on what else is available in the market.

The first payment would be today to secure your spot; the second payment \_\_\_\_\_ [spell out payment details]\_\_\_\_\_.”

Do you have any questions about the investment before I mention the bonuses we’re throwing in?

## Step 12: Bonuses

We’ve actually thrown in a few additional bonuses. I wanted to share those... \_\_\_\_\_[list bonuses].”

### **Step 13: Our Guarantee:**

**We created an insane guarantee.**

**We want to make this an easy, “no risk” slam dunk decision.**

**So... [insane guarantee, i.e. all your money back in first 30 days].**

**We can make this “risk free” guarantee because we are so confident, based on our past programs, that if you come, you will absolutely see the value of staying in the group. You’ll see how it will yield money in your pocket. It will not be a cost, it will be an investment that grows your business.**

**Purpose:** A guarantee is a great way to assure someone who is on the fence that they are going to be safe if they buy from you. If you have a guarantee, be sure to mention it here during this part of the conversation.

## Step 14. Gut Check

“It seems like a natural fit but there’s one thing I’m not sure about... I am concerned about \_\_\_\_\_ (i.e. the size of your company). It seems like a fit, but you know better than me. Do you think you’re a good fit for this? (Usually they’ll bring up other obstacles.)

Well, based on that I think you would be a good fit and I’d like to have you come. Here’s the thing, I don’t want to put pressure on you, but at this point we’re going to be releasing to the 45 alumni next week.

So the next step would be after you’ve secured your spot, my assistant Yolanda will reach out and nail down a time for you, me and Jeremy to do an initial coaching call.

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