

How To Sell Your Services (Without Being Pushy)

Sales mindset – write down any affirmations you resonate with from the powerpoint or add your own

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G E M M A
G I L B E R T

Sales Script (70:30)

Clarify Situation, Challenges & Goals + Recap

Introduce: "Hey, it's _____. How are you?"

Build rapport: "Where are you from?" / "How did you find out about me?"

Set agenda: "Let me tell you what I've found works well on these calls..."

Situation: "So, what had you book a call with me today? / What's going on for you right now?"

Desired situation: "Where would you like to be 6/12 months from now?"

Emotional driver: "If you achieved that, what would be the best part about that?" / "What happens if you don't get there?"

Obstacles: "What's holding you back from achieving that?"

Recap: "I'm just going to reflect back what I'm hearing so far, and we can check we're on the same page. Does that sound OK?"

Catch all: "Is there anything else I should know?"

Recap:

"So it sounds like [situation] which is causing you to feel [impact]. You want [result] so that you can [emotional driver] and the main things holding you back are [obstacles]. Does that sound about right?"

Recommendation: Connect To Your Solution

I Can Help: "Great, based on what we've discussed, I think we're a good fit/I think I can help you. Would you like to hear a bit about what that would look like?"

Value led offering: Connect your solution to their problem/obstacles and link to their goals. The more concrete and specific the better.

****If they don't know much about you, this is where you can explain who you are and how you can help****

Yes test: "Does that sound valuable to you" / "What are your thoughts at this point?"

Permission: "Would you like to hear a bit about what it would be like if we worked together?"



Logistics: "Great. So here's what it would look like [timing, structure, details]"

Questions: "Any questions about the logistics?"

Investment: "Great, would you like to hear what the investment is?"

"The investment is £xx" – then go silent

The Ask + Objection Handling

The ask: "So, what do you think?" "Do you think this is a good fit for you?"

If "no" or objection: validate and ask questions: "OK no problem. I'm just curious..."

If yes, stop selling: "Great, let's book in our next session"

If maybe, "Let's schedule a call on Tuesday to answer any more questions you might have."

After objection handling, ask again: "Would you like to go ahead with this?"

Close the sale

Create excitement: "I'm so excited for you and can't wait to work together"

Next steps: "Here's what happens next..."

The golden rule of sales:

Never end the conversation without the next step