

“5-Minute-to-Close” Client Phone Script



Hey, Neil here from KV Consultancy.

May I know whom I am speaking with? [get name]

Did I catch you at an OK time?

I am sure you are busy, and I want to respect your time, so let me get right into it...

I came across your Facebook fan page earlier this week and noticed that you don't have professional designs on your timeline. Now it might be because you are extremely busy, but in case you didn't know - Facebook customers focus a lot on the branding of your fan page - and our studies have shown that a weak branding could mean that you are losing 60% fans instantly.

Your customer numbers can be a LOT better if you simply change one thing on your fan page.

You may be wondering if we can do this for you – to help you improve your presence on Facebook? Well, depending on what you are currently doing, I don't know if you have a need for our services.

But with your permission, let's talk for a few minutes to determine if there's anything we are doing that you could benefit from.

Would you be comfortable spending just a few minutes with me on the phone, if I stick to this timetable?

[ENGAGED]

So let's cover 2 goals that will not only improve your Facebook presence, but also add more customers to your business. I have attached a timeline cover that dramatically improve your fan numbers, in turn increasing your ROI within your Facebook marketing.

Here's the Deal:

The first goal is easy to achieve and we can do it right now on this call – what you need is a nice timeline cover that is representative of your business. We know Facebook, and trust me, the way things are moving – an elegant timeline cover would be more important than ever before.

Secondly, here's a crucial step...and by the way, this step brings in extra customers through the door...

What's worked really well for our other clients is running competitions...you know the type of social competitions you see online where you give away discount vouchers, free gifts and even comp'd holidays? In fact, we just finished running a competition for a client and were able to add 650 new prospects to their email sequence while giving away discounted holiday coupons. In fact, this client even

made back 175% of their spend immediately, and if our calculations are correct, would multiple their investment 5x within the next 2 months.

We've found this to be the cheapest and most effective form of advertising.

We can offer you something similar. This client in particular ordered a customized package for \$4,000 and we can offer you a smaller package to begin with. If you're happy with the return on investment, just come back to us and we will upgrade.

Whichever way you should decide to go, the costs involved are nothing compared to the amount your Facebook page is leaking right now...and what you could make back within say – a week.

We can start with \$1,000 package, which involves us spending our own money (to the tune of \$100) to jumpstart the contest. We will even design all the graphics and landing pages required for this contest. If you don't have any email messaging service, we can help you there – but really the BEST benefit will come right after these prospects sign up. So we want to work with you to make sure this competition gives you a positive RoI immediately.

If that sounds good, let us know. I am happy to include a 30-min consultation with this amount, and we can get started immediately.

We can initiate the process as soon as you agree to the deal, and as soon as 40% upfront payment is paid. The rest can be collected 5 days into the competition.

