

Messenger Bot Sales Script



THE
*Revenue
Remedy*

MESSENGER BOT SALES SCRIPT

When I first started selling over text based messages, I imagined it being radically different. Imagine my surprise to realize it wasn't different...it was so much the same, but far easier to walk a client through the process.

And, yes, my mother, the therapist, was right...when a client types their answers, they process their reality on a much deeper level and wind up with a MUCH stronger likelihood of saying "yes".

There are two products you can sell on Messenger:

1

Low Ticket Intro Package:

Any Intro Package under \$300

2

High Ticket Program:

Any Complex Program over \$300

THE BASIC SALES SCRIPT:

Bot: Are you asking to download _____?

Prospect: Yes.*

Bot: I see that you're interested in _____. It seems like everyone we meet is struggling with the new normal especially when it comes to their body and health. Would you mind sharing a little more about your situation?**

Prospect: Sure. I've been home for 8 weeks and

You: Have you ever done _____ (barre, yoga, pilates, cycling)?

Prospect: Yes or No

You: If Yes:

- LOVE that. So you know just how incredible and transformative this is when you really go deep with this. Where have you done _____?
- What did you LOVE about it?
- If they use a *But* respond to their concerns with that studio and how your studio is different. For example, I loved Sarah's barre studio, but I could never get into her 5:30 Classes.
Response: I am so glad you enjoyed barre. I know that had to be frustrating to not get into class when you wanted to. We make sure that clients have a VIP option to schedule early so they KNOW they can get into the perfect class at the perfect time for them.

If No:

- Why Not?
- What's different now?

**This will provide you with their contact information as well. It's a Messenger Opt-In.*

***At this point you will take over the conversation manually.*

THE BASIC SALES SCRIPT:

You: What have you been doing workout wise for the last few weeks while you've been home?

Prospect: Free _____ videos and going on long walks.

You: How about on the food front? What does a normal day's worth of drinks and meals look like for you?

Prospect: I start with...

- If someone has a great handle on their diet and nutrition this is a good time to place them directly in the Intro Package category.

You: Gotcha. So, crazy question, I love to ask: If we were going to have dinner 2 months from now, what would you want to have changed about the way your body feels?

Prospect: I'd like to feel stronger. I mean really stronger and more at peace.

- If the answer is not defined then ask: What do you mean by _____? How would that look for you?
- Allow Prospect to Answer.

You: It sounds like the ideal program will be: Insert your diagnosis **HERE**.

- To start with a few privates to really get your body moving and to make sure that we have you in a great place to ramp up into regular small group/private programs. In an ideal world, I'd love to see you at least twice a week so that you see real change over the next few months.
- To start with a ____ class to get you started. From there, I think it would be ideal to roll onto classes ____ times a week so that you see real change over the next few months
- To start with a more comprehensive program. What you eat, how often you workout and who holds you accountable are really our three keys to a great success story. I'd love to have us work with you on all three so that you see real change immediately.

THE BASIC SALES SCRIPT:

You: So here's what I'm thinking.

FOR INTRO PACKAGE:

We're doing a special reopening package for the next few weeks. Would you like to join us? I can get your first session booked in now.

FOR BIG TICKET PACKAGE:

We're getting ready to start a 6 Week Intensive Program. It's not for everyone and we're pretty particular about making sure that we're the right fit {and don't worry, if we're not, we'll find out who and introduce you}. Let me connect you to _____, our _____ {Transformation Specialist, Client Happiness Director, Etc... Do NOT use Sales Manager}.

He/She is amazing and works with all of our new clients on personalizing a path for them when they get started.

You guys can chat about the program and we can take things from there. Sounds good?

THE BASIC SALES SCRIPT:

Prospect: Yes.

Option 1: Book Appointment Directly

You: Alright, let me grab his/her calendar. Would {DAY} at {TIME} or {DAY} at {TIME} work better?*

Great. Can't wait to hear how the conversation goes!

————— OR —————

Option 2: Book Appointment Through Calendar Link

You: Click that link and let me know when you've found a time that suits you... I'll leave our chat open here on my end. Okay?

Wait 30 Minutes to 2 Hours

Did you find a time alright?

- If Yes: Awesome! Can't wait to hear how the conversation goes!
- If No: Alright, let me grab his/her calendar. What's the best time of day and day of the week for you?