



THE
SCALE IT
METHOD®

SALES CONVERSATION

1 **RAPPORT**

2 **THE CHALLENGE/
GAP**

3 **THE PAIN**
(GO DEEPER)

4 **THE DREAM**
(GET TO THE EMOTION,
THE WHY)

5 **ASK
PERMISSION**

8 **HANDLE OBJECTIONS**
WHERE IS YOUR
HEAD AT?

7 **ASSUME THE SALE**
(WALK THEM OVER THE
LINE WITH CONFIDENCE)

6 **THE OFFER**
(FOCUS ON
RESULTS)

9 **SILENCE IS
YOUR FRIEND**

10 **CONGRATULATIONS!**
TAKE DEPOSIT NOW

11 **FOLLOW UP IF NEEDED,
BOOK IT NOW**