

Sales Script

Session Begins:

1. *(Build rapport. Talk about where they live, find a connection in some way.)*

Hi _____. I am so excited to get started on your Strategy Session. Lets dive right in...

2. Why don't you give me a quick snapshot (the reader's digest version) with a little bit of history of your business up to now, and **also what is your biggest challenge in your business that you have been facing lately.**

(Once they share their biggest challenges with you, you will know what their pain is. Go into the pain.)

THE PAIN/CHALLENGE

3. Tell me more about this? How long has this been an issue? How is it impacting you....
(Be a detective and dive more deeply into the pain. Show empathy.)

How does that make you feel when you (whatever the problem is....

- *feel overwhelmed every day,*
- *want to scale but are just not sure how to get there*
- *are dealing with this challenging team member,*
- *don't have a clear direction*
- *feel confused on what to do to create momentum,*
- *feel lost with the next steps*
- *feel frustrated with your results.....*
(whatever the issue is)

Empathize with them on their issue.

How is _____ holding you back on a daily basis?

How is that affecting your mood, motivation, financial state (*again what ever the issue is*)?

What does it feel like to be dealing with this for so long?

How has it impacted your (business, relationship, health...)

How long have you been dealing with this?_____

By being stuck in this place of _____, how much is it costing you emotionally and financially on a daily basis?

(Delve into the pain point so they can see by not taking action how much it holds them back emotionally and financially every single day.)

4. I totally understand your challenges! We have not only helped so many business owners with this _____ issue, their business has transformed as we have gotten them past this.

(You could even tell a story here of a client or experience that relates to what they just shared and how they overcame.)

(You will also give them a little coaching, direction, insight or sample so they see you are knowledgeable, but you don't need to give away the farm. For instance, give them a few ideas to increase their sales, improve their productivity, building a team or culture, having a scalable model, a team-managed company so your business can thrive without you, and then move on. (This is not a coaching session. This is a session to help them see why staying stuck is costing them so much.)

THE DREAM/ASPIRATION

5. Where would you like to be with your business in 1 year?

(Let them describe what they would love to have created.)

Paint me a picture .Just imagine for a moment and don't worry about the how. Where would you like to be in 12 months in your business and your personal life? What would that feel like, look like? How would that change your life?

How much revenue do you want to make in the next 12 months?

What would that feel like to you if that was a reality? How would that impact your life, your family and those around you? I can so see you there. This is your time! (If they are qualified)

6. WHAT'S MOST IMPORTANT TO YOU ABOUT the dream they shared?

What is your biggest "why" in growing and scaling your company? What is most important to you?

(Talk about this a little bit)

Tell me WHY you want this? What drives you?

7. Wow, that is awesome. This is exactly what we help our business owners members in Pinnacle achieve over and over again.

You can also give an example of another Pinnacle Global Network member.

In fact, one of our clients _____, was in a similar situation and she is now _____.)

Help them to see if success is possible.

Then go back into the Strategy session.

RECAP:

So you are here PAIN and you want to get here DREAM? IS THAT CORRECT?

How much is it costing you financially, and emotionally, health... not to be there?

COI- COST OF INACTION

8. So with the right strategies in place you can be making X, but right you are bringing in X. So in reality you are LOSING Y per month. You may not see it that way, but that is what is happening.

(for instance if they want to be making another million, but they are not getting the support to make it happen, then they are really losing \$83,000 a month.)

THE INVITATION

9. It is impossible to scale alone. It's lonely at the top. Who do you talk to? You can't talk about this stuff with your employees. Having a team of strategists around you is life changing.

Would you like to hear how we help business owners like you to grow and scale their business so you don't have to feel _____ anymore?
(Sometimes they will actually ask you first since you have been gently mentioning Pinnacle and coaching.)

They say: YES!!

10. Are you ready to make something amazing happen in your business. YES!! TELL ME HOW IT WORKS...

Then go into more details BELOW....If they don't close on the spot and they need a few days, then set another appointment that week. (The sooner the better). That should be a 15 min call to hopefully close the sale!

11. WHAT IS Pinnacle Global Network?

So what we have discussed is that you have been overwhelmed for the last 3 years, knowing you want more, and just don't know the steps to take... This is what we solve at Pinnacle Global Network and so much more...

WHAT DOES THE PINNACLE Global Network OFFER? WHAT IS IT? How are we different

Pinnacle Global Network is a mastermind and private Mentoring Network. We are in our 15th year and have members from all over the world. Many of our CEO's have been with us for 5-12 years. It is important that you always have coaching to take you to the next level of your business.

Even Allison has had a mentor for 30 years and is in the same mastermind for 10 years now and she knows business! It is critical to make sure you make the right decisions and are focused on the right areas of your growth. It's lonely at the top and you are so close to your business that you cannot be objective regarding decisions, challenges and opportunities.

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The SCALE it Method, our proprietary method that we use with our clients in Pinnacle Global Network to help them scale. It is the only method on scaling that encompasses the entire company, not just sales, or marketing or operations. The SCALEit Method addresses every single area of your business, including Strategic Vision, Cash Flow, Alliance of your Team, Leadership and Execution. We assess your entire company, your gaps and obstacles for growth; and then customize a SCALEit Strategic Plan to fit your business and your goals, then walk you step-by-step to make your vision a reality. We have so many members that stay with us year after year (5 years, 10 years...) because they just continue to grow and grow.

Allison Maslan developed Pinnacle Global Network because as a business owner for almost 40 years, she knew firsthand how hard it was for business owners to get the support they need, when they need it. So many business owners struggle or get stuck at the same level for years and they cannot get over that wall of growth to take the big leaps. Or they hit a wall of growth and need the support and direction to scale.

We have streamlined the business scaling experience so you get everything you need to thrive in one place that saves you hours and hours of time. Think of PGN as **4 corners of support**.

1. · **Personalized 1:1 Mentoring**-Most Masterminds, 99% of them do not have the private 1:1 coaching. We do. We know the value of having that 1 high-level mentor by your side all year long to keep you focused, on track and give you the right strategies for your success. You get private mentoring every single month from your high-level CEO Mentors that have scaled their own very successful companies. These are not people that just went and got a certification. They have been in the trenches like you. They work closely with you to customize your strategic plan and vision and they help you reverse engineer it with a step-by-step process. They guide you all along the way.

(I only share this if they ask)

In Pinnacle Elevate you receive a deep-dive mentoring session every single month with your mentor and 2 mastermind calls every month to keep your momentum going. That means they are on with their mentor 3 weeks a month.

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Scale is 2 Mentoring Sessions every month, a mastermind once a month with other advanced 7-8 figure business owners so they are with their mentor 3 times a month.

***they have unlimited access to their mentor if needed. They can call and email and will usually hear back within 24 hours. We know that a lost opportunity or delayed decision is lost revenue so we are there for you at all times. This is unheard of in the coaching industry.

2. **Besides the 1:1 private mentoring, we put you in a Small group mastermind** with other smart CEO's in our community to keep your momentum going with continued action and solutions all year long. Your mentor is on everyone of your masterminds also so they are always in the know of where you are at. We have over 400 members, yet these small peer masterminds have only 5-7 members in them so you get a lot of attention and support. They hold you accountable, they keep your momentum and growth going all year long.
3. **3 LIVE Private Pinnacle Global Network Events for members only** (In person in SD and virtual) where we bring in some of the world's top business experts and work on the latest business strategies for your business. (if they can come in person, it takes it to another level) You leave with such clarity and ready to hit the ground running. Your network is your net worth, so being with these people creates a lot of open doors.

SCALE Day (2nd day of the Member Event this is for Scale Members Only.) 3 times a year, these are MUST EXPERIENCE Million Dollar Breakthrough Days. This is where it is like you are sitting at a table with a board of advisors diving into your company. So powerful!

4. **Pinnacle Roundtables:** Once a quarter where some of our longer term members facilitate a half- day think tanks with our community to connect, solve your issues and build powerful relationships. These are virtual. Again, it's who you surround yourself with.

Our Community is incredible: We have a **Powerful community of CEO's** from all over the world in all different industries and business models (In this crowded market you

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need to mastermind with businesses in other business models and industries. You do not want to do what everyone else is doing in your industry or your company will get lost in the noise or worse yet, disrupted. You need to stay innovative. Being around so many business owners helps you approach your growth from a much more creative perspective. new scalable revenue streams, new markets.

Allison is involved in the community, she also does monthly Think-Tank Zoom calls every month on zoom so you get direct access to her to ask any business questions and receive support.

Recap: So its the 1:1 mentoring, small group masterminds, events and the community.

12. AS SOON AS YOU BEGIN- future pacing (this could be after they pay)

Once you start, immediately, this is what is going to happen.... you will fill out a deep-dive assessment. It takes 30 minutes or so. From this assessment, will strategically partner you with **the right mentor** (We have 30 on the team and there is a lot of thought that goes into matching you with the right mentor and mastermind) They will reach out to you, introduce themselves and book 2 deep-dive 90 minutes strategy sessions right off the bat to get to know your business, your challenges, gaps, goals and then they begin to develop your Strategic Plan. Then they will book out your 60 minute: 1:1 mentoring sessions for several months out so you know your schedule. (they work with you to fit your schedule.)

Then as I mentioned, we strategize and **put you into your mastermind group** You become very bonded with your group. For a lot of our members, their mastermind is their favorite part of Pinnacle Global Network..

In Pinnacle, you never are in a place where you don't have your questions answered. You always know what to do, and with this clarity, you have confidence..

The 2 main areas we focus on in Pinnacle Global Network are helping you build a scalable company so you can multiply your growth and impact, and build a team-managed company that can thrive without you. And get you out of overwhelm...

13. PLAY TESTIMONIAL VIDEO

Do you have 6 quick minutes? It is one thing to hear from me, but I would love to play a video so you can hear from some of the members what their experience has been like?

<https://vimeo.com/manage/videos/819403460/6e1d890776>

14. HOW MUCH IS IT? (IF THEY ASK, THEY ARE INTERESTED)

This part comes **ONLY WHEN YOUR PROSPECT ASKS FOR IT.**

Absolutely, as I mentioned. we hold your hand through the process so by the end of the year you are in a completely different place. It is amazing when you take the escalator to the top instead of running and gunning it.

Like I said, your Pinnacle Global Network Membership includes

- 1:1 mentoring all year long with a high-level CEO
- Mastermind with small group of CEO's to support your growth
- Private PGN Member Events with high level CEO's
- Expert training with Allison and other top experts
- Roundtables with our rich Pinnacle Global Network community

Your INVESTMENT

All of this is only: (just share the one that fits them)

Elevate - 6 Figure (above 500k)

12 monthly finance payments of only \$2316

We do have many clients that opt to pay in full for 2 reasons. One, we take 4000 right off the top, so your

Pay in full is only \$23,800 and save \$4000 (that is almost 2 free months)

and....the other reason people opt to put it on a low interest credit card each year, is that its then paid for. You are not dealing with a monthly payment and you pay yourself back quickly, with lower interest, and focus on profits.

Scale

12 monthly finance payments of only \$3316

We do have many clients that opt to pay in full for 2 reasons. One, we take 4000 right off the top, so your Pay in full at \$35,800 and save \$4000

and....the other reason people opt to put it on a low interest credit card each year, is that it's then paid for. You are not dealing with a monthly payment and you pay yourself back quickly and focus on profits.

Then pause... (allow the silence, they are thinking.)

[Check out Overcoming Objections](#)