

Workbook

Soulful Selling Scripts

ASIAN FEMALE

ENTREPRENEUR
collective

Soulful Selling Scripts

Hi there!

Below are some sales scripts that you will find useful when generating soulful sales in your business!

Please do not just cut and paste these but adapt them to your business and offering!

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Selling To Dream Clients That Have Expressed An Interest In Your Product/Service

You can do this for a service you are offering, or even a course, as long as the lead has been acquired ethically – don't just spam! I will be doing this for my wedding planning course or for people who expressed an interest in my mastermind this time round but didn't book. This can be adapted for previous warm leads, or someone you feel you can help! If you DM you can see if they have read it or send a read receipt via email

Hey xxxxxx

I hope you are well!

I just wanted to personally reach out and let you know the wedding planning course is now ready to join! As you filled out the survey, and were keen to develop your Asian wedding planning skills to break into the lucrative wedding planning market, I would love to offer this opportunity to you first before I roll this out to my audience. If you want the entire breakdown, please do let me know and I will send it across.

Just to let you know the early bird offer is increasing from XXXX to XXXX on XXXX

Any questions please just let me know!

I look forward to hearing back from you.

Thanks

{Sign Off}

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Selling To Dream Clients If They Haven't Expressed An Interest

Hi there!

I hope you are well and having a great week!

{INSERT HERE SOMETHING THEY DID RECENTLY So for example –}

I saw you went to the Sanderson for afternoon tea – how was it? I have always wanted to go there!

I just wanted to drop you a message today that I am opening up doors for my new course/service XXXX and I think this would be the perfect fit you because XXXX

It's designed to help with XXXX {INSERT TRANSFORMATION HERE}

There is no pressure at all, I just wanted you to know as I really do feel it would be a great fit for you and you are on my radar to work with this year as I truly admire what you do.

If you are interested please let me know and I can send over the details and at the moment I am offering a special early bird special rate!

Any questions just let me know!

{Sign Off}

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Follow Up Email/DM

Always, always, always follow up with clients! This is where clients convert the most.

If you have an early bird or special rate offer it incentivises them to take action! Please do adapt the below as you see fit. Follow up twice if you don't hear anything back then release them with love!

You may also want to get on a quick clarity call if they have final questions. But before you get on a call you need to confirm with them that they have seen the price of your programme/service. There is nothing worse than wasting time with a non ideal client. A simple way to ask them is:

That's no problem at all! I am super busy today with clarity calls but happy to jump on a call and clarify your questions. Before I do book in a call I just wanted to check that you have gone through the service details and you are happy with the investment?

It's important you are confident with your pricing so make sure you tell them! Use the below script to follow up!

Hi there,

I hope you are well!

I just wanted to reach out to you to see if you had read through the information/details of XXXXX. The early bird does end tonight so I wanted to let you know and answer any questions you might have! Please do let me know.

I look forward to hearing back from you!

{Sign Off}

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Objection Handling

When you are dealing with clients you will come up against objections and you need to be able to manage and handle them!

The key thing is to identify what objections keep coming up for you and then create scripts to handle them.

Normally when clients object it's because they can't see clearly the value you are offering!

Here is an example to help you that I have previously used with wedding clients.

Hey xxxx,

I hope you are well.

Thanks for your honesty about where you are financially. I totally understand what you are saying, and I know how expensive Asian weddings can be.

I have been doing Asian wedding planning and coordination for years now and I know with certainty that without our coordination service our clients' biggest days of their lives would not have run as smoothly. Our clients say that we were the best investment they made for their dream day for this very reason.

I know you want your dream day to run smoothly and without any issues. Having a coordinator will ensure that you have the best possible chance of achieving that. It also takes the pressure away from your family and friends who should be enjoying the celebrations with you.

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A lot of work that goes into the coordination package – such as checking your 6-page coordination checklist and identifying anything you may have missed.

We spend around 20 hours before the big day itself creating the itineraries, checking logistics, seeing if there are any gaps and liaising with suppliers. Then of course there's myself and the team on the big day managing the venue, supplier team, guests and making sure everything is running according to plan.

Please do let me know if you have any more questions.

{Sign Off}