

THE SCIENCE OF “MASTERING” SCRIPTS

The SCRIPT

A. WHY a script is _____ & _____

- i. To be successful, every aspect of what you say MUST be _____ and _____.
- ii. The SCRIPT is like a set of _____.
- iii. Without a script, you can't _____ or your _____ when they get off-track.

B. Common _____:

- i. Doesn't feel “_____” so you never _____ it EXACTLY.
 1. _____ script feels natural right away.
 2. _____ days of _____ practice before it “clicks”
 3. “_____” Energy – script must go into the _____ before you can have _____!
- ii. Getting “Off-Track”
 1. You _____ get off track a _____ at a time. It always happens by _____.
 2. The script is their/YOUR _____.
 3. If their closing _____ (statistically), STOP and immediately _____ to the recording
 4.
 - Must keep script _____
 - Use the _____ recorder on a regular basis to monitor what they / YOU are _____ saying.

C. Cherry picking

- i. _____ works. The ONLY rule is: Approach _____ – PERIOD.

D. Wasting _____ w/ _____ People

i. “ICING”

1. You can never _____ somebody to do ACN. Either they _____ it, or they don't. Even if you could, it's a total _____.
2. You can _____ a conversation by talking – but you _____ a conversation by _____.
3. To consistently close _____ you need to _____ the prospect at all times.
4. TAKE THEIR _____ at key points in the script by:
 - asking a _____
 - leading them to _____
5. You will NEVER _____ a serious prospect or customer by ICING them with _____.
 - Look them straight _____.