

Sales Script For Converting Purchased Upscale Leads

1) What type of (Service name) are you looking to have made ?

2) What made think of this (Service name) idea ?

3) Have you ever completed a project like this before ?

4) Do you any examples of (Service name) you would want yours to be like ?

5) Which platforms would you like the (Service name) to appear on?

6) What is your ideal timeframe for development ?

**Number 7 is the most important. This is the close. When the prospective client realizes their product/service will be cheaper if they can verbalize their budget, the client is prompted to then reveal their desired budget. Then when the client provides that amount, it is easy for you to say "Great! I'm rather sure our teams would be able to make that work."*

7) It's our top priority to keep everyone involved in the project, including you, as comfortable as possible.

That's why we often ask our clients if they have a budget in mind that they would be comfortable with spending.

Often this will actually make the process much cheaper for you too, because if we go back to our development team and ask for a quote they will provide us one that is at industry standard, normally around 20-30k.

However when I go to my team and state that our client is requiring that we can build their project for under a certain amount, often our teams will just work within that rate.

See, our development teams are on salary and its more important that we can keep them busy than it is to get the industry standard price for all the projects we are building.

Would there be an ideal budget you'd like to keep this under?

8) Our teams can definitely work within this rate! Let me just confirm with them and then I'll get a formalized contract and invoice out to you as soon as possible. Would it be alright for us to schedule another call in a few days

with a technical representative to dive deeper into our next steps and talk about getting started?

9) Fantastic! I'll go ahead and send a meeting invite contract and invoice over right away. Thanks and have a nice day!