

PROVEN SCRIPTS TO CLOSE MORE SALES

Get Instant Yeses with Word-for-Word Phrases That Convert

BY RAY HIGDON

INTRODUCTION

Why Most Sales Reps Fail (And How This Book Fixes That Fast)

Free Bonus!

Congratulations on getting my book "Proven Scripts to Close More Sales: Get Instant Yeses with Word-for-Word Phrases That Convert."

I wrote this eBook to help anyone in sales make more money and experience the exhilaration of customers and clients who love working with you.

I've been in sales since middle school, when I was selling Airheads for 25 cents each, and I was getting them at the store for $0.10. Since then, I've sold thousands of items ranging from $7.00 eBooks to $100,000 coaching packages. I've sold door to door, business to business, in person, and online. I've generated tens of millions of dollars selling from stages and tens of millions of dollars selling from webinars and videos.

The cool thing is; I was not a natural in sales—in fact, at first, I was terrible!

What I've found over the years is that people who are natural at sales often struggle teaching those who aren't natural at sales because they don't understand what it's like to not be good at sales.

I know what it's like to suck and then learn how to get really, really good and elite at sales, and this book will help you do just that!

Before we get started, I want to point you to an extremely helpful and FREE resource!

Once you implement what I teach in this book, you are going to be a much better closer. In fact, you are going to be able to close more sales, no matter what it is that you're selling.

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However, you may still struggle with locating prospects and finding places to talk to more people about your offer.

Because of that, I created a FREE bonus, which you can grab at: higdongroup.com/22locations.

This is a list of 22 places to find prospects, and although all 22 may not apply to whatever it is that you're selling, I guarantee you more than half of them will!

Make sure you get the full benefit of this eBook by not just reading the eBook, but by also grabbing the free training video at higdongroup.com/22locations.



OK, are you ready? Let's dive in!

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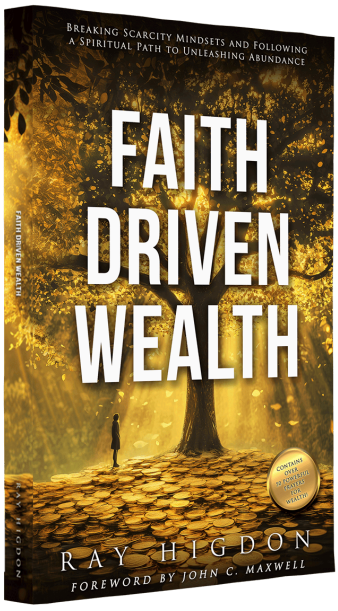
Why Most Sales Reps Fail

You don't have to be pushy or aggressive to be good at sales.

There are a lot of reasons why most sales reps fail. Many fail at sales because they think they have to be pushy or aggressive, which nobody wants to be—and oh, by the way, no one has to be. In fact, in today's consumer world, where there are so many choices to buy whatever product, service, or opportunity you want, being pushy or aggressive is quite a detriment and will actually cost you money, not make you money.

Another reason that sales reps fail is that they may not believe in their product, service, or opportunity. Unfortunately, this book won't help with that if you don't believe in what it is that you're selling. I can't hypnotize you into selling something you don't believe in, and I would just encourage you—there's a lot of stuff out there, find something you do believe in and sell that thing.

Lastly, some sales reps fail not because they stink at sales or because they don't believe in what they're selling, but because they have some kind of moral blockage around money and wealth.



Now, for that, I would highly suggest grabbing my book on Amazon called "Faith Driven Wealth".

If you struggle with that concept, or if you struggle with finances, or if you struggle with being worried about losing your money, "Faith Driven Wealth" will absolutely help you.

I encourage you, before you get it, to read the reviews, and you'll hear story after story after story of people who've benefited and helped from that book because of all of those different money sabotages.

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It's Not Just About Knowing How to Answer a Question...

It's not just about knowing how to answer a question or how to overcome an objection—it's about understanding the position of the prospect and attempting to understand the mindset that they're in and what you need to do to move them toward the sale.



I love talking about sales. Here's me being interviewed by Grant Cardone a few years ago.

Position is one of the four Ps that I cover in my 4P method, which has helped thousands of people over the years bring in over 300,000 new customers. You always want to know the position of your prospect.

This means knowing where they are in the sales process. When we don't know anything about THEIR interest in what it is that we're selling, that's position 0.

As they raise their hand and move forward, and either consume more information or attend a seminar, webinar, or video, they start to move up in the position. In the absence of progress, you fall back on position, and throughout this book, I'll give you many examples of this method.

How to Use This Book

My suggestion on how to use this book is to read it first, and I'm going to do my best to make it entertaining and easy to read and understand. From there, it's going to be a resource that you go back to often because as you're in the field talking with prospects, there are going to be scenarios where you may forget what I mentioned in here, or you need to review what I said.

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I encourage you to save this PDF somewhere that you can easily access it and come back to as a resource, because I don't think this is one of those eBooks that you read once and you've got it.

This is one you're probably going to have to study, because I'm sharing with you everything that I've learned about scripts and word tracks that move the needle in sales over the past 20 years of being in sales full-time!

So go through the book, but know that you'll most likely be referencing this in the future!

Free Bonus!

And again, grab your free bonus at higdongroup.com/22locations.

I don't want you to be some incredible sales machine with nobody to talk to, so let me help you out with that problem as well!



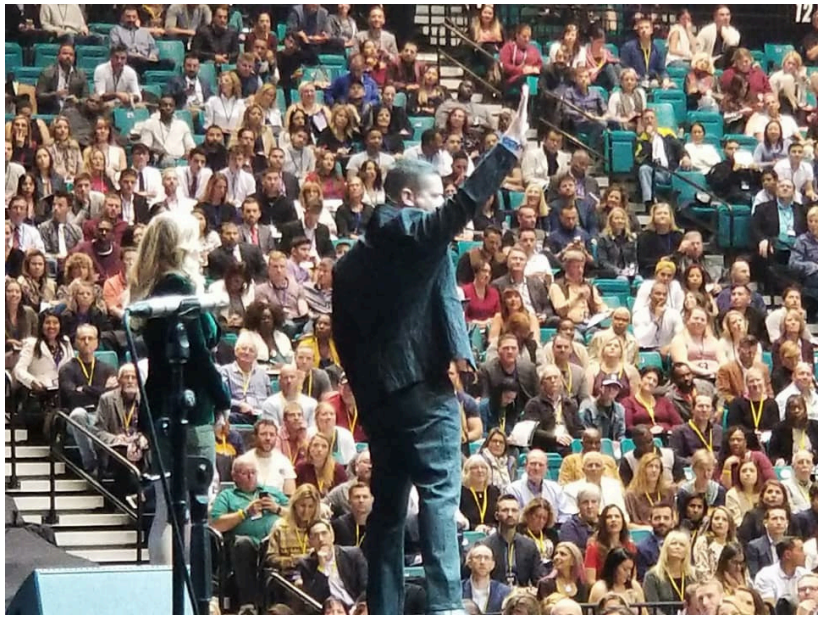
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01

The Three Problems with Scripts You Need to Know First

I have been teaching scripts for over 20 years, and I've found that there are three problems with scripts that I always need to cover, or the person attempting to use the scripts won't get the kind of results they could get. I once rewrote the scripts for a small insurance company that helped them boost their sales by $40,000 a week the very next week. Just recently, I gave scripts to one of my clients who, in the first 60 days as an individual sales rep, added close to $40,000 in profit, so trust me, I believe in scripts! This book title is accurate, but there are three problems:



My wife and I training a group of 10,000 in Vegas.

Problem #1: Stop Analyzing and Start Listening

Often, when people have access to scripts, they stop analyzing, listening, and reading the body language of their prospect, and they just focus on getting the script out of their mouth or out of their keyboard.

Scripts do not replace listening to your prospect!

I've experienced someone telling me they were using my scripts and not getting results, but when I analyzed their screenshots of what they had been saying multiple times—believe it or not—I've found times where the prospect told them that they were just at a funeral and the salesperson didn't even acknowledge it and just moved forward with another script! That's crazy!

The solution to problem number one is always listening! Pay attention to what your prospect is saying to you versus being addicted to getting the script out.

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Problem #2: Tonality Matters

This is for people who are closing over the phone or in person: it's not about memorizing the script; you also have to use tonality.

You have to speak in a way that is persuasive, so it's not just what you say but also how you say it.

This is why practicing with someone who will give you honest feedback or having a coach that you can role-play with will really help you, so when you're in the real world, it'll be more effective.

Problem #3: Know Your Market

I wrote this book to cover a lot of different possible scenarios in sales.

Not every response and not every script is going to work for every situation, so know what it is that you're selling and know when a script just wouldn't make sense.

For example, my wife is a luxury realtor in Naples, FL.

She routinely deals in houses worth $8 to $20 million, and some of the ways that she speaks just wouldn't make any sense for someone who sells cars.

So understand what it is that you're selling, who your target market is, and how they like to be communicated to, or you're going to struggle with why the scripts aren't working.

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02

My 4P Method

I have a very unique sales history in that I've made over seven figures in a lot of different verticals: real estate investing, affiliate marketing, direct sales, coaching, consulting, and more. Over these last 20 years, I've boiled down what I believe is what's needed to be a top earner in any sales organization, and that is my 4P method. The 4P's are pipeline, posture, position, and perspective.



It was a blast teaching membership models at Russell Brunsons funnel hacking live event.

The 4P's are pipeline, posture, position, and perspective.

Pipeline

Pipeline is the most straightforward one, and it is how many people you are talking to.

Now, if you need help with locating prospects, again, get my free bonus at higdongroup.com/22locations, but pipeline is how many people you are talking to, following up with, setting appointments with, etc.

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Posture

Posture is managing the energy of the conversation as well as believing in what you are offering without requiring external acceptance, approval, or agreement.

Position

Position refers to where your prospect is and always knowing where your prospect is in the sales process. So where is your prospect in the sales process?

If you know absolutely nothing about their interest or need for what you sell, then they're at position 0.

As they express more interest or raise their hand by asking questions, attending a webinar, attending a meeting, or watching a video, they increase their position, which allows you to respond accordingly.

Perspective

Perspective is where you spend the majority of your time in your mind. Most people are not playing to win; they're playing to prove they're going to lose, and with that kind of perspective, they'll always verify what they believe to be true.

So many people out there believe that it's hard to make money, that it's also hard to keep money, and many people have what's called an upper limit belief, which means that once they start getting to a certain income amount, they start to fall apart and sabotage ever getting above that amount.

This book does not focus on perspective, but I have other books that do.

If you are looking to get a deeper dive into my 4P method, you can actually go through a free video tutorial at higdongroup.com/blueprint.

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03

Three Reach-Out Scripts

I'm gonna start with my most proven set of scripts, but this doesn't mean that this is my favorite, and some of you will not want to do these scripts—but they are proven.

I had a client, Jennifer Welshans, who came to me and was stuck, and her company was running a promotion.

She was in a network marketing company, and I gave her these scripts, told her what to do, and said; "Get over it," as she didn't want to do it.

She hit a $240,000 bonus!

One of my students, Christina Danielle, was selling pet products, and she used my scripts to become the top recruiting salesperson for her company!

When they recognized her on stage and asked her how did you do it, she said "I used Ray Higdon's scripts and I just did cold messaging," which was funny because the company actually didn't allow cold messaging and they didn't know what to do other than say "ohh OK, maybe we should allow that!"

She was the top recruiter for that company for four years in a row, beating out every other sales rep, and the wild thing is, it was a pet food company and she didn't even own a pet!

These scripts have helped people make massive amounts of sales! I've taught these for the longest time, but I have two other approaches I'm going to share with you after this.

The difference between this script working for someone and it not working for someone is actually two things: 1. Posture, and 2. Numbers.

The people who have made this successful understood it was a numbers game. They reached out to a lot of people.

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Script #1: Direct Approach (Occupation or Location)

This is where you can use either occupation or location, but you need to use one or the other, and so it goes like this:

> Hey, I know we don't know each other but I see that you're a _____ *(occupation)*, I happen to work with _____ *(people in that occupation)* and help them _____ (whatever benefit you are providing). Would you be open to taking a look at what it is that I'm doing to help _____ *(occupation)*?

Example: "Hey, I see that you're a realtor! I help Realtors make extra money without interfering with what they are doing. Would you be open to taking a look at how I help Realtors make extra money?"

That's an example of using an occupation. You could use location depending on what you're selling and how you're selling, but you could say:

"***Hey, I see that you live in Dallas! We're looking to expand our business in Dallas. Would you be open to taking a look at what we're doing? I'm happy to share it with you."***

The pro side of this is that you are getting to the point quickly. Just ask yourself: if someone's cold messaging you, would you rather them beat around the bush or get to the point? I've actually never met anyone who wanted someone to beat around the bush! Every single person I've ever asked has said; "I'd rather they just tell me what they're up to."

What I do not suggest for reach-outs to people that you don't know is building rapport. Building rapport is extremely difficult if you don't know them and you're just a stranger on the Internet, and it also takes a long time. How will you know when this is the type of person you should be spending time talking to? Building rapport could take a very long time, so I'm not a fan of building rapport through cold messaging.

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Script #2: Story-Compliment-Question Format

The second approach is a little in between being direct and my last approach, but it can work. This is where you can use either occupation or location, but you need to use one or the other.

The format for this approach is:

1. Story
2. Who I Help
3. Compliment
4. Question

So let's say you're going after Dallas Realtors, and again, you're going to have to adapt this to whoever or whatever your target market is, with whatever it is that you're selling:

"***Hey, I see that you're a realtor in Dallas! I was just talking with my friend who's a realtor, and she expressed that it's gotten a little bit more challenging. I help Realtors make extra money and listen. I was looking at your profile, and I love the content that you do. I'm curious; Do you specialize in a certain type of real estate in Dallas? I have friends who go there all the time."***

So this script drops a little seed that you work with Realtors to help them make more money, which you could see if they bite on or not. But it also asks a question in their line of business that gives you a higher chance of them responding.

You're going to have to take it from there, and if you don't get a response, you're not going to be following up with them, but if you do get a response, you're going to respond and come back to how you help them.

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Script #3: Value-First Approach

The third type of reach-out, which I'm very excited about, and I've just recently started, and you may actually be someone who is a product of it! You reach out with a unit of value, so it was actually writing this eBook!

I'm going to use this eBook that I'm writing right now. I'm going to reach out to my perfect people: sales leaders and people who run sales teams. I'm going to reach out to them and send them a message saying:

“Hey, could I send you my eBook on proven scripts to close more sales?”

I'm not going to spend a lot of time studying their profile or building rapport or any of that stuff. I'm going to start by asking them if they want the eBook.



With longtime friend and mentor John C. Maxwell, who graciously wrote the foreword to my book, Faith Driven Wealth

If they don't respond, fine, there are more people to prospect. If they respond with a “yes,” then now I'm going to enter them into some form of follow-up sequence, and because I know if they're interested in this, they may be interested in hiring me as a coach or consulting or having me teach their team or some of my other books or courses, etc.

Now you may be wondering, how can you do that without writing an eBook?

You probably don't want to write an eBook! If it's a very specific niche that you're going after or a very specific target market, you could actually use ChatGPT or whatever your favorite flavor of AI is and get "what are 20 tips for Dallas Realtors to sell more houses in this market?"

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Although ChatGPT is terrible at sales scripts, it is full of that kind of stuff, like tips or secrets, etc.

You don't have to write an eBook; it could be you reaching out to financial planners or whoever you're targeting and offering them some kind of custom value to them, and the more custom, the better.

You might say, "Well, obviously people can go to ChatGPT and ask all these same kinds of questions," but people are pretty lazy, and I would also suggest, if you can—which I do in this eBook—incorporate a lot of personal stories. This makes you stand out from ChatGPT.

So again, if you didn't want to take the time to write an eBook, which takes time, then you could just get some custom tips, and most people aren't using ChatGPT that way, and you could just reach out to people and say:

“Hey, I have 25 Red Hot Tips on Selling More Real Estate in This Market. Would you like to get that free PDF?”

What's not so important is that they consume the eBook. Although I suggest you consume THIS one!

What's important is that they say yes to it, and that starts the follow-up sequence for someone interested in learning more, and you get a chance to connect with them better.

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04

What Should You Expect From Your Reach-Outs?

This is VERY important to read, and I hope you didn't just grab the scripts and start hammering away.

I have found that most people fizzle out because they do not have clear expectations.

First of all, **be more addicted to YOUR activity than THEIR response.**

In my book "Go for No," I talk about how I went from $0 to $10,000 a month in five months, going for 20 "No's" per day.

I then got to $42,000 just two months later, and $50,000 per month three months after that.

Now, when you are doing any of the previous chapter's reach-out scripts, you will get a LOT of people not responding to you—those are NOT no's, I counted only no's.

The reason I like the "Go for No" concept is that it gets you over yourself and reduces your resistance to rejection and your reaction to rejection.

It's like you are collecting them! And, the more no's you get, the closer you are to a yes!

So, bottom line, **don't sweat the no's.**

As far as expectations, **you could have as high as 90% of people not even responding to you—don't get discouraged!**

This is a FAST process, and if you combine this with my FREE bonus on the 22 Locations to find prospects, you will do just fine!

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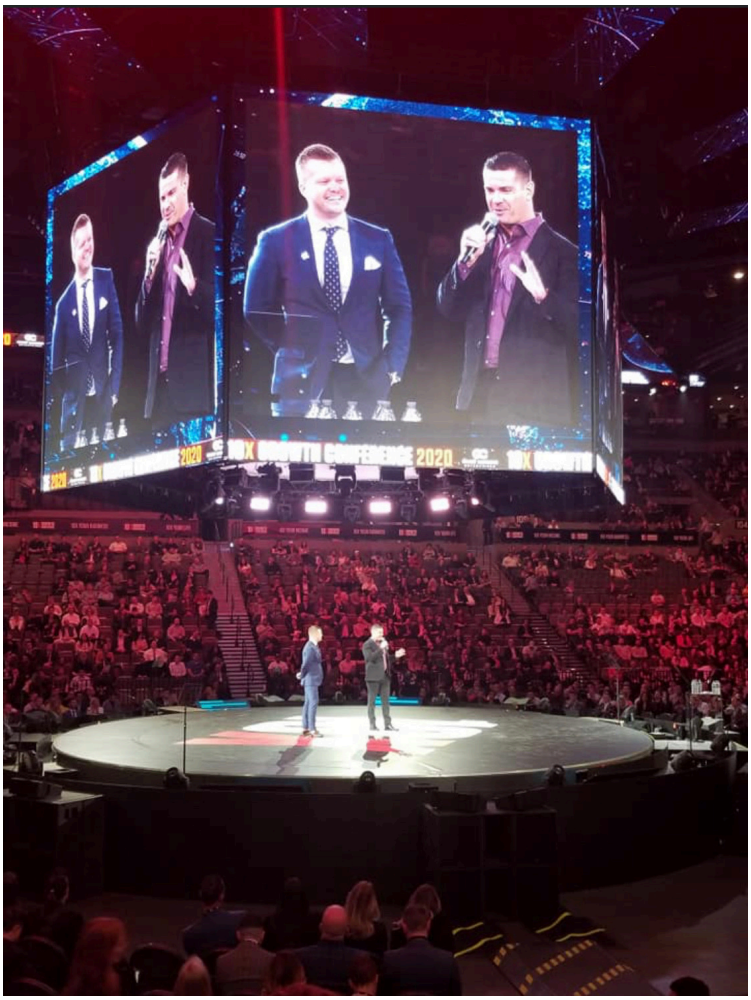
05

Follow-Up Scripts

The two main things I want you to get from this chapter are: 1. Be unique, and 2. You don't have to follow up with everyone.

I can argue that you only follow up with two types of people: 1. Those who are influential or would mean more than just another client or customer via possible referrals, and 2—those who respond to your initial reach-out.

Now, in the last chapter, I said you could see a 90% non-response rate, so does that mean you don't follow up with 90% of those you are sending the initial message to? Yes, but some of the people you reach out to will have some form of additional benefit if you close them on what you sell. It'll be more like 50% of the people you reach out to that don't respond don't get a follow-up message.



Had a blast speaking at 10x Growth Con

By the way, because I am teaching you reach-out scripts, it doesn't mean it is my favorite method of sales! I prefer people reaching out to ME!

You do this by having good marketing in place—consider grabbing my book on Social Media if you need help with that.

OK, here are some good follow-up scripts:

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Follow-Up Script #1

“Hey [Name], quick question: Have you completely ruled this out, or are you still open to exploring what it could do for you?”

(This is very effective as it's the opposite of pushy; many people are contrarian, so the worst thing you can do is tell them whatever you are selling is the best and they should do it)

Follow-Up Script #2

“Thought of you when I saw this [Article/Video, etc.] and thought I would share, as it may be helpful.”

When someone has responded to your initial reach-out, you should take some time to study their profile and find out what they like—it could be related to their career, kids, sports they are interested in, college they went to, etc. This just keeps the relationship growing.

Follow-Up Script #3

(Much later down the road) “At one point in time you expressed interest in _____, is that something that still interests you?”

Insert either the benefit they were looking for or the problem they were trying to solve.

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Follow-Up Script #4

(Much, much later on) “I assume this isn't a fit for you at this point, do you know anyone that does want to _____?”

Again, whatever benefit or problem your service, product, or opportunity solves.

Follow-Up Script #5

“I get that timing/budget/etc. might feel like an obstacle. One thing that some of my customers have expressed is that it was costlier NOT to solve the problem than to get into our program. Is _____ optional or something you really want to attempt to solve?”

Change the words as necessary.

Follow-Up Script #6

“Hey [Name], totally understand things get busy. Would it be okay if I circled back with something that might make this even easier for you?”

Follow-Up Script #7

“I've worked with a lot of people in your space — and when they hesitate at this point, it's usually 1 of 3 reasons... Curious if one of these is what's holding you back, too?”

This is brilliant as they will wonder what the 3 reasons are. Obviously, I have an answer to that and a logical reason for how to overcome all three.

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Follow-Up Script #8

“Hey [Name], I was cleaning up my list and saw your name. Are you still looking for help with [insert result] — or have you already found a solution?”

Follow-Up Script #9

“Totally random — but if I had something that could solve [insert specific challenge], would you at least be open to taking a quick look?”

This is very effective if you know or can guess what their number one issue is right now—it could be based on the market.

Follow-Up Script #10

“I always say… we don't chase — we serve. If now isn't the time, I get it. But if you're still praying about the next steps, I'm happy to stand with you and answer any questions.”

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06

Objection Crushing Scripts

The main thing to know about objections is that they are not about answering the objection—they are about answering the objection in a way that moves the prospect closer to buying.

There are plenty of over-educated but broke salespeople.

They can answer every little question, but they don't understand how to move someone from objection to the close.

The scripts in this chapter are geared to do that for you.

My daughter stealing the spotlight!



"It's too expensive."

Option 1: “The founders could've used cheaper ingredients, but they wanted something that worked. If this solved your problem, do you believe it would be worth it?”

Option 2: “Here's where our clients have found that although the initial investment is serious, it saves them big time in the long run (Then list how that may be true)”

"I need to think about it."

Option 1: The big thing to understand here is not to pressure them to NOT think about it; instead, they should manage their energy, which is what I call posture. Here's an example: “**Absolutely, you should take as much time as possible to think about it. We invest a lot of time walking you through the process, so let's make sure this is a fit for you. How long have you been considering solving _____ (the problem they are trying to solve)?”** This will help them realize they have already been thinking about it for too long without feeling resistance to you trying to pressure them.

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Option 2: “Absolutely, think on it as long as you need to. If you don't do this, how will you solve the problem?” (I call this a green light; it highlights your option as possibly the only option, at least to them right now)

"I’m not ready."

“I totally understand that. Some of our clients felt the same way, but then once they solved their problem, they wondered why they had waited so long. How long have you been wanting to _____ (focus on the benefit they are wanting)?”

"I don’t have the money."

This is a multi-step approach.

Step one: “OK, let me ask you this: if you had the money, would you move forward?” If they say no, then get to their real objection.

Assuming they say yes: “**So, you are saying you don't have access via credit card, bank account or any other place for the initial investment of _____ (whatever the price to start is)?”**

If they say yes, they do have the money, then work to get to the real objection.

Assuming they say no to having the money anywhere, but they did say yes to it, they would move forward if they had it.

Then ask this question: **“How far off are we?”**

This is VERY powerful, as if you don't ask that, you are operating as if they have zero money and you have to help them come up with ALL the money. They are likely short a little bit, which makes it much easier to help them come up with ideas on how to come up with the money.

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"Do you have a cheaper option?"

Don't just jump at this as your cheaper option; if you have one, it may not serve them. Instead, say: “**Let me ask you a question, do you want to get fast results, or is speed to results not a big factor to you?”**

Typically, the higher-priced option of almost anything SHOULD get faster results, and it's a rare day to find anyone cool with slower results.

"I need to do my research."

This is usually only going to come from a certain personality type that does NOT like hype or being rushed. The BEST thing you can do here is encourage them to do their research with a little pullback like this:

“**Absolutely, we have XX years of research, testimonial videos, and hundreds of videos online. Feel free to go through as many as you need to. We invest a lot of time in you to make sure you get the most out of it, so let's make sure it is the proper fit for you.”**

I realize that to the untrained salesperson, this sounds like a terrible response, but the truth is, I have had MANY "need to research" people be so happy with this response that they moved forward right away.

"I’m too busy, I don’t have the time."

“What is your plan for having more time in your life? Is there a plan for that ever to get better?”

This could help highlight that they need whatever time-saving or money-making thing you are offering.

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"I've tried something like this before and it didn't work."

It would be very helpful to know what else your clients or customers have tried that didn't work, a good way to use that could be; **"We have found our average happy customer had tried at least seven different things prior to finding us and although we can't go back in time, we can help solve the actual problem so you can stop wasting time with options that don't work."**

"What's the catch?"

It's very important to give them a catch—do not get duped into thinking to say "there is no catch." Too many people have heard the "If it's too good to be true..." so you can say something like: "**The catch is you have to follow the steps, if you don't take the pills, stay consistent, check in with your coach (whatever your steps are) then you aren't going to maximize the results you could be getting."**

"I need to talk to my spouse."

This is another one where I would NOT talk them out of this, but instead start with agreement.

"**Absolutely, this is a serious decision; you should definitely talk to them** (by the way, as soon as you say this, it will reduce their resistance). **How long have you guys been dealing with this issue? How do you think they would feel if you found a way to solve it?"**

If needed, schedule a time to talk to the two of them as the person who says they need to talk to their spouse is most likely NOT good at enrolling their spouse in a new decision.

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"I need to pray on it."

“Absolutely, you should! Have you been praying for a solution to the problem you have been dealing with? The reason I ask is that there have been many times I prayed for a solution and thought it would look a certain way, but it turned out God answered the prayer in a very different way. If this solved your problem, would it be an answer to prayer?”

Now, full disclosure, many of these will work right out of this eBook for what you sell, but some probably need tweaks based on what you sell. If you want my help with your exact scripts, feel free to message me on Instagram, and we can talk about me doing something custom for you or your sales team. My handle is @rayhigdon



We’ve had a lot of special guests speak at our events, here’s us chatting with HGTV’s Tarek El Moussa.

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07

Closing Scripts

So, how has this been so far? If you have read up to here, then you are more equipped than most to take your sales up a notch. When I am doing a coaching call with a client or when I am coaching a team, I can get into much more specific scenarios and use exact language for their product, but I tried throughout this book and this chapter as well to use language that was going to work in most situations for most products or services.

Here, I am going to give you some scripts that you can use when appropriate. They are NOT prospecting scripts or scripts you would use prior to someone being exposed to whatever information they would need to make a decision.

Closing Questions That Pull, Don’t Push

“If you don't do this, how will you solve _____?”

“**When would be the best time to solve _____?”**

“**What would it mean if that were no longer an issue?”**

“What did you like best? (Listen for their answers)”

Pick one of their answers and ask: “**Why is that important to you?”**

“Is attaining _____ something important to you, or optional?”

“**What would this problem look like in five years if you don't do anything about it?”**

“**Will this get better or worse in the next five years?”** (Most people will naturally project a worse scenario)

“**Are you coachable?”** (Most people aren't, but when asked, they will rarely say no; this steps them into an identity of coachability) Assuming they say yes, then you say, “**If you are coachable, this is what I suggest…”**

Closing is NOT about being pushy or aggressive, as that does not work. For kicks, I searched ChatGPT on closing scripts, and boy, were they terrible! Most "closing" scripts I have seen will absolutely raise too much resistance in your prospects. It's not about being pushy; it's more about pulling them into a vision of their future.

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CONCLUSION

Your Words Have Power — Use Them Well



Now you are much better equipped to make it rain! You got this!

I mentioned my 4P method earlier, and the 4Ps are pipeline, posture, position, and perspective.

One area that you must watch out for is your perspective—where you spend the majority of your time, in your mind.

Most people aren't playing to win; they are playing to prove they are going to lose.

Be careful what you say. Don't ever say something you don't want to be true.

Don't say "this won't work" unless you don't want something to work. This is the very first step in creating change, and that is to change the way you describe it. Most people will respond to this and say, "I'm just telling it like it is," which is a perfect plan if you want to KEEP it like it is.

If you got value from this book, feel free to check out my published books on Amazon, and if I can help you in any other way, please just reach out to me on Instagram; my handle is @rayhigdon.

God bless you and your family!

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