

## ***Identify the Key Pain Points in the First 2-3 Minutes - 3 Minutes***

0:01 The key to closing a sale is to address the very specific issues that a particular particular prospect has, which essentially turns into their pain points, the, the issue, the problem that they are looking to solve, which is why they're on the call with you.

0:19 And it's your job to solve those problems. You have to identify what those key points are right away in the first two to three minutes.

0:29 And the script is set up in such a way that first the control position is established by you laying out the the rhythm of the conversation and, and explaining that you're going to be asking a few questions of their business and get them to know a little bit.

0:45 And then you'll tell them a bit more about what what we do. And then, you know, if it, if they're happy then and the shoe fits, then we can go to the next step.

0:54 So putting them to ease. So by asking them the questions about their business, they will start to talk about the business.

1:02 Then you begin to ask more questions about their marketing and how they're getting business and how they feel about companies, you know, such as Home Advisor, Yelp, and what their experiences have been during the first two to three minutes, they are going to essentially tell you what their issues, what their concerns, and therefore what their pains are the rest of the call.

1:24 And in particular, towards the end, you are going to be referencing their particular key pay pain points and that what we do and what we offer solves those problems for them.

1:36 And this is why the previous videos are so important that you don't talk about things that have not been asked, you don't explain anything, and you try not to address any issues that are outside of these key key paid point parameters.

1:51 Once you explain what we do, they may have one or two other questions that may be specific to their interest, but the key is to understand what those key pay pain points are.

2:07 So for example, if they're fed up with getting, you know, very, very few good calls, then you understand that what they want are more and better calls.

2:17 If they're fed up with having to pay for calls that are sent to their competitors as well, then you know that your solution is that, well, we're exclusive.

2:27 We don't do that. So you're going to know very quickly what they talk about and what they talk about is what they care about and what they're gonna talk about is the pain because that's what they are on this call for, understanding that we are giving them and driving business to them.

2:48 So all of this has to be done in the first two to three minutes and you will know exactly what they are concerned about and that is going to be the focus of the conversation.

2:59 And don't get sucked in and lose control.