



aligned sales

5 STEP  
SALES SCRIPT

[www.PattyLennon.com](http://www.PattyLennon.com)



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## 5 Step Sales Script

Dear friend,

Welcome, and thank you for downloading my Aligned Sales 5-Step Sales Script.

Get ready to start having simple, honest ick-free sales conversations today!

I have found when people struggle with sales, it is usually a symptom of being taught at a young age that receiving is selfish and good people are all about giving.

If that sounds like you, I get you. I was the same way until I learned that a healthy, prosperous life and business come from balancing giving and receiving.

My intention is that this script allows you to navigate sales in a way that feels service-based and authentic.

If you'd like to learn more about how learning to receive will grow your sales AND create space for Magic in so many other ways check out my podcast on your favorite podcast app or use the links below:



With love,  
Patty

## Step 1

### The Journey

In this step you will:

- Set the vision for where your prospective client wants to go.
- Get clear on their current reality (that they want to escape from)
- Describe the gap between where your prospective client wants to go and where they are now.

In this step you are spending the majority of your time listening. Ask these questions to direct the conversation...

1. So where would you like to be in \_\_\_\_\_ ( choose the time frame that fits the type of work you do such as 90 days, 6 months, 1 year etc)

*As a business coach I like to know where a person wants to be 3 months from now and a year from now.*

*If you are a weight loss coach your prospective client is probably focused on something short term (like 30 days.)*

2. So what is it like now?

Once you have the answers summarize what you've just heard. You are describing the gap between where they are now and where they want to go. Do not move on to the next step until your prospective client agrees you understand the journey they want to take accurately and the gap they face.

## Step 2

### The Bridge

In this step you will:

- Build the Bridge that will take them from where they are to where they are going.
- This is where you will give your expert opinion on the steps they need to bridge their gap.

In your expert opinion describe the steps it will take to get from where you client is now to where they want to be. You are “building the bridge” between their current reality and their future vision.

You are not describing your specific services at this point. You are simply showing them what they need.

Ask your client if they agree that the bridge (or steps) you’ve laid out to get them from where they are to where they want to be sounds like a solid plan. You are determining if the bridge feels solid to your prospective client.

Questions you might use are:

Does this make sense?

Does this sound like a plan that would work for you?

Do not move on to the next step until you have their agreement on the bridge. If they do not agree then it’s time to revisit previous questions until you reach a point of clarity.

## Step 3

### The Silent Step

In this step you will:

- Check in with yourself

This point in your sales conversation is called “The Silent Step” because it happens within yourself. It is not shared with the client. Once you and your client agree on the bridge you must determine if you are the right person to build that client’s bridge. Only you know the answer to this question and being honest with yourself at this stage is the true key to getting comfortable with sales.

So many sales experts teach that you should do whatever it takes to close the sale. I’m teaching you something different. You should only move forward if you are the right person for the job. Most of the time the answer will be “yes!” But if it isn’t be honest with yourself and then your prospective client.

Tell them you are not the person they need at this point and let them know who you think they do need to work with. If you have referrals, this is a great time to offer them.

For example, you may offer digital marketing services but as you move through steps 1 & 2 you realize the prospective client doesn’t have a clear offer in her business. You can help her drive loads of traffic to her business but if she doesn’t know what she is selling she won’t get solid results from your work.

If that is the case, referring her to a business coach that can help her first and then circling back around with her in a month or two is the best approach.

Assuming you are the person to build the bridge with this prospective client you can move onto step #4

## Step 4

### Permission

In this step you will:

- Obtain permission to make your offer

At this stage you tell your prospective client that you have a product or service that will supply them with the bridge you agreed upon. Ask for permission to tell them about it.

You can say:

"I have a program that can help you with this. Would it be ok if I told you about it?"

Of course the prospective client will want to hear about it. Asking permission first is respectful and gives them space to ask questions they may not have asked earlier about the bridge steps you suggested.

It is good to field those questions before you make your offer so you and the prospective client are in agreement on what help they need.

## Step 5

### The Offer

In this step you will:

- Make your offer

Once you have come to understand the journey your client wishes to take, designed a bridge you both agree is solid, know you are the right person to build that bridge and have obtained permission from your perspective client to tell them more about your services then (and only then) is it time to describe your product or service to your prospective client.

During this step you will describe your product or service focusing on how it will benefit your prospective client. Continue to tie back to the bridge you covered in Step 2.

Once you've fully explained your offer, ask your prospective client if she has any questions. At this point she will typically want to know how much the product or service is. If they have any other questions answer those first. Then move on to the price

Telling a prospective client how much your product or service is, is typically the step I find most of my clients get nervous at before they learn this 5 step system. If you have spent quality time on steps 1-4 this step will be much easier.

Also, only offering your services to people who can truly benefit from them will make this step much easier (This is the true gift of step #3 - The Silent Step)

Even so, you may still experience some anxiety. This is normal and it will decrease the more sales conversations you have.

Once you've stated your price it is important you remain silent. At this point your prospective client is considering their investment in you. It is important that you respect their process and wait for them to share any thoughts or questions with you.

I know staying silent at this moment is hard at first. It gets easier over time - I promise! And when you understand that this silence is about respect for the other person it will feel much more natural.

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## The Aligned Sales Method

The Journey

The Bridge

The Silent Step

Permission

The Offer

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Would you love to become more open to receiving (not just clients but also love and support?), check out my new book *Make Space for Magic* here:

[www.pattylennon.com/makespaceformagic](http://www.pattylennon.com/makespaceformagic)