

Use Scripts

Scripts are basically your guide or roadmap to what to say step by step in order to control and move an interaction towards the wanted outcome.

Scripts are especially useful when you are starting out in sales. Because even if you are an amateur, you don't have to look like one. You will not look like an amateur if you use a script.

A script can make you look like a professional, plus it also tells you where you are at with the prospect, how to begin, continue, transfer, control, handle a prospect and potential situations.

Do you have to follow a script word by word? No.

But it is useful to give you a general idea of what you want to say to the prospect, and where you want to guide the prospect.

It is also important that scripts are there for a reason, but you don't have to use ONLY the script, because using a script 100% all the time, in the same way will shut you off from experimenting a little. And without experimenting, you will not be able to improve on what you already have. Plus, following a script 100% always, can make you sound robotic eventually. Robotic speakers/sales people wont sell, I can guarantee that.

Just write up some scripts, use it as much as necessary and get comfortable with selling. Eventually you reach a point where you don't need scripts, and you will gain a great ability in adaptability, where you can handle any and all scenarios you might find yourself in.

Good luck!