

Rules of High ticket

1. Silence
2. Disassociation of YES
3. Selling is service
4. Diagnose like hell
5. Lead the call
6. Speak 20% of the time
7. Cash collection > Revenue
8. On-call is the key
9. Write while the whole call (Be indulged)
10. Offer matters a lot
11. 10% price increase every three sales if you are confident
12. 20% budget increase after every high-ticket sale

Why do People Buy?

To cover the Gap they have in their head

The more the GAP, the more you can charge

There are 4 ways of increasing the GAP

1. Elevate the desired situation (Instead of X, make them realize they can go 5X)
2. Downgrade the current situation (Instead of X, make them realize that they are at -2X)
3. Destroy the vehicle, Whatever vehicle they are using is not going to help them cover the GAP
4. Decrease the time spent to cover the Gap

Why does the script work so well?

It works with the psychology of the person

Neuron triggering is happening at the time we want

Which leads them to the decision

It follows the framework of how anyone makes and confirms a decision

Lead Phase

>> 10% of time would be spent here

>> Setting the frame for the call and taking a lead is the role of this phase

Box 1

Name - Rapport

Tone - Humble

(choose any 2-3 questions to ask, not all of them)

- How are you
- Where are you from (try to establish a relationship if it's there)
- I saw ____, is it ____ (something close in their life)
- How was your day?
- Was this a good week for you? (Tell them about yours after they finish)
- What were you doing just before we spoke?

Box 2

Name - Agenda

Tone - Confident

- So I have a loose framework for this call. I will ask some questions about your ____ and try to find a deeper reason to solve _____. Then if it all works great then we can talk about the action plan to solve _____.
- What we will cover on this call is _____, _____ and _____. Works for you?
- If you feel like asking something or telling me something just let me know. Works for you?

Box 3

Name - Decision

Tone - Questioning

- Why me?
Before we start I wanted to ask that there are 100's of people who can help you with _____, then why me? Just curious to know.
- Why now?
That makes sense. Why do you think today/now is the right time to start with _____
You would have started one month from now to solve this or even 1 month back.

Gap Phase

>> 60% of the time would be spent over here

>> This Phase stretches the gap as much as possible to elevate the pain.

Box 4

Name - Reality

Tone - Humble

(choose questions to ask as per the flow, it is not necessary to ask all. Compulsory ones are important to ask no matter what)

- What does your current situation look like? [Compulsory]
- How did you come to this current situation? [Compulsory]
- Why do you think this current situation is affecting you [Compulsory]
- What is making this situation worse
- How is it affecting other areas of your life
- Why getting out of it is the priority right now
- Who do you think is responsible for this? Who do you think will help you get out?
- Tell me more about that (Use when you want to go deeper)
- From when are you stuck in this current situation?

Box 5

Name - Result

Tone - Confident

(choose questions to ask as per the flow, it is not necessary to ask all. Compulsory ones are important to ask no matter what)

- What does your desired result look like? [Compulsory]
- How will this desired situation improve other areas of life? [Compulsory]
- Why this desired situation is the priority in life over anything? [Compulsory]
- What will make this desired situation even better?
- Who do you think is the right person to help you reach there?
- Tell me more about that (Use when you want to go deeper)
- What time limit you have decided to reach the desired situation?

Box 6

Name - Roadblock

Tone - Questioning

- What problems are stopping you from getting there?
- What obstacles are you facing? (go deeper)

Hired Phase

>> 20% of the time would be spent here

>> This phase is used to make the person realize that hiring you is the only way to solve the problem they are facing now

Box 7

Name - Yet?

Tone - Humble

- You have told me about your problems and obstacles
- I want to know the core reason why haven't you reached there yet.

Box 8

Name Own?

Tone - Confident

- Tell me also why can't you get there on your own? Tell me more...

Box 9

Name Go?

Tone - Questioning

- Got it
- So, where should we go from here?

Close Phase

>> 10% time would be spent here

>> This phase is to close the clients and seal the deal

Box 10

Name - Phrase, Problem & Promise

Tone - Humble

- So what I have understood by now is that you are ___ currently at ___ who wants to go to ___ and facing _____. You cant do it on your own because of _____
- Am I correct?

Box 11

Name - Process

Tone - Confident

- Well I have a plan that works for people like ___ (describe them)
- Would you like to know about it?
- Well, it is a process which requires _____. do you have all of that?
- The only thing we haven't talked about is price. / Where should we go from here?

Box 12

Name - Price

Tone - Questioning

Close - How would you like to pay

Boom! You got the sale