

MONEY

TRIAGE CALLS

RESTING

RICH FACE

This discussion and worksheet will help you run triage / sales calls where you don't seem needy.

You will be ready to immediately apply this training to your funnel.

TRIAGE CALL MOOD AND 'TUDE

How to show resting rich face

Dramatically upgrade your Zoom background

Upgrade your lighting

Intentionally sit (for chill effect) or stand (for engaged effect)

Wear the most upscale version of your on-brand attire

Show "confused curiosity" while smiling waaay less

OPEN THE CALL

BE LIKABLE

DISQUALIFY THEM

AUDITION THEM

CONVERT CASUALLY

"ONLY RIGHT IF" +
FLATTER

LEAN IN + FLATTER

LEAN BACK + PROBE

GIVE THE ESTIMATE

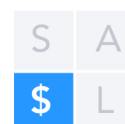
SHOW CONFUSION

"WE SHOULD DO THIS"

BEGINNER

INTERMEDIATE

ADVANCED



AUDITIONING QUESTIONS

Where do you want to be? And where are you now?

That's a gap of _____. What's causing the gap?

How have you tried solving it? How long did you give that solution? How did you know it wasn't working? When did you know it wasn't working? What's changed to prevent similar problems?

How have you got this work done in the past? Why not do it the same way this time?

Tell me what's amazing about your product.

Tell me what's working great in your funnel.

AUDITIONING QUESTIONS