

Assessment Call Script

Sales Call Script (30mins)

[Start Recording & Log Call]

1. Introduction

You: "Hello **[Prospect's Name]**, this is Professor **[Mentor Name]** from Startup Course. Thank you for scheduling a call with me.

Prospect: "Thank you, I appreciate you taking the time to listen to my **[Pain Points]** too"

2. Pre-Qualifying Questions

You: "Just to tee up the call, we have about 30mins, is there an issue we if go overtime?"

Prospect: "No, I am excited to know how you can help me **[Urgent Goal]**"

You: "Great, I hope you had a chance you read up on my bio?"

Prospect: "Yes I did, I found your work in **[Areas]** very fascinating"

3. Listen to the Prospect

You: "Great. I had a look at your background and I have 2-3 insights/tips I'd like to share on the call today. Before we get into that, would you like to articulate your value proposition and why you are trying to change things?"

Prospect: [Shares the WHY & HOW on their Business Model]

5. Clarifying Questions

You: "Thank you sharing that. That validated some of the assumptions I had as I went through your form submission. If I could ask you quickly what have you tried doing and what are you doing now to get behind your goals?"

Prospect: [Shares the WHAT on their Business Model]

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5. Value Statement

You: "Thank you sharing that. That's a very common mistake that founders make. Based on our 12-step Curriculum, I would have scored you a [x/12].

You have **other** challenges in the following areas: (Pick 1 - 2)

- Coming up with an investable idea
- Building the right foundation
- Mapping out the bigger vision
- A good value proposition
- Assessing the market
- Designing a prototype
- Building the ultimate team
- Acquiring customers
- Running your startup efficiently
- Remaining profitable
- Valuating your Startup
- Building the perfect pitch deck
- Perfecting your pitch
- Closing your first (or next) investment
- Exiting your Startup

Here's my 1 big [Insight] on what I would have done, based on my [Experience], which you could have avoided [Consequence]"

Prospect: "Wow, I've never thought about implementing that. That sounds like something I get working on right away"

6. Close - Good, Better, Best Offer

You: "Great. I hope I was able to give you immediate value. But, there are still some critical areas like [Pain Points] that you need someone who had been there and done it to guide you through that journey to achieve and [Urgent Goals]. Would you like to consider that?

Prospect: "Ok, what do you have to offer or what do you think it's best for me?"

You: "Great. I am glad that you are considering your goals seriously. Based on your urgent [Goals], I would recommend that you [Pick One]:

• Good:

- "Self-Serve"
- Startup Course Blueprint for FREE and a certification of completion.

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- 1 follow up coaching call after completion of course.
- Review of pitch deck and executive summary.
- Valued at USD\$3,000. But I am happy to extend it to you for USD\$499.

• **Better:**

- **"Personal Accelerator"**
- Startup Course Blueprint for FREE and a certification of completion.
- 6 x Monthly Coaching Sessions focused on 3-5 key breakthrough areas
- Final Review and Investor Preparation
- Investor Leads
- 6 Monthly Payments of USD\$2,000

• **Best:**

- **"Interim Co-Founder" (non-equity)**
- Startup Course Blueprint for FREE and a certification of completion.
- 6 x Monthly Coaching Sessions focused on 3-5 key breakthrough areas.
- Final Review and Investor Preparation
- Investor Leads
- 6 Monthly Payments of USD\$5,000

Prospect: "Thank you, I'll consider that. Is it ok if we have another call?"

You: "Not a problem. Your personal relationship manager, Roy, would be following up with you with an email and the next steps in the next couple of hours"

Prospect: "Sounds great!"

You: "My pleasure. Take care now"

[Stop Recording & Log Call]

After the Call

- Please update student in <https://app.hubspot.com/contacts/2698030/deals/board/view/all/?755386> and inform Roy that assessment call has been done.
- A canned follow-up email will be sent to the prospect to choose from the 3 coaching plans as shown above.
- Prospect is asked to provide feedback - <https://share.hsforms.com/1Hluit0NFtTyVB7xsTyH3MA1Itta>
- If the prospect did not find value in the call, they can redeem a \$20 Starbucks Gift Card via a feedback form as follows - <https://www.startupcourse.com/pages/redeem-your-starbucks-gift-card>

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Appendix:

Sales Statistics - <https://blog.hubspot.com/sales/sales-statistics>

- Almost **6 in 10** buyers want to discuss **pricing** on the first call.
- **More than half** of prospects want to see **how the product works** on the first call.
- **1 in 4** buyers want to discuss **budget, authority, and timeline**.
- Use **collaborative** words "**we**," "**us**," "**our**," and "**together**".
- Use terms that **inspire confidence**, such as "**certainly**," "**definitely**" and "**absolutely**".
- Establish **Urgency**, but don't be pushy.

What buyers want to talk about in the first sales call

What do you want to discuss in your first sales call?



Base: 505 global consumers
Source: HubSpot Sales Perception Survey, Q1 2016