

## **VIDEO CHAT GUIDE**

### **Stage 1: Put Prospect At Ease And Build Rapport**

Example: “I’m so excited to meet you! Tell me a little about yourself... Where are you from? Are you married? Do you have kids? What company are you with?”

**Million Dollar Tip:** Smile and be warm and inviting. Be genuinely interested in them.

### **Stage 2: What’s Their Reason For Scheduling With You?**

Example: “What’s your purpose for scheduling with me today?” OR “What are you hoping to get out of today’s chat?”

**Use this phrase often:** TELL ME MORE ABOUT THAT

Example: “So what’s the reason you scheduled on my calendar today? Oh you’re struggling to find people for your business? Tell me more about that...”

**Million Dollar Tip:** Repeat what they tell you. It helps your prospect feel heard and understood.

### **Stage 3: Offer Value**

- Share screen if appropriate
- Educate them on the reasons they haven't gotten results yet
- Share personal experiences or results

Million Dollar Tip: Don't be quick to jump into your pitch. By giving them

value first, you'll up your conversion rate and build the Know-Like-Trust factor even more.

### **Stage 4: Recommend Product Or Service**

- Recommend only if it will truly solve their problem.
- Assume they're going to buy.
- Help them buy (if appropriate)

Million Dollar Tip: If you're promoting EMP, recommend the Attraction Marketing Formula e-book. You've given your time, you want to be paid for it right away.

### **Stage 5: Tell Them What To Do Next**

- People need to be told what to do.
- Be specific on details like price, what they get, etc.
- Be clear. Be specific. And keep your posture.



**ELITEMARKETINGPRO**

**Million Dollar Tip:** Friend them on Facebook and send them the link to buy over messenger. Now you have an easy way to follow up and continue to build rapport.