



Script template to convert prospects into paid clients

Jane: How much do you charge? What's your hourly rate?

You: I am happy to answer that question. To give you a ballpark quote, would it be okay if I asked you a couple of questions?

Jane: Sure.

You: Great. Okay. Can you tell me what product or service you'd like to promote?

Jane: A new restaurant.

You: Okay. What do you actually need written? E.g. brochure, website.

Jane: I need an A4 flyer.

You: Ok. Great. What is your point of difference to other restaurants in the area?

Jane: We are a vegan restaurant.

You: Sounds interesting. How will this piece be distributed? (if it's a hard copy piece)

Jane: Letter box drop in the area.

You: What results would you like to see after it's gone out?

Jane: I'd like to get 10 bookings per week.

You: How important is this flyer to you?

Jane: Really important. I just got retrenched and I'm using my payout to set this up so I really need it to work.

You: Okay. Based on all that, I can give you a ballpark quote but I'd like to reserve the right to amend that if the brief changes significantly at any time.

Is that okay with you?

Jane: Sure.

You: Okay. Based on what you've told me, I think the project will cost around \$600-\$700 + GST. This fee also includes:

- A comprehensive briefing with you
- Research and a competitive analysis
- Creation of the copy
- 2 sets of revisions to ensure you're happy with it

How does that fee sit within your budget?

Jane: It's more than I had in mind.

You: What fee did you have in mind?

Jane: Around \$400.

You: Okay. Look, I am particularly interested in this topic and would really like to work with you on this. If I could come down slightly would you be able to come up a bit?

Jane: Yes. I guess so.

You: If I could bring it down to \$500 would that make it possible to go ahead?

Jane: Yes, I think so.

You: Great. Now, when would you like it completed by?

Jane: Next week.

You: Yes, that should be fine, but we'll need to get started right away. What I'll do is send you some briefing questions for you to consider before I take a formal brief from you, and an invoice for a 50% deposit to secure the job and to activate it within our system. Could we set up a time now for a phone briefing?

Jane: Yes.

You: How is 10am tomorrow?

Jane: That's fine.

You: Now, I will need payment of the deposit within 48 hours as we don't generally start work until that is received. Do you anticipate any problems with paying it by then?

Jane: No that's fine.

You: Great Jane. I am really looking forward to getting started on this project. I'll call you at 10am tomorrow on your mobile and once that's completed, we will have some copy ready for you by next Wednesday.

Oh, we also have a web design and print service if you'd like us to help you with that too but we can discuss that at the briefing call.

Jane: Ok, sounds great!

You: Talk to you then.