Selling Through the Screen

Words that Sell: Because Template

Because…… (Situation) {Evidence}
The World/Global View
Current climate/ environment
Time/ day of week

And {Evidence}
Because…… (Desire/Goal/Need)
You want….xyz results
You need…… this outcome
You see the value in…..

And {Evidence}
Because……. (Solution/ Answer/Provider)
I/We can provide… excellent services/results
I/we are the best solution provider
I/We are running this special
I/We are able to start you today

Don't you think…. {Invite}
Who Do You Think….

-Don't you think starting today would be a great idea?
-Who do you know that could use our services?
- Who could you recommend for treatment/free evaluation?
- Who would be interested in this special/incentive/bonus offer?

Parenting Ex:

-Because dinner is in an hour. And because you want to play video games tonight, and because you know the family rule is no technology until after homework is done, don't you think now is a good time to get started?

Sales Ex:

- Because the orthodontic world is ever changing and competitive,
- And because you want to be extremely successful in growing your business and staying relevant,
- and because you see that I have innovative knowledge, deep experience, and a reputation for results,
- don't you think it would be a wise decision to continue a consulting relationship with me

Challenge: Referral, Invite to appointment, or Close

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