# BUILD YOUR TRIAGE CALL SCRIPT — QUALIFY FAST, BOOK SMARTER

SQUARE 1 GROUP

STOP WASTING TIME ON "CURIOUS" LEADS.
THIS 15-MINUTE CALL FILTERS WHO'S SERIOUS AND WHO'S NOT.

TRIAGE CALL SCRIPT

## INSTRUCTIONS:

Yesterday, you mapped your sales flow and found the leaks.
Today, we're plugging the first one — **bad fits eating your calendar.**

The Triage Call is your first defense line.
Its job isn't to sell. It's to **diagnose, disqualify, and direct.**

By the end of this worksheet, you'll have a complete, repeatable 15-minute script you can use to qualify leads like a pro and set up your Strategy Call to close.

# THE GUIDE:

## STEP 1:
**Clarify Your Goal**

**Fill in the blank:**
The goal of my Triage Call is to __________.

*Example: "Identify fit and book qualified leads for a Strategy Call."*

## STEP 2:
**Set Your Frame (30 sec)**

**Say something like:**
"Hey [name], thanks for taking a few minutes to chat. This call's quick — I just want to learn a bit about you and see if what we do can help. Sound good?"

- ☐ Keeps you in control.
- ☐ Signals you're selective.

## STEP 3:
**Ask Discovery Questions (5 min)**

**Use these core five to start:**

1. "What made you reach out today?"
2. "What are you currently doing to solve this problem?"
3. "How long have you been dealing with it?"
4. "What's the impact if you don't fix it?"
5. "If you could wave a wand and solve this in 90 days, what would that look like?"

**Fill in the blank:**
The #1 question I'll add for my specific avatar is __________.

*Example: "What does your client acquisition process look like right now?"*

## STEP 4:
**Identify Decision Power (2 min)**

**Fill in the blank:**
Before I book a Strategy Call, I need to confirm __________.

*Example: "They have authority to say yes and a budget for marketing."*

Use the line:
"If we find a fit, are you the one making the final decision on this?"

## STEP 5:
**Check Readiness (1 min)**

**Multiple choice:**
On a scale of 1–5, where is this lead?

- ☐ 1 = Just browsing
- ☐ 2 = Mild interest
- ☐ 3 = Looking soon
- ☐ 4 = Actively shopping
- ☐ 5 = Ready to buy now

**Fill in the blank:**
I only move to a Strategy Call if they're a __________ or higher.

## STEP 6:
**Bridge the Gap (2 min)**

**After you've heard their pain, say:**
"Based on what you've shared, I can see a few ways we could help. If you'd like, we can set up a longer call to map it out in detail — no pressure. Sound good?"

This shifts the energy from sales pitch to professional prescription.

## STEP 7:
**Book the Next Call (2 min)**

**Fill in the blank:**
My preferred Strategy Call booking link is __________.
(Example: Calendly / Google Meet / Zoom.)

- ☐ Book before ending the call.
- ☐ Send confirmation email immediately.

## STEP 8:
**Set Expectations for the Next Call**

**Say:**
"Awesome — for our next call, I'll share some recommendations based on your goals and walk you through what it'd look like to work together. Fair?"

- ☐ Frames you as a guide.
- ☐ Eliminates surprises.

## STEP 9:
**Tag and Track**

**Fill in the blank:**
After each Triage Call, I tag the lead as __________.

*Example: "Qualified," "Not Ready," or "No Fit."*

Use a simple Google Sheet or CRM column to track fit % and next step.

## STEP 10:
**Refine Your Script**

**Record the next 3 Triage Calls and review these questions:**

1. Did I control the frame?
2. Did I get clear on pain and decision power?
3. Did I transition smoothly to the Strategy Call?

**Fill in the blank:**
My biggest improvement for next time is __________.

## Why It's Important:

Most people lose sales before the pitch even happens. This call makes sure you're only selling to people who can say yes — and it builds massive authority before you've even shared your offer.

**Want help reviewing your script or call recordings?
Book a free strategy session:**

square1grp.com/brainstormsession

**You've just built the first half of your 2-Call Close System.**

**Tomorrow, we'll create your Strategy Call Script — the 45-minute conversation that turns qualified leads into paying clients.**