CRAFT THE STRATEGY CALL SCRIPT — LEAD, DON'T PITCH

SQUARE 1 GROUP

THE SALE HAPPENS WHEN YOU STOP SELLING AND START DIAGNOSING.

STRATEGY CALL SCRIPT

INSTRUCTIONS:

The Strategy Call isn't about convincing — it's about clarity. By now, your Triage Call has done the heavy lifting: you know their pain, you know they're serious, and now it's your job to lead them to a decision with confidence.

This worksheet gives you a step-by-step structure to turn your 45-minute Strategy Call into a predictable, pressure-free close.

By the end, you'll have your personal script that:

- Positions you as an advisor, not a closer
- Builds authority through storytelling
- Ends with a confident, clean close

THE GUIDE:

STEP 1:
Set the Tone (2 min)

Say something like:
"Hey [name], good to see you again. The goal today is to map out where you're at, where you want to go, and see if we can help bridge that gap. Sound good?"

- You set the agenda.
- They agree to follow your lead.

STEP 2:
Reconnect (3 min)

Ask:
"Before we dive in, what's changed since our last chat?"

This reactivates emotion and gives you fresh data.

Fill in the blank:
Their most recent update or frustration: __________.

STEP 3:
Define the Vision (5 min)

Get them to verbalize what winning looks like:
"If we were meeting 90 days from now and everything went perfectly, what would that look like for you?"

Fill in the blank:
Their dream outcome: __________.

This locks in emotional commitment.

STEP 4:
Surface the Problem (5 min)

Ask:
"What's getting in the way of that right now?"
"What have you tried so far?"

Fill in the blank:
Their #1 roadblock is ________.

Your goal: make them articulate the pain — not you.

STEP 5:
Introduce the Gap (3 min)

Summarize back to them:
"Got it — so you're here (X), you want to be there (Y), and what's missing is (Z). Does that sound right?"

- They feel seen.
- You're now the guide to bridge the gap.

STEP 6:
Teach (10 min)

This is your "aha" moment. Show them a **simple visual, analogy, or framework** to explain your process.

Fill in the blank:

My signature process/framework is called __________.
Example: "The Leadflow Launchpad."

Then explain how it works in 3 simple steps.
Example: "1. Clean up your funnel. 2. Create ads that convert. 3. Automate follow-up."

- Keep it simple.
- Focus on why it works, not every detail.

STEP 7:
Transition to Offer (5 min)

Say:
"This is exactly what we do with clients. Would it make sense to walk you through what that looks like?"

Then pause. Let them say yes.

- Ask permission to sell = control + respect.

STEP 8:
Present Your Offer (10 min)

Use this framework:

1. **What:** The container (program, service, timeline)
2. **How:** Core deliverables or milestones
3. **Why:** The transformation (emotional + tangible outcome)
4. **Social Proof:** Client story or quick stat
5. **Price Reveal:** Say it confidently, then stay quiet

Fill in the blanks:
My offer: __________
My price: $__________
My guarantee or risk reversal: __________

STEP 9:
Handle Objections (5–10 min)

If they hesitate, use the **Objection Flip Formula:**

1. **Empathize:** "Totally get that."
2. **Normalize:** "Most people feel that way."
3. **Reframe:** "Here's what that actually means…"
4. **Prove:** Share quick proof or story.
5. **Close:** "So does it make sense to move forward?"

Fill in the blanks:
The most common objection I get is __________.
My best reframe for it: _______.

STEP 10:
Close with Clarity (2 min)

Say:
"Sounds like this makes sense. Ready to get started?"

Then, immediately:

- Send payment link or proposal.
- Schedule onboarding or next step on the spot.

Fill in the blanks:
My final close line will be __________.
Example: "Let's lock in your spot while we're on the call."

Why It's Important: You're not selling — you're prescribing. When your Strategy Call has structure, authority, and calm confidence, you'll never feel pushy again. You'll leave every call with clarity: either a yes, a no, or a referral.

Want help reviewing your sales call flow or objection handling? Book a free strategy session:

square1grp.com/brainstormsession

You've now built your Strategy Call script.

Tomorrow, we'll add the final piece — Follow-Up & Tracking — so you can manage unclosed deals and increase your close rate over time.