
**PRICING,
GUARANTEE
AND
SPECIAL OFFER
SCRIPTS**

BRIAN W. ROBINSON

PRICING, GUARANTEE AND SPECIAL OFFER SCRIPTS

Below are the scripts from Chapter 7 (pricing + guarantee) and Chapter 8 (pricing + guarantee + special offer).

Obviously, you can change any of the information in these scripts to match your situation. It's the order and focus of the script that ultimately matters.

CHAPTER 7: PRICING + GUARANTEE(S) SCRIPT

Okay, let's chat about pricing. It's very simple. If you're taking notes, there are three options: A, B, and C.

Option A is our Unlimited program with..., Option B, the Midpoint program, gives you..., and Option C is our basic option with....

My experience is that about 70% of our customers choose Option A or B because of the flexibility it offers, and about 30% choose Option C. Now, if you were to give this a try, which option do you think might make the most sense to consider?

Wait for your prospect's reply.

OK, so, here's the bottom line: 95 to 96% of our clients are on a 36-month term with us, because it's the best pricing. We offer shorter terms, but the pricing is significantly higher. So, that's why the vast majority of our clients choose a 36-month term.

Option A, the Unlimited program, is \$199/month; Option B, the mid-point program, is \$159/month; and Option C, the basic program, is \$129/month. Does that make sense?

Now, there are two guarantees we offer with our service. The first is a 90-day, 100% money-back guarantee. Then, we give you the right to cancel our service anytime in the first 12 months with a prorated refund.

For example, you could go 10 months down the road with our service, cancel it, and we'll give you a full refund of the remaining months that you prepaid. I don't know of any other vendor that even offers that.

Now, as you look at each option, A, B, or C, which one do you think might make the most sense to try?

CHAPTER 8: PRICING + GUARANTEE + SPECIAL OFFER SCRIPT (SPECIAL OFFER LANGUAGE IS UNDERLINED)

Okay, let's chat about pricing. It's very simple. If you're taking notes, there are three options: A, B, and C.

Option A is our Unlimited program with..., Option B, the Midpoint program, gives you..., and Option C is our basic option with....

My experience is that about 70% of our customers choose Option A or B because of the flexibility it offers, and about 30% choose Option C. Now, if you were to give this a try, which option do you think might make the most sense for you to consider?

Wait for your prospect's reply.

OK, now here's the bottom line: 95 to 96% of our clients are on a 36-month term with us, because it's the best pricing. We offer shorter terms, but the pricing is significantly higher. So, that's why the vast majority of our clients choose a 36-month term.

We have a special promotion running through [date] that provides a great discount off the rates I'm going to share with you after I present our pricing.

Option A, the Unlimited program, is \$199/month; Option B, the mid-point program, is \$159/month; and Option C, the basic program, is \$129/month. Does that make sense?

Now, there are two guarantees we offer with our service. The first is a 90-day, 100% money-back guarantee. Then, we give you the right to cancel our service anytime in the first 12 months with a prorated refund.

For example, you could go 10 months down the road with our service, cancel it, and we'll give you a full refund of the remaining months that you prepaid. I don't know of any other vendor that even offers that.

Here are the additional discounts we're offering on our service. If we earn your business by [date], the Option A price goes from \$199/month to [discounted rate], Option B goes from \$159/month to [discounted rate], and Option C from \$129/month to [discounted rate].

Now, as you look at each option, A, B, or C, which one do you think might make the most sense to try?