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JORDAN BELFORT

GETTING STARTED

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Introduction

SCRIPT BUILDER TECHNOLOGY

Have you ever wondered how to make a sales call more effective? Whether or not you should be using a script? What the secret is to writing a script? How you execute scripts? And what the pitfalls of scripting your sales might be?

If you said "yes" to any of the questions above then you will be truly inspired by the content of this book. In it, you will find the answers to the questions above and much more information that will be helpful to you, your salesforce, and your company.

DEFINITION

A script is the well-thought-out essence of the perfect sale.

Let's begin by talking about what a script truly is.

In other words, imagine if you could go back and review fifteen of your best sales calls (or those of your team) all the while asking yourself the following questions: When did I sound the smoothest? When was I right on target? When was I so elegant that even though I had three to four objections, I had the perfect answers for them?

Your script should include the language patterns and content pulled from those "perfect" sales so that they are always available to you, no matter what sales situation you encounter.

WHY SCRIPTS ARE IMPORTANT

This proprietary script building technology, first created and deployed on New York's Wall Street, has been refined over the last two decades as a result of working with thousands of companies worldwide in every industry imaginable. Uniformly, the most successful organizations are those that apply *consistency* to their sales process. One of the best ways to do that is through the use of scripts.

Here are some of the key reasons why scripts are so important to the sales process:

1 **Effective scripts help you maintain complete control of the sale and of your sales process as an organization.** From an individual sales standpoint, it keeps you in your comfort zone and within the boundaries of the Straight Line so the conversation doesn't go off into Pluto. From a sales leadership standpoint, it allows you to systemize your salesforce and manage their sales in the same fashion, which is crucial to a company's uniformity. You can't duplicate or scale your business unless every person is doing things the same way.

2 **Scripts are extremely important for ethical and regulatory reasons.** In the absence of scripts, salespeople tend to veer off the Straight Line and say things that are not only stupid or ridiculous, but also untrue. It's not that salespeople are deliberately trying to be deceitful; it's simply that, without a script, they run out of intelligent things to say and start making things up to keep the conversation going and the sale possible.

3 **Scripts make the sales process predictable from beginning to end.** When you employ scripts for every part of the sales process, you have complete certainty that your salespeople know what to say in virtually any situation. Rather than just writing a script for the perfect sale, you want to create scripts for every possible rebuttal or objection a client may have. By doing this, you will create a matrix of proven responses to help you take all the guesswork out of the process.

4 **Scripts allow you to maximize the key forces of Straight Line Persuasion—the use of tonality and body language.** Remember, only 9% of human communication comes from the words we say. So when you don't have to think about the words you need to say, you can focus on the other forces of communication—tonality and body language—that ultimately have more power to influence your prospects. At their very best, your scripts work cohesively with these elements so that the overall impact of your sales communication is maximized.

FIVE CRITERIA
OF EFFECTIVE SCRIPTS

After implementing and troubleshooting this system with salespeople from start-ups to global institutions, the following specific elements MUST be in place for any script to be effective:

1 **Use scripts that are proven.** Certainty is essential to the sales process. Knowing that your scripts are solid out of the gate minimizes variables and allows you to focus on other elements of the sales process you can improve or make more efficient.

2 **Use scripts that are formulaic in nature.** Your scripts need to be able to be duplicated, easily understandable for any member of your sales team, and easily adjusted to any industry or for any outcome you desire. By having a basic structure in place, you can quickly and efficiently adapt your scripts to any context.

3 **Use scripts that sound natural and pleasing to the ear.** If the script isn't written the way people normally speak, it will sound as though you're reading from a script when you deliver your presentation. Such contrived speech will take away from your sincerity and power when trying to influence your potential sale.

4 **Do not use scripts that are front-loaded.** Though there is important information up front, the truly compelling information should be saved for "after the fact" or post-presentation to ensure there is more material to work with if you need to resell the product or handle objections.

Instead of giving away all your power up front, you want scripts that have stopping off points where you can run specific language patterns and then build toward ultimate certainty. The idea is that you go through part of the script to build certainty; then back off a bit; then re-approach again to make them even more certain. You're raising the prospect's certainty little by little, while building rapport through dialogue at the stopping off points, versus trying to create it all at once, which is quite difficult.

Within the Straight Line system, this technique is called "Keeping Your Powder Dry"—saving your best points for when you really need them most, usually near the end.

5 **Do not use scripts that are singular in nature.** Your scripts are part of a series that takes you down the Straight Line. Most scripts lead to a canned presentation and then end with the salesperson asking for the order. The difference with Straight Line scripts is that they lead to other scripts depending on the potential buyer's response. The scripts drive the conversation or sale toward a clear and specific outcome, yet they also give you options to get to that ultimate outcome depending on how the conversation goes. They will take you from the opening to the close, through objections and rebuttals, all the while helping you to close the sale as effectively and efficiently as possible.

As mentioned in the Criteria for Effective Scripts, Straight Line Technology comes into play in a number of different ways but mainly by helping a sales situation stay on track from opening to close. Let's take a more in-depth look at the Straight Line System for a better understanding of this path and its boundaries.