



## Lesson 14 – Sales Scripting

Sales scripting is the most profitable sales idea I have ever learned. If you take the time to learn how to create a winning sales script it has the potential to transform your sales. I wrote a book called Sales Scripting Mastery. If you would like a free PDF copy of the book send me an email at [eric@ericlofholm.com](mailto:eric@ericlofholm.com).

Read Chapter 1 in Sales Scripting Mastery

Many people resist scripts because they don't want to sound canned or rehearsed.

The definition of a script is words in sequence that have meaning.

That means if you are talking and making sense you are using a script.

That means there is no reason to resist scripting because you are using scripts all the time.

I learned sales scripting from Dr. Moine.

Dr. Moine discovered sales scripting by doing expert model of sales superstars. He found sales superstars told the same stories, overcame objections using the same language patters and closed the same way over and over again.

Sales scripting is how I went from \$10,500 in sales to \$51,000 within 1 month.

I have used sales scripting as a primary sales strategy ever since 1993.

The great news is I documented a 7 step process in sales scripting mastery.

This is what my Gold Protégé program is about – sales scripting.

Kevin Hudoba got 10 real estate listing in 1 month. He has listing presentation that he mastered.

When you give a repetitive presentation you want to get it to great to mastery level. This idea could be worth \$100,000 or more to you.

Bonus Video – Bill Glazer interviews Eric Lofholm on Sales Scripting - <https://youtu.be/aoqomvRpk3Y>