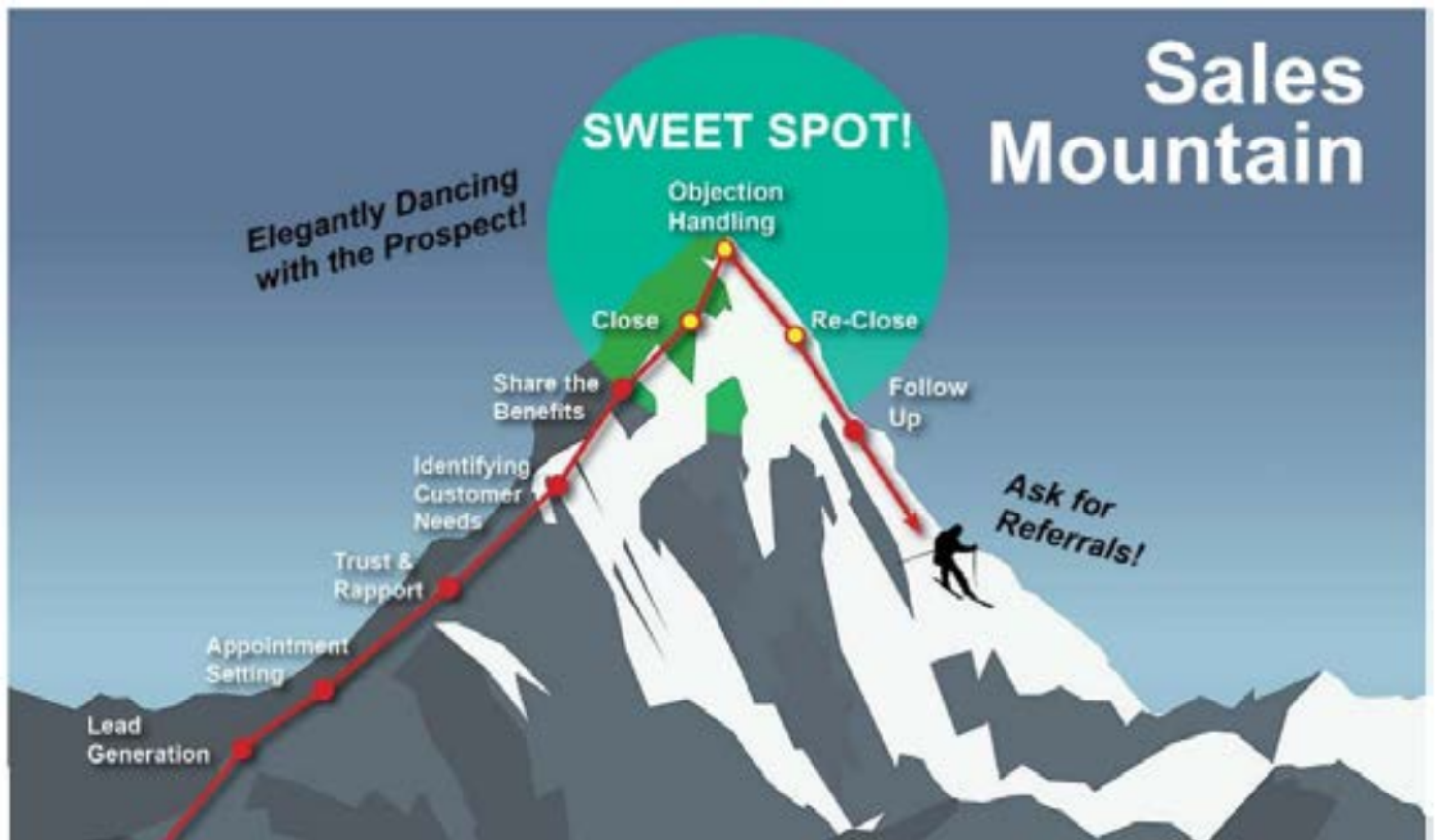


ERIC LOFHOLM PRESENTS...

GOLD PROTEGE 2.0





Eric Lofholm Presents...

Gold Protégé Manual - 2.0

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GOLD PROTÉGÉ MODULE 1:

Introduction

Hi, this is Eric Lofholm. I want to welcome you to the Ultimate Sales Script writing program, otherwise known as Gold Protégé.

I'm so excited to be your leader in this program to lead you to script writing greatness. This is the most comprehensive Sales Script writing program ever created, and I'm thrilled that you made the decision to sign up for the program and show up for class. Today we're going to be going through 12 modules, where I will lay out my step-by-step, easy-to-follow script writing system so you can be successfully writing powerful Sales Scripts that can make you more sales for the rest of your life.

This course is designed to make you an extra \$10,000 to a million dollars or more. So if you knew, if you absolutely knew that this course was going to make you \$10,000, \$20,000 or \$50,000 or a hundred thousand or a half a million or a million dollars or more, if you absolutely knew that to be true, how focused would you be?

Right? You would be motivated, you would go through the entire course, you'd follow my step-by-step instructions, and you would accomplish the four outcomes of this course. What's great about the four outcomes is I'm clear on exactly what I want you to get out of this program.

So let's walk through what those four outcomes are:

Outcome number one, this one's simple. Go through the 12 audio modules.

Outcome number two is I want you to create your main script in writing. I want you to do a lot more scripts than just your main one, but as far as an outcome, I view it as a win. If you get that main one to the finish line, because you're going to have that done for the rest of your life.

Outcome number three is I want you to earn back your tuition in increased sales. I want you to make way more than your tuition, but the way I look at it is this, if you go through the 12 modules, you get your main script done, you earn back your tuition, that in essence makes the course free.

So you're getting all of this knowledge transferred over to you to help you be a more successful influencer, persuader, and sales professional for the rest of your life. Because during this course I'm going to transfer over to you the most powerful sales idea I've ever learned. I've been in the game now since the early 1990s. I've been teaching professionally since 1999, and I've never come across a sales technique concept strategy, more powerful than Sales Scripting. I'm going to be transferring this over to you.

Outcome number four is for you to get certified in the Gold Protégé Program. What that means is after you've gone through the curriculum, there's an actual online test that you can take and you can get certified. All the information about how to take the test is in the Gold Protégé Companion Workbook that comes with this course.

So if you are willing to commit that you're over time going to accomplish all four of those outcomes, you're going to go through the 12 modules, you're going to create your main script over time, you're going to earn your tuition back and increase sales, and you're going to get certified. Send me an email right now, eric@ericlofholm.com. I'm in your program, the Ultimate Sales Script writing program, otherwise known as Gold Protégé . I'm committing to you that I'm going to accomplish the four outcomes of the course because by me being clear on what I want you to do and by you committing, that is such a powerful combination. Now you're going to go out and make it happen - What I'm going to do on my part is give you great content. I'm going to deliver it to you in a motivational way. I'm going to be very clear in my instructions.

You can have an amazing experience in this program. All you need to do is follow the plan that I've laid out. This is a 12 module course. So what I'd like you to do is do a module a day or a module a week, so that in 12 days to 12 weeks, you can go through the entire course and you can get that main script to the finish line. I want you to imagine how you'd feel 90 days from now having completed all four of those outcomes. You went through all 12 modules, you got your main script done, you made your money back in increased commissions, and you got certified. Wouldn't that feel amazing? Like, "Yes, I did it. I did what you laid out Eric, and it worked for me and I made money." That's the result that I want to have happen for you.

Do a module a day, to a module a week, 12 days to 12 weeks to go through this curriculum and let's accomplish all four outcomes. Now, if it takes you longer than that, no problem; Don't worry about it. If you're able to do it in 12 days to 12 weeks, that would be super fantastic as well.

Next, I want you to go through this course seven times, and that might sound like an unusual request. "Eric, why do you want me to go through it seven times?" The answer is how a song got into your head when you're driving along in your car and you started singing along with one of your favorite songs. How did that song get in your head? The answer is - repetition. You never set a goal to have the words of that song get in your head. It just automatically happened through the power of repetition.

If you read this course seven times, you're going to put all of my best script writing ideas into your subconscious mind. When I say seven times, I'm actually not asking you to track, okay, I've listened to this module four times, I've listened to other ones six times. No, just the ideas, repetitive learning. So if you listen to it, you know, 2, 3, 4 times, if you listen to it 15 times, just

the idea of what I'm teaching you right now, there's no magic in seven. The magic, the power is in repetitive learning. If you'll go through the content more than once, you're going to get it at a deeper level. Keep in mind, this is the most profitable sales idea that I've ever learned, and this is the most comprehensive course ever created on the subject of Sales Scripting.

Let's go through the resources that are included in this course. One is the 12 modules. This is module number one. There's a companion workbook that's going to help you have a great experience in this program. You will want to go into the membership site and you want to access that workbook. We have a Facebook group called Gold Protégé. Everyone in there is a part of this paid program. You can go in there and you can ask questions and you can add value, you can share your scripts if you want to. So join the Facebook group if you're a Facebook person.

One of the things that's awesome about this course is I regularly do Zoom for you and the other members. We have these live Zoom sessions, and I'll take one aspect of scripting and I'll train on it. Then we do Q and A.

Sometimes when you do these Zooms, they're script critiques. So you can bring your scripts with you and share them with me and I'll critique them in front of everybody. These Zoom classes are awesome! Then occasionally I'll teach my "Write Your Script in a Day" Course. That is a full day of writing where anybody that's in the Gold or Platinum Protégé levels (Platinum is above Gold.) Gold and Platinum members can come and block out the day and I'll coach you on how to write your script. Most of the time it's not me coaching you, it's you actually writing. Those sessions are really motivating and you can get a lot of your script writing work done. That's included in this program.

This is Gold Protégé 2.0. There's 12 modules that I did a while back. They're similar to these 12, but they're not exactly the same. I've learned a lot since I recorded those 12 modules several years ago. That content is fantastic - so you can listen to that course - That's 1.0.*

This one that you're on right now - This is my most advanced work; This is 2.0. The companion book to this course is called Sales Scripting Mastery.* This is the most comprehensive book ever written on scripting. You can email me and I'll send you the PDF copy for free, eric@ericlofholm.com. Or if you're a paperback person, you can go on Amazon and buy the paperback. Or if you're a Kindle person, go on Amazon and buy the Kindle. *

In addition, there's some other resources available to you outside of Gold Protégé. Gold Protégé as of this moment comes with Silver Protégé. So Silver Protégé is my mastery course. It's a whole separate 12 module course that's included in your membership - as a different set of content. Then I have Platinum Protégé, which is the next level beyond Gold, that requires an additional

investment. That's a 12 module course teaching you how to 10-X your sales results, your lead generation, your referrals, et cetera. That's a phenomenal course...

Then at no cost, at saleschampion.com, I have additional resources. Also, make sure you subscribe to my YouTube channel - <https://www.youtube.com/@ericlofholmofficial>. I have a weekly podcast called the Continuous Sales Improvement Podcast. You can check that out here: <https://csidailypodcast.com/>. That's once a week. I have Instagram, I have LinkedIn, I have a Masterclass. You can check out all those resources at saleschampion.com.

More on Scripting

The way you're going to write your scripts is similar to how I do a hundred pushups in a day. I don't think I've ever done a hundred pushups, just, you know, drop down a hundred pushups in a row. How I've always done it is I'll do, maybe seven pushups and then I'll track it, write it down a little index card, I did seven, and then maybe 15 minutes later I'll do five more and track it. And then three hours later I do 10. Then if I'm on my A game, by the end of the day, I hit my hundred. In other words, I'll do a little bit of work and then I'll come back to it, do a little bit more pushups, I'll come back to it.

That's probably how you're going to get your script done. With the exception of the "Write Your Script in a Day" Course, you're probably not going to sit down for four and five hour stints and, and write your scripts. You're going to do 15 minutes here and 30 minutes there.

It's very important that you have one central place to keep all your scripting work. It might be a file on your computer called scripting, and you keep everything in one organized place. When you come to these Zooms that I do for the Gold Protégé members, a lot of times I'll actually give you time in class to work on your scripts. So we might spend 20 minutes writing a referral script. It's very important that you have one place to keep all of this awesome work that you're doing organized.



Here are the 12 modules in this course:

- This one, module number one, is the introduction.
- The next module is on mindset.
- The third module is on the story of scripting. How do I know what I know? Where does this content come from?
- Then module four, is really important - it's the Eric Lofholm Sales System, and we're going to do a deep dive on my system. I'm going to lay it out for you step by step. This is going to be a game changer for you.
- In module five, I'm going to go through my seven step Script Writing System.
- In module six, we're going to cover the Five Laundry List, and I'll explain what that is.
- When we get to module seven, we're going to actually get to work. Module seven is a working module on your story scripts. You'll learn what a story script is, and then we're going to actually write scripts right in the module.
- Module eight is objection handling. We're going to be working on your objection handling scripts right in the module.
- Module nine is closing and we're going to work on your closing script right in the module.
- Module 10 is probing questions, and we're going to work on creating seven probing questions that you can use in your very next sales presentation.
- Module 11 is on benefits, and we're going to work on the benefits right in the module.
- Then in module 12, I'm going to cover my favorite script writing ideas. You're going to have an amazing experience. I'm thrilled that you made the decision to join me on the script writing journey.
- That concludes module one, and I look forward to seeing you on module number two.

GOLD PROTÉGÉ MODULE 2:

Script Writing Mindset

There's a really high likelihood that you have never written a script before, and it makes perfect sense. You're in a script writing course to learn how to write scripts. Having never written a script before, you might have the mindset of I'm not a script writer or I'm not good at writing scripts. Despite making the decision to take action and take this course, you might have resistance to scripting and think, well, I don't want to be canned or rehearsed. I don't want to memorize it; I don't want to sound mechanical. Many people will resonate with the thought that it's just not me.

If any of that describes you, we need to take some steps forward on your mindset, because if you feel that you're not a script writer, that's part of your identity, and you're in a script writing course, then the first step to take is to change that part of your identity.

When I was working on my first book my mindset was I'm not an author, and as such it was a struggle for me to get the book to the finish line; I didn't view myself as an author and the conflict was if I actually got the book to the finish line, then I was going to be an author. To solve this conflict I had to change my identity to saying to myself, and believing, that I am an author. I got it to the finish line. From there, the floodgates opened. At this point I've written 15 books and I'll probably write another 15 books before it's all said and done.

So let's take you from I'm not a script writer to I am a script writer. Then let's have the floodgates open for you just like they did for me with my books. Now let's get a referral script, an appointment setting script and LinkedIn template and your main presentation and ultimately every script that you need.

When it comes to resistance to scripting, let me just put that one to bed right now. The actual definition of a script is words in sequence that have meaning. What that means is if you're talking and making sense, you're using a script.

The only way you wouldn't be using a script is if you're speaking in gibberish. Gibberish is word salad. It'd be like if you said: up, floor, carpet, sky; four words that have no connection to each other, that's gibberish. None of us talk like that. We all talk and make sense. Therefore, based on the definition of a script, you're using a script all the time.

Whether you realize it or not, you have been using scripts your entire life. You see, a script to be a script. It doesn't have to be written down, it doesn't have to be memorized, it doesn't have to be prepared in advance. It's just simple words in sequence that have meaning. If you go on your next presentation and you wing it, it's still a script because you're talking making sense.

What I'm putting forward right now is a couple things: One is preparation, preparation, preparation. We want to go into our sales presentations with the plan of our language. The other thing is you can just completely 100% let go of resistance to scripting because whether it's written down or not, it's still a script.

What I'm telling you is winging it is still a script. There's so much value in preparing your presentation in advance. Now, as far as coming across canned or rehearsed, just don't do that. Become the script.

When you prepare in advance it makes it easier to be the script when you're with your prospect, it allows you to just be with them. Just be with your prospect. You can always deviate off of your plan that you go in with. There's nothing here in my methodology that makes it rigid. You have unlimited flexibility. All I'm teaching you is you're using the script all the time anyway. Why not prepare in advance and learn how to layer persuasion into your presentation? Why not look for all the things that we can do to increase the likelihood that the other person says yes? I mean, that's really what this comes down to.

I'm so excited to share this content with you because it's proven; It's worked for me, it's worked for thousands of my clients all over the world and it is going to work for you as well. I want you to accomplish the four outcomes of this course.

You are going through the 12 modules. You can do that, right? Yes, you're going to do that. You're going to write your main script. You can do that right with my expert instruction. Say Yes, okay, I'm going to do that. You can earn back your tuition by applying what I'm teaching you. Yes, you can do that. You can get certified at the gold Protégé level by taking the certification test.

Say to yourself: Eric, I can do all that. I'm not quite sure though how I'm going to write that first script. Well, let me teach you how to trick your brain. What I want you to do is to say to yourself, I know that at a minimum with expert instruction, I can write a script, right?

I'll prove to you that you could become an author. All you have to do to become an author is just write a book and publish it. I didn't say to become an author, you had to write a good book, okay? You could write a crappy book and publish it. You're still an author. Think about this

logically, if you published a book and it wasn't very good and then you published a second book, it stands to reason that your second book would be a little bit better than the first one. And if you wrote a third book, it'd be even better than the crappy first one and the not so good second book. And by the 10th book, you're able to tell yourself, I've got this.

Every master was once a disaster, so I didn't come out of the gate writing brilliant scripts. The way we get better at anything is by practicing. If you want to learn how to play the piano, you get better by practicing. You get expert instruction. I'm your script writing instructor and I'm here to guide you through this process step by step.

Start off by writing a bad script. Take all the pressure off and just write down what it is that you say and I'll walk you through exactly, step by step, how to do this. I don't want you to have perfectionism in your thinking. I don't want you to have pressure like: "Oh my gosh, I've got to write a phenomenal script the first one out!" because the thing about this is, anything you write down is going to be better than winging it.

Writing it down is going to be better than winging it. When you write it down, bring it to the Zooms and I can critique it for you. Share it with your sales coach if you have one, share it with your sales manager if you have one. Just know the more you study the better you will become. This is true for anything, you got to lift the weights, right? You go lift the weights, you get stronger, you get on the treadmill, your body's going to improve. We're lifting the scripting weights right now. You're going to get better.

This is what I told my son when he was in seventh or eighth grade; he's a basketball player. I was teaching him how to be great at basketball. I said, "Son, if we keep working on your dribbling, what's going to happen?"

He goes, "I'm going to get better."

I said, "As you get older, are you going to shrink or stay at the same height or are you going to get taller?"

He goes, "I'm going to get taller."

"Are you going to get weaker, stay the same strength, or are you going to get stronger as you get older?"

"I'm going to get stronger."

"Is your three point shooting going to get worse, stay the same if we work on it, or is it going to get better?"

"It's going to get better, Dad."

And everything I said happened. It's not because I'm psychic. It's because that's what happens when you work on it. You are getting in this program, the finest script writing instruction that

exists in the world. There's nothing higher level than this program that I'm aware of. So by you saying, you know what? I'm going to just get a bad script to the finish line. I'm going to take all the pressure off and I'm just going to get it written down.

Here's the deal. It's called experiential learning. So there's intellectual learning. That's how you're learning from me right now. You're reading this and as such you're learning intellectually and certain thoughts are going on in your mind. You're having these little breakthroughs. But you want to know where the real breakthroughs happen when you start writing scripts because you have to access a different part of your brain to write a script. You have to think in sequence. You have to think, well, where do I tell that story? And which probing questions should I ask? And where should I ask the probing questions? And where am I going to build trust and rapport? And what order is this going to go in, and what am I going to be wearing? It requires that you think differently than winging it because by winging it, you don't have to go through any of that process. You're just going in footloose, fancy free, off the cuff. But always remember that when you wing it, you get "wing it" results.

I want you to believe in what I'm teaching you. I want you to believe in me. I want you to believe in my belief in you that you can get better because you can. I want you to believe in yourself. You're going to have an amazing experience in this program. And all you have to do is just follow the directions.

Now, when it comes to reverse engineering results, I cover this in Silver Protégé, and if you remember it from Silver, it's a review. If you haven't gone through Silver, no problem. When we reverse engineer results, step number one is the results. What's upstream of the results is action. What's upstream of action is thought or language. That's number three, thought or language. Then what's upstream of thought or language is being, as in state of being.

I want you to be a master script writer. You go, Eric, I've never written a script before. No problem. If you started showing up as a master script writer, if you start thinking, well what would a master script writer do? What would they think, and what would they believe, and what actions would they take, and how would they show up in this course? And those answers are all things that you could choose to be. If you do that, it's going to massively improve your experience in this program. I'm inviting you to consider taking on the thought, I am a master script writer. Or at a minimum take on the thought that with Eric's help, I can become good at script writing.

I do not want you to continue to hold onto the thoughts that I'm not a good script writer or I'm not a script writer. Forget that. We're letting go of that. That's like me saying I'm not an author.

Once I let go of I'm not an author, I am an author. I shifted my identity and my whole world changed. I want you to believe, at a minimum, with Eric's help I can get good at writing scripts and at a maximum, I want you to declare I am a master script writer.

The other mindset that I want you to take on is I want you to be the ultimate student. And you can phrase that however you'd like. With my coaches and mentors, I am the ultimate student and I show up to be the best student they've ever had. Not as a comparison. I'm not comparing myself to their other students. I'm just saying that's how I choose to show up. I invite you to be the ultimate gold Protégé student.

Show up with that mindset and it'll blow your mind. What can happen for you? This information has transformed my life financially. It has opened up so many doors for me: learning how to communicate to get the yes that I'm seeking, whether it's a yes for a sale or a yes for an appointment, or a yes for a referral or a yes to yes. Using the information I'm giving you I've had yeses that include: Eric, I'll promote you to my entire database, or a yes to an endorsement for my work from a megastar like Jay Abraham or a yes when I ask my wife to marry me, to create my happily ever after. A yes from the investor that put up the money for the home that I live in, a yes from the investor that invested in my company, a yes to add me as a friend on Facebook or Instagram.

What this is really about is getting a lot, lot, lot, lot, lot more yeses in your life. I want you to know this course will deliver that. You've just got to be the ultimate student or whatever you would call yourself.

That wraps up module two. I look forward to training you on module three, where we're going to do a deep dive into where this content comes from and how I know what I know about scripting.



GOLD PROTÉGÉ MODULE 3:

The Story of Sales Scripting

I thought it would be really valuable for you to know how I know about scripting, and where did the distinction of Sales Scripting come from? Back in 1994, I was the bottom producer doing phone sales for real estate investor, Dante Perano. The top producer in the company at the time was Tony Martinez. Tony had a secret weapon. Tony had a coach named Dr. Donald Moine. He had learned about Dr. Moine by picking up his book, Unlimited Selling Power in the Airport.

One day he read the book, he was fascinated by Dr. Moine's ideas, and reached out to Dr. Moine and asked him, are you available for coaching? And Dr. Moine said Yes. So Tony started doing coaching with Dr. Moine one-on-one, and Dr. Moine was teaching Tony all about Sales Scripting. Well, at that point in my career, I became Tony Martinez's assistant when he would travel on the road into a front of the room sales presentation, selling land.

I would work the back table and Tony would do a speech in front of, 50 to a hundred people, and people were buying land, at the end of his presentation. He and Dr. Moine had worked extensively on crafting that sales script. So I was experiencing this powerful script at the back table. Tony was delivering it from the front of the room. He had co-created it with Dr. Moine. Tony started sharing these ideas with me. I started applying what he was doing from the front of the room in my telemarketing presentations. I was on quota probation that month. I made quota by one sale with what Tony was teaching me. Well, what Tony was teaching me was Dr. Moine's ideas. The month after I made quota by one sale, I did \$10,500. The next month I did \$51,000. I went from worst to first on the phone team in 60 days, and I've never looked back. And what made the difference was I improved the quality of my words in my sales presentation, as was taught to me by Tony Martinez. And he learned it from Dr. Moine. So shortly thereafter, I went directly to the source and I started coaching with Dr. Moine, just like Tony Martinez was.

Dr. Moine was a student at UC Santa Cruz, with Richard Bandler and John Grinder. Bandler was a student, Grinder was a linguistics professor. Neuro Linguistic programming was co-created between Bandler and Grinder at UC Santa Cruz. While Dr. Moine was a student with Bandler, you might have heard of NLP before, because that's the technology that Tony Robbins used to sweep the world. Tony Robbins first book, Unlimited Power, is about neuro linguistic programming.

So Dr. Moine finished up at UC Santa Cruz. He then went and wrote his PhD dissertation on what separates sales superstars from average salespeople. Now, at that point in Dr. Moine's life, he

was planning on becoming a college professor. He writes this dissertation, and he scientifically studies persuasion, influencing how to get a yes. He would study sales superstars like Ben Feldman, the number one life insurance salesman in the world at that time, or Joe Gerard, the number one car salesperson in the world.

What are they doing differently? And that's what he wrote his PhD dissertation about. Once the dissertation was done, Dr. Moine thought, okay, now I'm going to go become a college professor. He got this call one day from a manager of a sales team on Wall Street, and they said, "Is this Dr. Donald Moine?"

"Yes, it is."

"Are you the one that wrote the PhD dissertation and what separates sales superstars from average salespeople?"

"Yes, I am."

"Well, you understand the science of selling better than I do. Can we hire you?"

Dr. Moine said, "How much would you pay?" And they said, "A thousand dollars a day."

All of a sudden, Dr. Moine became interested in becoming a sales consultant and no longer interested in becoming a college professor. What happened when he put the PhD dissertation together was he studied the linguistic patterns of Ben Feldman and Joe Gerard and others, and he found that they were using repetitive scripts.

He might go to Joe Gerard and say, Joe, do you use Sales Scripts? Joe might say, well, no, I don't. But that's not what Dr. Moine observed. He observed that Joe was asking the same questions. He was handling the objections in the same way. He was closing in the same way. So even if Joe wasn't aware that he was using these language patterns in a repetitive way, he was. Sometimes people that are achieving at a high level, if you ask them, how do you do what you do? They may not know. They may not know the science behind how they're able to do it. Dr. Moine cracked the code, and that's where he came up with the concepts around sales scripts. It was created out of his work writing the PhD dissertation. In other words, he figured out how to crack the code with selling, how to duplicate sales excellence.

He then starts teaching this to Tony Martinez, and Tony's sales results just skyrocket directly related to improving the quality of his words. Now I take those same ideas, I improve the quality of my words over the phone, and I become the top producer on my team. Now, to put that in perspective, the year before I became the top producer, I did \$98,000 in gross sales for the year. The month I became the top producer, I did \$51,000 in a month. So I did over half a year's production from the previous year in one month. Then I started doing front-of-the-room selling. In front of the room, selling, I was selling to groups. So I might have, you know, 40 prospects in the room. In other words, in theory, I could make 40 sales in one presentation if I closed a hundred percent of the room. Which didn't usually happen, but I could sell in bunches. So in

September of that year, I did \$160,000 in one month. Over one and a half times what I'd done the previous year, because now I was using scripts in front of the room speaking.

What scripting taught me was to prepare in advance, look for patterns of language. That's what this course is all about. I started noticing, okay, when I book an appointment, I'm using a script. When I'm overcoming an objection, I'm using a script. When I'm sending an email, I'm using a script. The email subject line is a script. Web copy is a script. The words in a video is a script. Nowadays, if I'm selling on a Zoom, that's a script. If it's a group Zoom, that's a script. So I became a master of how to layer persuasion into a presentation to increase the likelihood that the other person says yes.

As you will learn in this course, all these different techniques I'm going to teach you and how to layer that persuasion in, it's going to instantly make your presentations more effective. I remember teaching this methodology to Rhonda Sher, and she was doing conference calls, selling back in the day, and she'd bring in usually zero sales to \$300 in sales by winging it. I taught her this methodology. Her very first conference call, she did \$2,500 within an hour of the completion of the call. She went from zero to \$300, typically to instantly \$2,500.

It didn't surprise me because I was helping her improve the quality of her script. I remember working with Arvee Robinson many years ago, one of my star clients, and she was having a hard time selling her coaching. I told her, "We're going to double the fee."

She said, "Eric, how are we going to double the fee? I can't sell it at the lower fee. Now you want me to double the fee. If I can't sell the lower fee, how am I going to sell at the higher fee?" I said, "The problem is you're not creating enough value in the body of your sales presentation." I said, "The issue isn't the fee - we need to build more value. When you build more value, then you're going to close at a higher level." I'll never forget when she called me after she raised her fee and she incorporated these scripting techniques and she got a credit card for a thousand dollars. She called me on the phone and she was so excited. It was like she was bouncing. She was just so excited, "Eric, I did it. I did it. I did it."

"What'd you do?"

"I got a credit card. A Thousand dollars!" She was so excited. I was so excited for her because something had clicked in her, in her understanding of what it is that I was teaching her. I mean, just think about this logically. What happens if you put together a repetitive presentation? Think of Billy Joel, the famous musician. If he goes on tour and he is doing a 10 city tour here in the US, he and the band are going to get together and they're probably going to say, okay, these are the 10 songs we're going to play, and this is the order we're going to play 'em in. And we're going to do the same thing city to city to city.

We're always going to NOT play Piano Man. And then we're going to walk off the stage, and then everyone's going to yell, "Encore, Encore, Encore." And then Billy and the band are going to come back out. And then they're going to play Piano Man. They're going to get a standing ovation and everyone's going to go home happy. Because human beings respond in predictable ways. Think about this logically. Even if you don't know who Billy Joel is, if he didn't play his most popular song and he and the band walked off the stage, isn't it true that the audience would start yelling, Encore, and then they would come back out and they would play this song that everybody loves and then everyone would go home happy? It's a pattern. Selling is a pattern.

So when you get the pattern down, and I know the pattern - (I'm going to teach you the pattern in this course,) when you get the pattern down and you layer their persuasion in, you layer in the success stories in - how you tell those stories, and you're going to script those out. In this course, we're going to put together a phenomenal close, and you're going to say it either the same way every time or a similar way, especially when it comes to how you're going to ask for the money. If you just think about this logically, if you prepare the presentation from the start to the end and we layer the persuasion in what's going to happen to your close rate, it's going to go up. There's no way it won't. Okay?

I'm not talking about motivation right now. I'm talking about improving the quality of your presentation through the order in which we're delivering the presentation - the ways that you're telling the stories, the ways that you're closing, the ways that you're handling the objections, the probing questions that you're asking, how you're going in and building trust and rapport.

It's just like my son with basketball. If I help him with his right hand, I help him with his left hand, and he does that every day for a month, he's going to get better dribbling. I discovered this in the 1990s. I said, okay, if I lift the weights on sales, I'm going to get better. And I've never stopped lifting the weights since the 1990s, and I'm never going to stop lifting the weights and I'm going to keep getting better and better and better. I'm going to reach new levels. Even though I'm already at mastery - I'm at mastery level in my sales ability, my scripting ability, and my ability to teach it; Even though I'm already there, I'm going to get even better. NBA Hall of Famer,

Rick Berry, who is a friend of mine, the underhand free throw guy, go look up his free throw statistics and you'll find, his two best years of free throws were the last two years of his career, which in sports, usually statistics go down as you get older. His two best years of Free Throw were his last two years. How did that happen? Because he had the mindset that he was always going to get better. One time when I was interviewing him, I asked him about his mindset and he said, yeah, my mindset is to always get better. Go look at my free throw stats.

So what I'm selling you on right now is the power of this methodology. I want to erase all doubt from your mind. I want you to believe a hundred percent what it is that I'm teaching you, or as close to a hundred percent as you can. Because all you have to do is just focus on the four outcomes of this course. Show up for class, write your first script, write a bad script. Just get that first script out of the way, and you're going to get better and better and better. And you can become the ultimate student. You can become a scriptwriting master. I want you to know that's possible for you. I became a sales superstar. I then went to work for Tony Robbins as a salesperson. I'm out selling using scripts, doing incredibly well, selling for Tony.

Then I started my own training company. In 1999, 1 of my first corporate accounts was the Tony Robbins Company. For two years, I trained script writing to all of his speakers that would go out in the field and do what I used to do for Tony, promoting seminars. I trained about 50 of his speakers on how to go out and deliver that presentation.

When I started my company, there was no vision of teaching scripting. It's just something I did. If a company like Tony Robbins Company hired me to do it, I would do it. But then one day, after several years of owning my training company, it dawned on me, I use scripts, but I bet people would love to learn how to create them on their own. So I created Gold Protégé many, many years ago with Dr. Moine's blessing. I started Gold Protégé - it's the longest running script writing training program in the world. It's the most comprehensive script writing program out there. I've trained more people in script writing than anybody else on the planet that I'm aware of. So this is the place for the premium content, and I'm just thrilled that you made the decision to be here.

What I want to encourage you to do is to plant your flag with me as your sales coach. I still coach with Dr. Moine. I started working with him in the nineties, and it's been almost 30 years since I've been coaching with Dr. Moine. I just said, you know what? I'm running with Dr. Moine for the rest of my career. So I want to invite you to make a decision right now to plant your flag with me as your sales coach. Now, that doesn't mean you don't learn from other people. Dr. Moine's not the only person I learned from. I learned from all kinds of people and he has been my coach since the nineties. So if you're willing to plant your flag with me as your sales coach, put me on your team. You can have other coaches too, but have me be one of your coaches for the rest of your career. To send me a little email right now, Eric@ericlofholm.com, just say, "Eric, I'm planting my flag with you. I want to run with you for the rest of my career." We'll get these scripts to the finish line. All right, that concludes this module.

GOLD PROTÉGÉ MODULE 4:

The Eric Lofholm Sales System

This is one of the most important modules of this course, and we're going to actually do some work in this module as well. I have been studying sales systems now for decades, and one of the things that I love about my system is that it is simple, and more importantly, it works. So I'm going to go through my system and we're going to actually do some of the work on this and customize it for you right here during this module. So the Eric Lofholm sales system has three steps.

By the way, this is a module you might go over 25 times, literally, because if you can get this deep into the subconscious mind, you have mastered what I'm going to walk you through right now. And I use this all the time. This influences how I approach my day with my selling. So I invite you, read this one where if it was a paper printout or a book, you'd wear it out, you'd read it so many times, okay? Read this module 25 times.

There are three steps to the system:

Sales Model.

Sales Mountain.

Sales Script.

Memorize that script.

The Eric Lofholm Sales System:

- Sales Model
- Sales Mountain
- Sales Script

Sales Model, Sales Mountain, Sales Script. Memorize it.

Sales Model. Sales Mountain. Sales Script.

Sales Model:

You want to think about how does a lead come to you? Do you generate the lead or does your company give you the lead? Does the lead come in from an ad? Is it a referral? Is it networking? Is it public speaking? Is it cold calling? Is it social media? It's probably a mix and match, right? You probably have leads coming in various different ways.

So the lead comes in and then what? Do you send them a video? Do you initiate a phone call? Do you send him a text? Do you ask them to meet over coffee? You want to think about when the lead comes in - then what? And then after you do that, then what? Then what do you do after that? And then after you do that, what do you do after that? Then eventually they buy from you.

What we're doing in the Sales Model is we're documenting where and how the lead comes in and then what? And then what? In other words, write it down. Now you could have multiple Sales Models. Let's say that you like to do virtual networking events. Well, a common thing you do after you meet somebody in a virtual network event is to reach back out to them and say, "Hey, we met at that virtual networking event. I really enjoyed connecting with you. Would you like to set up a 30 minute zoom or phone call with me to get to know each other better?"

Let's say they say yes to that. Typically you would speak for 15 minutes and they would speak for 15 minutes and you're not there to sell, you're there to build a relationship. Whereas another lead comes in off maybe an ad that you're running. That initial call would not be getting to know them for 15 minutes. They get to know you for 50 minutes. You're actually taking them directly into a sales presentation. So you would have a sales conversation with them if it was a lead off of an ad versus if it was lead from a networking event. It might be more about let's get to know each other better. Well, with all these different scenarios, you want to document the scenario.

For example, when I met my wife, I met her on a dating app called Match.com. The first thing we did was we started engaging through the app and then I asked her if I could get her phone number and I then started engaging with her via text. That was the next step. The next step was we got on the phone. Then the next step is we went out to dinner. And then the next step was we went out on another date. And then the next step was we went on another date. And then eventually we became exclusive. And then the next step was, let's have our kids meet each other because she's got kids, and I have kids. Then the next step was, let's start introducing her to my family and me to her family. Then the next step was I proposed and the next step was we got married. So that process mirrors that of a business relationship where you're selling.

In my methodology, what you're going to do is you're going to think about: okay, this lead comes in off of Facebook, LinkedIn, or Instagram, and then what is the next step? Do I start engaging with them through direct messages over Facebook and then I invite them to a Zoom meeting, whether in a group or one-on-one. So we want to document that.

What you want to do is you want to become a master of understanding the leads that come in. And then what do you do next? What do you do next? What do you do next? You do this

by documenting it. So think about it, do you send an email confirmation at any point in your process? Do you send them a video? Do you do an in-person meeting at some point in your process? Do you do a one-on-one virtual meeting, through Zoom? Do you have a confirmation call as part of your process? Do you ask for referrals as part of your process?

Now let's do some work on your sales model. I want you to get out a pen or pencil and paper or get on your computer. I want you to get in front of your computer, get that notepad out. I want you to think of one scenario of how a lead comes into you, whether your company gives it to you, it's from your database, or it's a referral. Perhaps it is from when you meet up at a networking event, or from an online ad, or it's from a trade show.

So just think of one scenario and write down how that lead comes in. So let's say it's a trade show lead. You would write down that the lead comes in from trade show. So then I want you to write down what's the next thing you want to do with them? Do you want to book an appointment with them? Do you want them to review a white paper? Do you want them to come to a webinar? Do you want them to watch a video? Whatever that next step is, just write it down right now and then go, okay, so I got the lead from the trade show and then I did this next. And then what's next? Is it sending an email out to them? Is it a confirmation call? Do they fill out a questionnaire? Okay, write that down.

Maybe you're ready to meet with them now and maybe it's a phone call. So then you want to think, okay, what is the outcome of this phone call? How long does it last? What do I need to accomplish? Am I selling on this call or am I booking another appointment? Or what is it that I'm doing? So you want to write that down. So go ahead and do that right now. Write that down and then think, okay, what do I do next? Now if you're already like Eric, I'm now closing the sale, that's fine, but you might have other steps. It just depends on how many steps you have. And I don't need you to have more steps than are necessary. Like the Girl Scouts selling girl scout cookies, their Sales Model is: they set up in front of the grocery store and you walk up as you go into the grocery store and little Julie looks at you and says, "Would you like to buy some Girl Scout cookies?"

That's the whole model in one sentence. They sell millions and millions of boxes of Girl Scout cookies off of one sentence. There's no bonus points for it being complicated. It's just we want to document whatever that process is.

Most people in my experience have never documented this. The power of documenting it is that it creates clarity for you. You know exactly what the next step is and then you can look at each step and go, can I make it more persuasive? For example, if you have an email as part of

your process, you're like, step three, send email. Cool. Look at the subject line of your email that you're currently using. Is there any way to make it more persuasive? Look at the body copy of your email. Is there anything you can do to make it more persuasive? Then you might say, "Yeah, I could, I could tweak the email, separate lines a little bit and yeah, I could make the body a little bit more persuasive by adding in a testimonial." Cool, now you just made that one section of your overall sales process more effective. We're looking to optimize. We're looking at every little thing that we can do to get us a little bit better.

When you have this level of detail and this level of focus, the sky's the limit of what you can accomplish. Now you get the lead from a trade show, now you got another lead from LinkedIn. The Sales Model may be a little bit different because you might, if you're reaching out to somebody cold on LinkedIn, have a nurture process. So you want to think about all of the different scenarios of how these leads come in and then document as many of them as possible on what the Sales Model is. You're going to see a lot of similarities between those models. It's just a little bit different from a LinkedIn lead or social media lead versus a cold call versus a trade show lead. And you document this.

Now, if you're a sales manager and you bring this into your company, you're going to start setting sales records because you're going to get everybody on your sales team on the same page of understanding exactly what the process is. You're going to want to take some time out, every time you read this module, come back, and write another Sales Model. You'll have a model for the trade show and one for the referral, and one for the cold call and however many you have or need. This is going to get you thinking and sequencing. It's totally different from how I'm training you right now.

If you're a real estate agent and you get a lead from a networking event, you have to think, "Okay, I want to make sure I get the lead in my database. Now I'm going to reach out, I'm going to offer to do a listing presentation. When I go to do the listing presentation, am I trying to get them to sign the contract on the spot or do I want to book a second appointment?" That's a strategy question. Your brain is going to start thinking like mine. This is going to completely shift how you think about selling because unless you've ever written the stuff down, you're not going to naturally think like this. You could get to a point, but if you actually write it down, it takes you to a whole different level.

You now have just written down your first Sales Model, and if you didn't finish, no problem, come back to this module, make a note to yourself to come back to module number four and I got to work some more on my Sales Model. Or I have a Sales Model and I need to get another Sales Model done.

Now you document it. If you're on a sales team, you can have your sales team help you out and you guys can all do it as a team. Divide up the work.

One of them takes the trade show lead, the other one takes the social media lead, another one takes the cold call lead and they document the sales model. That's step one in my three step system.

Sales Mountain:

Let's move to step number two: Sales Mountain is another word for outline. So every time you're going to meet with somebody is part of your sales process. As a coach, I'm going to do a coaching enrollment conversation and I'm going to meet with somebody if they are interested in coaching with me. We set up this call and we have a conversation to talk about the possibility of you being my one-on-one coaching client.

That conversation in my methodology has a Sales Mountain and mountain is another word for outline. In other words, there are several things that I want to cover with you in that conversation. There's a sequence to those points.

That's what the outline is. The outline consists of the key points in order, which creates what's called the Sales Mountain. You want to think about this every time you meet with somebody. A financial advisor is probably going to have three meetings with somebody, and then they're going to ask them to become a client on the third meeting. They have meeting number one as part of their Sales Model. That meeting has an outline and that's called Sales Mountain, and the goal of appointment number one is to book appointment number two. Appointment number two, that meeting has an outline. It's called Sales Mountain for appointment number two. The goal of meeting number two is to book appointment number three. So you would, as a best practice, write down the outline of appointment number one, appointment number two, and appointment number three. Then appointment number three is where you're going to ask for the order. What this is going to do for you is it's going to give you total clarity of what that first conversation is going to look like, what that second conversation's going to look like, what that third conversation's going to look like.

I was talking to a client the other day and she's a health coach and she's incredibly knowledgeable. If you were working with her and you were asking her questions about your health she could literally give you ideas to transform your health, like changing your health forever, in her sales conversation. The issue is that there's no structure to it, so she's all over the map and she's not closing at the level that she wants nor needs to. I'm not making her a better health coach. That's not what I do. I'm providing a framework for her, a duplicatable framework for her to follow and get more yeses. This is going to transform her business.

What I'm teaching her is what I'm teaching you right now. So let's do this. Think back on your sales model. How many times are you going to actually meet with the prospect as part of your buying process? Do you meet with them once? Do you meet with them twice? Do you meet with them three times? Do you meet with them more than three times? I'm talking about actual meetings either in person, over the phone, over a technology like Zoom or similar.

Let's say you have two meetings. So what you want to do is you want to create an outline for appointment number one and an outline for appointment number two. So let's do that right now. Get out your pen or get on your computer. The way you do it is you make a list of all the things that you need to accomplish in appointment number one, such as probing questions, building trust and developing rapport.

From there it moves onto doing a demo, telling a story, telling them your story, and telling them the company story. Closing is reserved for appointment number two. So just write that down right now: all of the things that you need to cover in appointment number one and put them in order. So initially you just capture them, and then you put them in order. Once they're in order there, there's your outline that I call Sales Mountain for number one.

Then you're going to pivot over to appointment number two. Appointment number two is going to be similar to appointment one, but different because you're going to build on appointment number one, and you're going to ask them to buy from you in appointment number two, in this example. You're going to write down all the things you need to accomplish in appointment Number two, including trust and rapport recap.

At this point you've documented your Sales Model, at least one of them. If you haven't, make sure you do that. Now you've documented the Sales Mountain, which is the outline for at least one of the ways that you sell.

Once you meet with them a second time, you ask them to buy from you, you have your outline for appointment number one. You have your outline for appointment number two. Now, just that should transform your selling because now you're thinking differently in how you're approaching sales.

Sales Script:

Now step number three, which is what this course is about. Each outline point has its own mini script. So the way we write the script is we don't just sit down and go, it is what do I say first? What do I say second? What do I say third? Although you could do that, the way I teach it is you're going to pick an outline point from your Sales Mountain on appointment number one, two or three, however many appointments you're doing. Pick an outline point and you're going

to write the miniscript for that one outline point. So, if you're doing probing questions, usually you do that in appointment number one, in a one-on-one sales presentation. You are going to, using your outline, ask probing questions and then we're going to write the miniscript for that section called ask probing questions. You're going to come up with say, seven probing questions.

Now you have the script for the outline point, probing questions. If in appointment number one, you're going to tell your story, that's an outline point. You are then going to script out your story. How are you going to tell it for maximum persuasion? Then maybe you need to tell a product story in appointment number one. You're going to script that out. How am I going to communicate the story of my product?

Then you're going to close for appointment number two, as an example. How are you going to achieve that? You want to script out how you're going to ask for appointment number two, and this is how you write your script. You do it one outline point at a time. Remember, just start off by writing a script. Make it as good as you can, but don't worry about it being bad or being perfect.

Remember, it's one of the four goals of the course. In summary, the four goals of the course are to go through the 12 modules. Step two is to get your main script done. Step three is you want to earn back your tuition and increase your sales from the ideas I'm teaching you. Step four is to get Gold Protégé Certified.

Step two is to get your main script done. It doesn't say it has to be perfect, it doesn't say it needs to be extraordinary. Just get it done and to the finish line. Once you get it done, then we can always make it better. Don't worry about it being great out of the gate. We can always continue to rewrite, persuasion-engineer, and make it better. Persuasion engineer means we look at the script and look for ways to make it more persuasive. I'm motivating you right now to take action.



GOLD PROTÉGÉ MODULE 5:

The Seven Step Script Writing Formula

This is a great module for you to listen to again, 25 times, because this is the whole heart and soul of this course. This provides you step by step instructions of exactly what to do. There's seven steps. They're easy to follow. Anybody can do it. You've got me here holding you by the hand guiding you step by step through how to do it. So let's just jump right into the seven steps.

STEP #1

Step number one is to pick a script to write. What you're going to want to do is you're going to want to make a list like a wish list of all the scripts. In a perfect world, you'd want to get, you know, these 15 scripts written and things like every main product that you sell. Appointment setting scripts, prospecting scripts on social media like LinkedIn or Facebook, tech scripts, referral scripts.

If you're a real estate agent, you're going to have the listing presentation. You're going to have the buyer presentation. If you work with the investors, you're going to have the investor presentation. If you do a first time home buyer seminar, you're going to have that presentation. If you're a network marketer, you're going to have the recruiting presentation, you're going to have the product presentation. If you have more than one product, no matter what you sell, you're going to have that presentation. If you're in insurance, each different type of insurance product you sell, you're going to have that presentation. If you're selling software, you're going to have that presentation. One of my clients sells land and he does a one-on-one land banking presentation. He does a group zoom where he has a group of people that he's talking about land banking, and then he has the lead generation webinar that he does, from zero to Millionaire.

He has three different main scripts that he uses. You're going to make a list and then you're just going to pick, what's that next script you're going to write. Now, as a best practice, I want to encourage you to get one or more scripts to the finish line each quarter. You don't need to write 15 scripts in a quarter. You're busy, you're outselling, you're doing your life. So if you said, okay, for the next quarter, I'm going to get this one script or these three scripts to the finish line, and then once the quarter's done, you got that script or scripts to the finish line, then you're going to go, okay, the next quarter, what's the one script I'm going to do? Or which three scripts? Then you just keep doing that. Over time, you're going to get all these scripts knocked out. I'd like you to create a wish list of all the scripts you want to get done and put that someplace where you can go back and you can refer back to that list.

Then we're going to do step number one. We're going to pick a script to write, and you're going to get that script to the finish line this quarter. If you're getting more than one done a quarter, that's fine.

STEP #2

All right, step number two is the five laundry lists, benefits, stories, close probing questions, objections. Now we're going to go deeper on that in future modules. You don't need to internalize the five laundry list right now because we're going to cover that extensively in future modules. But just know that when we pick the script to write, it's kind of like getting the ingredients. If you are going to bake a cake at your house. Then you go down to the grocery store, you get all the ingredients. Well, the ingredients of the script come from the five laundry lists, probing questions, stories, objections, close benefits.

We'll cover that more in depth in a future module.

STEP #3

Then number three is identify your Sales Model. I extensively trained you on that in module number four. You want to know, am I going to meet with them three times and then ask for the order? Do I meet with them once and ask for the order? At what point do I send them a confirmation email? Do I have a confirmation phone call? Do they fill out a questionnaire? We need to know that and we're going to document that.

STEP #4

Number four is to create the outline. That's referencing each time you meet with the prospect, you're going to have a Sales Mountain, which is the outline. If you do two in-person appointments or two phone appointments with the prospect, you're going to have point number four here, create the outline.

You're going to have an outline for appointment number one and an outline for appointment number two. And we call that outline. We're all on the same page. We call it the Sales Mountain. Anytime you hear Sales Mountain, that equals outline.

STEP #5

Number five, you're going to write the script section by section. The section is an outline point. Probing questions is a section of a one-on-one script. You're going to write the probing questions. The close is a section of the script. You're going to write the close. When we're writing probing questions, we're writing probing questions. When we're writing the close, we're writing the close. The way you write a script is you write it one section at a time. Remember, I don't need

a perfect script out of the shoot. Write a bad script because think about this logically. Once you get the script to the finish line and you've accomplished one of the four outcomes of this course, even if the script isn't that good, how are you going to feel?

You're going to feel a sense of accomplishment. I did what Eric asked me to do. He told me it's okay to write a bad script out of the gate. It's okay, it doesn't need to be perfect. Now you're going to feel good. Now you've got to win. From that win, you can go back and you can lift the weights some more, and you can work on the scripts some more and you can make it better. Then you can bring that script to our, our Zoom classes that we do with gold Protégé, and you can have me critique it or you can ask for help in the Facebook group, or you can share with your sales manager, ask your manager for for help, and then we can make it even better.

STEP #6

Number six is persuasion engineer, persuasion engineer. What that means is we're going to look at each section of your script by itself, and we're going to say, can I make this better? Let's take your probing questions. The way you would persuasion-engineer your probing questions is you'd look at them. Let's say you had seven - The first thing you'd ask yourself is, are there any questions here that don't belong?

Then you would ask, are there any questions that should be on here but they're missing? Then you would ask, are the questions in the right order? Then you would ask, are the questions in the right part of the outline? That would be persuasion engineer. If you were persuasion engineering a success story, you look at the story and you would say, is this the most persuasive way for me to communicate the story? Is there anything in the story that doesn't belong? Is there anything in the story that I'm missing? If you write a bad script, or even if it's a good one, you get it to the finish line. Then we go back and we do step number six, persuasion engineer. We look at the close, forget everything else, we persuasion-engineer the close. Is there anything in the close that doesn't belong? Is there anything that's missing from the close? Is there anything that I can do to the close to make it more persuasive? You do that and you're going to get your script even better.

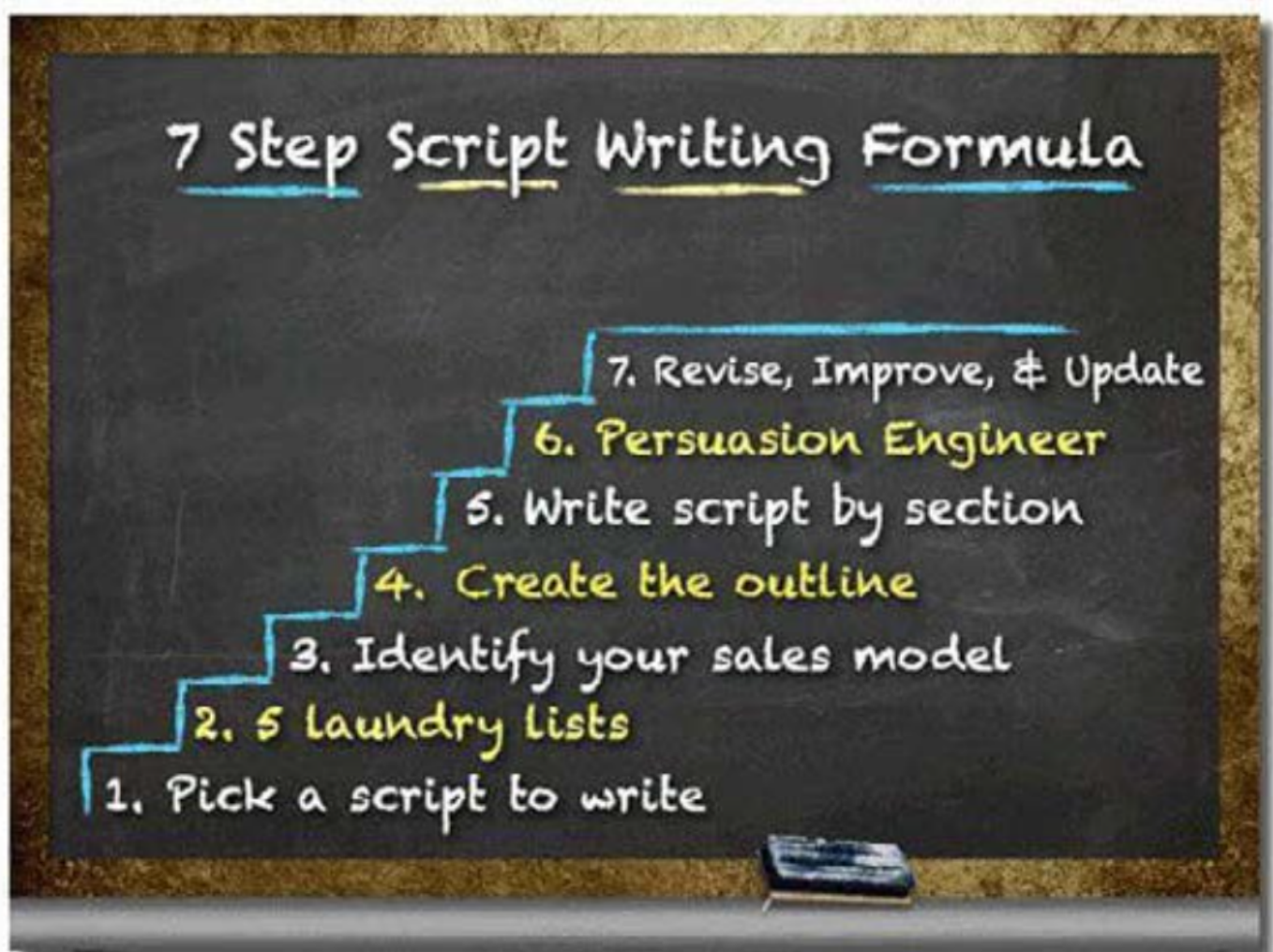
STEP #7

Then number seven of the seven step strip writing formula is to revise, improve, and update. Ongoingly, we're going to ask ourselves, is there anything I can do to revise it? Can I make it better? Can I add in a new story? So the script becomes a living document.

All you have to do is follow the seven step script writing formula, pick a script to write, and then as the best practice, get at least one script to the finish line every quarter. If you can get more done, that's fine. But if you did a script with me every quarter in two years, that would be eight

quarters. You'd have eight scripts to the finish line. This course will change your life. Five laundry lists, which will cover more in depth in the future modules in this course. Then you're going to identify your Sales Model and write it down. You're going to create your sales outline, which is a Sales Mountain, and write it down. You're going to write the script section by section, you're going to persuasion-engineer, and then you're going to revise, improve, update.

All you have to do is just follow those step by step instructions. All right, that concludes module number five.



GOLD PROTÉGÉ MODULE 6:

The Five Laundry Lists

When I decided to create a system for writing Sales Scripts, I had to think, what are the steps? Because I had been writing scripts for my own business, but at that point in my career, I had never taught them. So I started thinking, if I want to write this script, my main product, for example, all right, I've got that. What do I need next? Well, I need the ingredients of a script. Think of it like this: If I'm going to bake a cake, I'm going to go to the grocery store and make sure that I have the ingredients before I start baking the cake. Before you start writing a script, you want to make sure you have the ingredients.

By the way, I just used a scripting technique called connect - the known to the unknown. The known is baking a cake and getting the ingredients. The unknown is writing your first script. So I say this is like that. Part of selling oftentimes is education. Sometimes we'll use a technique like connect the known to the unknown and say, this is like that. I thought, if I'm going to write the script, then what are the ingredients?

The ingredients are:

I need to know what the benefits are.

I need to know what stories I'm going to tell.

I need to know what questions I'm going to ask.

I'm going to need to know how I'm going to close the sale

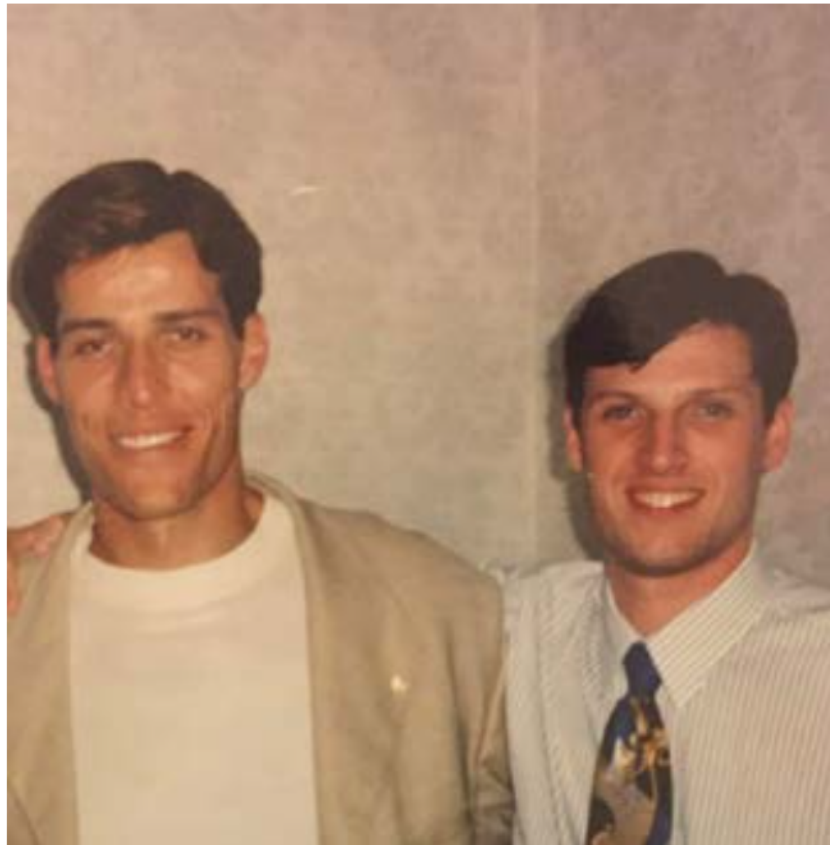
I'm going to need to know the objections.

So from that, I came up with the concept of the Five Laundry Lists:

- Objections
- Benefits
- Stories
- Probing Questions
- The Close

If I need that to write the script, and a great way to teach it, because you, as a beginning script writer, unless you're already advanced, will need a simple system. All you need to do once you pick the script to write is make a list, and anybody can make a list. What we're going to do in the next five modules is I'm going to put you to work and we're going to actually work on these lists

together. We're going to work on the list of objections, and you're going to write them all down because we need to make sure that we have scripts in place to overcome the common objections. We're going to make a list of the benefits because you need to know the core benefits of your product and service. In order to make sure we cover them in your presentation, we need to know all the key things you need to cover in the close in order to craft the closing script. These next five modules are super easy because all we're doing is making lists. That concludes module six.



Tony Robbins and Eric Lofholm

GOLD PROTÉGÉ MODULE 7:

Stories

This is the first module where we're going to go through the five laundry lists, and we're going to actually make a list of stories right here in the module. One of the most fascinating things I learned from Dr. Moine was the power of storytelling.

Prior to learning the importance of storytelling, the only time I was telling stories in my presentation I was just unconsciously competent. I was doing it without realizing it. What he helped me understand is that stories are a way to bring the benefits to life in a presentation and to overcome objections in a presentation. If I scripted out a handful of stories, I could tell the same stories again and again and again. It would be new for the prospect because they'd never heard the presentation before. But it wasn't new for me. There's a benefit of it being new for the prospect because it's new information for them.

There's a benefit for it not being new to me, because now if I've told the story 42 times, my confidence goes way up and I know the story inside and out. That's one of the benefits of getting your script down - that you're doing the same thing again and again and again and again and again, which increases your confidence.

Let's talk about some different types of stories. Probably the most persuasive stories you have are to tell success stories. These are previous clients or customers, depending on what you call them, that have had a great experience with your product or service. You can, in a PowerPoint presentation, include photos of them. For example, when I tell the Arvee Robinson story Arvee, with my help increased her sales, and with the extra money, she was able to become a homeowner. I show the photo of Arvee in front of her home with the sold sign with her real estate agent. What that's doing is it's speaking to the subconscious mind of my prospect and it's saying, "Hey, I want to be like Arvee, I want to become a homeowner." If somebody's not a homeowner, that might be a main motivator as to why they buy - it's that story in the presentation.

You can list out the different success stories that you have that you want to script out. Then another common story you would tell, which is very persuasive, is your story. Why do you sell whatever product or service you sell of all the things that you could do in the world? Why do you do what you do? You know, of all the things I could do in the world, why am I a sales

trainer? Well, I'm naturally gifted at teaching. I love teaching, I love encouraging others, and I have a unique skill-set around selling because Dr. Moine became my mentor back in the nineties, and then I worked with Tony Robbins and Les Brown and Steve Hardison and so forth. I have advanced skills and I have a passion to train. Well, that's a powerful story for somebody looking for a sales trainer to go, "Wow, I want to work with this guy Eric, he's been doing this for decades and he's passionate and he loves teaching."

That's an important part of my presentation. You want to think about, why do you do what you do? Do you want to tell your story and your presentation? If you do, how do you want to tell it? Let's say right now you're thinking, "Okay, Eric, I want to tell my story!" Then write that down right now. Let's just create the list together. Write down, I want to script out my story. Another story would be your company story. When you go into a restaurant, sometimes you'll see this up on the wall is a story of the restaurant. I remember being in Marie Calendars and they'll have a photo of the actual woman named Marie Calendar. It tells the story of the restaurant and how she created it, why she created it. This is done in copywriting. Well, this can also be done in a persuasive sales presentation. So ask yourself, do I want to tell my company story? And it's a yes or no. If it's a no, you don't need to add it. But if it's a yes, put it on the list right now - write it down right now. "I need to script out my company story."

We also have other stories that make a point. I came across this story with Ted Turner - who started CNN. He used to own the Atlanta Braves, the Atlanta Hawks, married to Jane Fonda, multi-billionaire. Ted Turner did a business deal where he merged Time Warner and AOL into one company. In order to make the deal work, he had to pull all his assets together. At the time he was worth \$9 billion, billion with a B. He put in CNN and the Atlanta Hawks and the Braves and this company and that company. All of it went into this value of Time Warner, AOL stock. Well, after the merge the stock tanked and his net worth went from 9 billion to 1 billion; He lost 8 billion because he put all his eggs in one basket. This guy's brilliant, he's brilliant enough to create 9 billion in net worth. Yet he made one of the most fundamental mistakes in investing. Don't put all your eggs in one basket. So if I wanted to land that point, if I was a financial advisor and I was teaching diversity, and I might say, here's this brilliant guy, Ted Turner, he made this mistake, and this is why you want to have a financial advisor. You could have somebody who's a professional that makes these decisions for a living. A good financial advisor never would've, given the stamp of approval on Ted Turner putting all his eggs in one basket. That would be the Ted Turner story.

Dr. Moine taught me to name my stories. Now you can use all kinds of stories in different ways in your presentation.

I want to tell you a story of what I would say if I was in the health and wellness industry. Because in health and wellness, let's say I was selling some type of vitamin or supplement that was \$150 a month and the objection might be \$150 a month for vitamins. That's expensive.

So I might respond and say, let me share with you a quick story about a time I got my car fixed. I dropped my car off at the mechanic for an oil change and it was going to cost about \$80. Then my mechanic called me and he said, "I noticed that you're due for some regular maintenance. I can do that for an additional \$150. Would you like me to do the maintenance while your car's here?"

I said, "Sure, yeah, go ahead." Then I invest another \$150...then he calls me up another hour later, "Hey, I'm doing the regular maintenance and I noticed that your brakes need repair. Since the car's already here, do you want me to put on some new pads? It'd be another 230 bucks."

I'm like, "Uh, yeah, sure, go ahead." Well, I paid it with a debit card and it was a joint account with my wife and I wanted to let her know about the charge. We didn't have anything bounce because we have this higher charge than normal coming through to get the car fixed. So I called her up and I said, "Just so you know, there's a \$400 charge coming through, for the car."

She goes, "\$400? I thought you were getting your oil changed."

I said, "Yeah, I was getting my oil changed, but then it needed the regular maintenance and then in the regular maintenance it needed to get the brakes fixed. Now it's about \$400."

Then she said, "\$400, that's expensive."

I said, "Actually, regular maintenance on the car is the most inexpensive way to maintain a car. What would be expensive is if we didn't do the maintenance and the car broke down, have to get it towed, have a major problem. Now that would be expensive."

Back to my example of health and wellness where I'm offering a \$150 product and the person says \$150 for vitamins, that's expensive. I would tell that story that I just shared here about the car, and I would say, "Your health is no different. What's expensive is if you have a breakdown in your health and you need to go in and have an unexpected surgery, missed time from work. Now that's expensive. The most inexpensive way to maintain your health, just like your car, is to do regular maintenance. By making this \$150 a month investment in your health, this is the most inexpensive way for you to maintain your health. What do you say?" We move forward.

You see the power in that. Now, if I'm in health and wellness, I can use that scripted story every single time. I can use it before they say the objection. I could say in the body of my presentation, let me share with you a quick story about one of my customers. They thought that my health recommendation was expensive, then I could tell the story about the car in the body of the presentation, or I could tell the story after they raised the objection. Storytelling is one of your most versatile scripting techniques that really packs a punch. It really packs a punch.

Let me give you the story formula for a success story. It's four steps:

- Step number one is you're going to state the problem that your client or customer had prior to buying your product or service. Step number one is the problem.
- Step two is what do they buy?
- Step three is what is the result that they got from the product or service?
- Then step four is, what is the benefit of the result if there is one?
- Rhonda Sher who bought this program that you're in with me right here, the Gold Program. Her problem was she was relying on her charisma and she was winging her presentations and doing almost no preparation. Her results were mediocre because she wasn't prepared enough. That was the problem. She got involved with the script writing program that you're in with me here. She got professionally trained in scripting. She took action and she got her scripts put together. Now she's able to go in and deliver a more effective, consistent persuasive presentation and her income skyrocketed.

That's the result: Professionally trained, got her script done, made more money. The benefit of the result was she had a goal to buy a car for her husband and pay all cash for the car, out of profits from her business. Within six months of getting her first main script done, with all the extra money she made, she took her husband down in the dealership and he picked out this beautiful car. It was a \$48,000 car. Rhonda paid cash for the car from the extra money she had made by using scripts. That's the formula. Problem, product or service they bought, result, benefit of the result. I've told the Rhonda Sher story hundreds of times. I actually have a photo of her in front of the car. If I'm in a group presentation where I'm showing PowerPoint slides, I'll actually put the slide that shows Rhonda with the car and I tell the story, I'm telling the same story again and again and again following the format, problem, product or service they bought. Number three, the result, the benefit of the result was she got this car for her husband and paid all cash for it. I want you to do two things. One is get out your pen and let's make a list of the stories that we put on your wish list for story scripts. Your story, your product story, potentially your company story is a possibility. Other stories like the Ted Turner story, that's just a good story to tell - to drive home a point. Don't put all your eggs in one basket. I'm saying find stories like that and then the success stories. What you're going to do is make a list of all these stories that you want to create and then, what I want you to do, and if you need to hit the pause button right now, then do that and get the list. Let's get the list knocked out.

Once the list is knocked out, the next thing that I want you to do is write one story script. Just take 15 minutes right now, just 15 minutes and knock one of them out. You may say, "But Eric, I can't write a great one in 15 minutes." That's fine. Write a bad one. Just knock it out, right? Every time you come back and you listen to this module, I want you to pick your next story. Just take

15 minutes and knock it out. Then listen to the module again. Take 15 minutes, pick a story, just knock it out. The first time through, they might be rough, it doesn't matter. The way we get better is by practicing. Every time you listen to this module, just write another story script and then make sure that all these scripts are in one spot so you can find them and start using them in your presentation. Start tweaking them. The next thing you know, you'll have five or six stories to the finish line. The next thing you know, you'll have 10 stories to the finish line. This is going to change your life because you're going to be able to use these stories again and again and again and again and again to drive home these points that you want to make.

You're going to get down how to effectively tell your story, your company story, your product story, these success stories, and any other stories that you're telling. You're going to be able to use them in presentation after presentation after presentation. I got a favor to ask of you, it's really for your benefit, but I'd love to get the feedback. If you've just listened to this module and you took the time to write out your first story script, even if it's not a good one, send me an email right now. It's Eric@ericlofholm.com. "Hey Eric, I, I'm listening to module seven and Gold Protégé and I got my first story script done. I'm motivated, I'm excited, I'm ready to go."

Engage with me like that, be the ultimate student so we can get these scripts to the finish line and allow this information to transform your life as it's transformed my life. That's going to conclude module number seven.



Dr. Moine and Eric Lofholm speaking on stage.

GOLD PROTÉGÉ MODULE 8:

Objection Handling Scripts

What we're doing in this module is we're simply making a list of all of the common objections that you get. What you're going to want to do is you're going to want to get out a pen unless you're driving or exercising if you're in front of your computer right now or in front of a notepad. You're going to want to make a list. You're going to want to keep all this work organized because you're only going to want to have to do this once. You don't want to do it, and then you'll lose the notepad and have to start over again. Have all of your scripting work in one place.

There are seven to 12 common objections in any industry. The good news is there isn't 70, it's seven to 12. We're going to make a list right now of seven to 12 of the common objections. Get out your notepad, get on your computer, and you can follow along also inside of the Gold Protégé Workbook.* You can see this information written down. Common objection that you probably get, "I need to think about it." You're going to want to write that down. Another one is "I need to talk it over with somebody." Depending on what you sell, it might be "I need to talk it over with my spouse." or "I need to talk it over with my business partner." So you'd write that one down.

Another common one is, "Can you send some information?" Write that one down and then you might get this one. "I don't have the time." If you get that one, write that down. Or your price is too high. If you get that, write that one down. "I am not interested." Another one, "We're already working with somebody," or "I have a family member that does what you do." If you're selling financial planning, they might say, "Well, my uncle is a financial planner." All we're doing in this module is just simply making that list.

Now what you're going to want to do is create the written script responses to each of those objections, because we already know what they're going to say. They're going to say those seven to 12 things, and there might be some that you get that I didn't mention. If they're ones that I didn't mention, write those down too. Then you want to create 15 to 20 responses for each of the common objections. In a perfect world, you do this likely in a computer software program like Microsoft Word, and you'd create a file called the name of the objection. "The price is too high" - you put five to 20 written responses inside of the Microsoft Word document called "Your price is too high."

You just start building all these scripted responses. Then you can take ideas that I have like from the book, Sales Scripting Mastery or from the Gold Protégé Workbook.* You can learn what other people are doing in the Gold Protégé Facebook group and how they're handling the objection. You can talk to your coworkers. If you have a sales manager, you can talk to your sales manager. If you have a sales coach, you can ask your sales coach, and you're going to start building all these responses. One of the common responses would be, "Is that your only concern?" The way you have that structured, if you're using Microsoft Word, the file's called "Your price is too high." Then one response would be, "Is that your only concern?" You'd write that down. "Is that your only concern?" can be a response for virtually every objection that you get.

Another response would be, "Tell me more about that." The Microsoft Word file is called "The price is too high," and then one of your responses would be, "Tell me more about that." As you come up with different ideas, either from yourself or you learn more ideas from me, learn ideas from others, go into your objection handling Script Book, and you're going to add to the Script Book. Anytime you're listening to this module, you just want to go in and do some work. The initial work is to make a list of the common objections. The work after that is to identify five to 20 responses for each of the common objections. As you build that, you're going to have this done. This is a great opportunity to collaborate with other gold Protégé members and the way to interact with other Gold Protégé members to get their ideas on objection handling.

The way to interact with me is in our Gold Protégé Zoom meetings. We almost always do Q and A in there and in our Gold Protégé Facebook group where you can go in there, and you can pose questions anytime you want. Then either myself or other Gold Protégé members will answer them. You want to have confidence knowing you're not by yourself. You are a part of the most powerful sales training community that exists in the world and the premier scripting community. There is no other community like Gold Protégé. You want to leverage the Facebook group if you're on Facebook. If you're not on Facebook, you want to really benefit from those live Zooms and you want to come there and interact and get these objection handling responses down. If you can't come up with certain scripts, then just ask for help.

All right, great job! We are now two thirds of the way through this course. We only have four modules left for you to complete the audio version of Gold Protégé. I look forward to seeing you on module number nine.

GOLD PROTÉGÉ MODULE 9:

Scripting out the Close

What I'm going to do in this module is give you the most advanced content that exists in the world on how to write a closing script. In addition to it being the most advanced, it's really simple. With my expert instruction, you're going to be able to easily write a powerful, persuasive close.

We're going to look at two sets of three, and the first three are: transition into the close, the body of the close, the final, final close.

1. Transition into the close is a scripting bridge statement from the body of the presentation into the close, letting the prospect know, hello, we're closing now. It might be as simple as this: "What I'd like to do now is share with you my recommendation," or I might say, "What I'd like to do now is share with you all the details about my sales mentor program." Or "What I'd like to do now is share with you how easy it is to get started with your own home base business." What we're looking for in the transition is just a simple way of communicating to the prospect. We're going to now talk about doing business.

2. Then step number two is the body of the close. This is where you're going to go through all the details, the shipping instruction, the warranty, the guarantee, the method of payment that you accept, the length of the agreement, what's included. If you have a name for whatever you're selling, the name of it, the financing options, the incentive for purchasing today. That's where you're going to go over all the details of the close.

3. Step number three, the final, final close is the Ask, the Girl Scout Selling Girl Scout cookies. "Would you like to buy some Girl Scout cookies?" That's the Ask the marriage proposal. "Will you marry me?" That's the ask. "So are you ready to get started? You can start off with a three month supply or a six month supply. What would work best for you?"

That's the final, final close. The first three are transition, body, and final, final close - a way to structure your close.

Here is the second set of three:

1. Step number one, make a list of the components of the close (you can see examples of this in the Workbook.*) A component of the close is a key thing that you need to cover in the close. If you offer a guarantee, and not every product or service has a guarantee, but if you have one, and if you wanted to communicate that in the close, you would just write down one of the lists of components that would be Guarantee. If you offer any bonuses, not every product or service has a bonus, but if you have a bonus you would offer that - “Hey, if you sign up today, we’re going to include X.” Sometimes you’ll see it at a tire shop, buy three tires, get the fourth tire for free. They would want to communicate that in the close: “We are running a special right now. If you order today, we’re going to give you a fourth tire at no cost.” Then the close could be, “Would you like to take advantage of the special?”

What we’re doing right now is we’re just listing all the key things you need to cover in the close for the second set of three.

2. Then step two is to put the components in order to create a closing outline. In my experience, most people have never done this.

What they’re doing is they’re just going in and winging the close, and they’re wondering why it’s uncomfortable asking for the money, because they don’t go in with total clarity. All you have to do is, look in the Workbook,* and you’ll see some examples. List out every key component of the close, the price, the payment terms, the method of payment, what’s included, bonus guarantee, warranty, shipping instructions, scarcity, incentive for buying.

Scarcity would be like, when I bought a Lexus for my wife on Valentine’s, the salesman used scarcity. He said, due to the Covid virus and supply chain issues, we’ve been having a hard time getting inventory. If you see a car you like, you probably should buy it today because if you come back tomorrow, it might not be here. So that motivated me to buy. Now, it also decreased the likelihood that I was going to try to negotiate because the response would be, “Yeah, we’re not lowering our price. The price is the price, because if you don’t buy it, someone else is going to buy it in the next day or so.” His script is “...supply chain issues due to COVID, we’re having a hard time getting cars. If you see one you like, you should probably buy it today because if you come back tomorrow, it might not be here.” You can see the power of that. But what if he leaves that part of the script out? Then I leave the dealership thinking I can come back tomorrow and when I come back tomorrow, the car’s gone. This is why preparing in advance is so important to make sure you don’t miss any of these key things.

3. Then number three is you're going to write out a mini script for each component. So if you're offering a bonus, if that's one of your components, you would write a mini script just for the component called bonus. Again, you can see examples of this in the Workbook.*

So there's two sets of three here. It's so simple, but it's so powerful. Transition into the close, that bridge statement from the body of the presentation into the close. That's a script. The body of the close. Then the final, final close, the final, final close is the scripted ask, asking for the order. The second set of three is listing out the components. So you literally write down every single key thing you need to cover in the close. Step two, put the components in order to create a closing outline. Then step three, you're going to script out each component with a mini script. All you have to do is just follow these simple step-by-step instructions until you're closing scripts done.

Remember, we're not writing the perfect script. Just write a bad one - get it to the finish line. This is going to build your confidence. You can do it. It's actually really easy, what I'm teaching you. What I want you to do right now is get out a pen or type on your computer and write down every key thing you need to cover in the close.

We're going to call that "The components of the close." Go ahead and do that right now. Like right now. Do that. Let me motivate you to do it right now... Be the ultimate student. Take action right now. Then come back and then I'll give you the next instruction. Okay, so you just finished that. You've got all the components written down.

Now all we're going to do is just go, which is the first one you need to cover in the close. It'd probably be the transition, right? You put a number one by that, and then number two by the next one, number three by the next one, number four by the next one. Then the last one's probably going to be the final, final close. Or sometimes we have things that we ask after the close, so it's not always the last one. But the bottom line is just look at all the key things you need to cover in the close. We call those components. You already made the list and numbered which one's one, what's two, what's three? What's four? What's 5, 6, 7, 8, 9, 10, 11, 12, or how many you have? You might only have four, you might have 12. All right. So now we have that. If you need any examples, go to the Workbook.* You should now have all of your components numbered to create your closing outline. If you haven't done that, do that for me right now.

Now what we're going to do next is we're going to write a mini script for each of the components and just write a bad script to start. Okay? It doesn't need to be perfect, just get it to the finish line. You might be able to finish this right now, or you might have to come back a second or a third

time to come back and write the script out. But I just want you to get that this isn't hard. I'm not asking for a masterpiece because you write out that close, you bring that close to our Zoom script critiques: "Hey Eric, here's what I got. What do you think?" then I can coach you on it or you can share it in the Facebook group: "Hey everybody, here's my first attempt at my, my close. I know it's not great or not perfect, but can anybody give me any feedback?" Then we give you the feedback and then you get it to the finish line.

Once it's done, it's done. You've got that script to use for the rest of your life, that closing script. So what I want you to get out of this module is that there's nothing hard about this and that you can do it. All you have to do is just do it. Once you have your closing script down, you're comfortable with it, practice it on your own over and over and over and over and over again. Role play it with a coworker, a friend, a spouse, your manager. Practice on your own role, play it with somebody else, and then start using it in your live presentations and you're going to increase your confidence. When you're conveying that increased confidence, that's an X factor in selling. Because people buy certainty, people buy confidence.

When my kids were in a play when they were younger, they would confidently deliver their lines when it was the actual play day, right? All the kids including mine, they would knock it out of the park. It's like, these kids aren't professional actors or actresses. How are they doing so great? They have a script and they practiced it by themselves, and they did the role play with the other kids.

So we're going to take a page out of their playbook and we're going to use it to make some real money. Because think about this logically. You have your written close, you practice it a bunch of times, you role-play it a bunch of times. What happens to your confidence goes up. You bring that confidence into your sales presentation, you have that for life. It's going to make you a lot, a lot of money.

Great job! We've now completed module number nine. We only have three modules to go. You're 75% through a Gold Protégé! If you're right-handed, take your right hand. If you're left-handed, take your left hand, pat yourself on the back right now, tell yourself "Great job for completing nine modules," and I'll look forward to training you on module number 10.

GOLD PROTÉGÉ MODULE 10:

Writing your Probing Questions

I'm going to put you to work in this module and our outcome in this module is to not only listen to it, but for you to write seven probing questions. The easiest way to persuade or influence somebody is to find out what they want and give it to them. The way to find out what they want is by asking questions like, "What's most important to you about [blank]?" So if you're a real estate agent, "What's most important to you about the sale of your home?" If you're selling cars, "What's most important to you about getting this next car?" Or if you're selling, investing, "What's most important to you about your investments?" That's a phenomenal question! "What's most important to you about [blank]?" If you're out dating and you're looking for a soulmate, that's a great question to ask. The person you're dating in a relationship, "What's most important to you?" You know, one of the things for me is stability. It's one of the things I love about my wife, we have a very stable relationship and I love that I never have to question, "Is everything okay?" It's always okay, because that's just who she is in our relationship. Stability, that's one of the things that's important to me.

Ask them what's most important to them. Another great question to ask is, "Have they ever used your services before?" So if you're selling a car, at a dealership: "Have you purchased a car at our dealership before? Oh, okay, well what was that experience like? What did you like most about it? How many dealerships did you go to before you made a buying decision?" Or if you're selling loans: "Have you ever done a loan before?" "Yes I have." "Great! Tell me about that experience. What did you like about it?" Because you can get into how people make buying decisions.

When I'm selling coaching to somebody, I can ask them, "Have you ever worked with a sales coach before? Any kind of coach? Tell me about that. What did you like about it? What was the length of the agreement? Was anybody else involved in the buying decision?" So I can get an understanding of how they made the buying decision on a previous coaching purchase.

It doesn't automatically mean they're going to buy from me in the same way, but there's a lot of clues for how people have done things in the past. So what's most important to you is a great question. Have they ever bought the product or service you're offering before, and ask them about what that experience was like. Or questions like, "How soon are you looking to get started?" That's a great question. "How long have you been thinking about solving this problem?" Let's say you're selling weight loss and you ask them the question, "How long have you been thinking about losing weight?"

They might say, a couple weeks, or they might say 10 years. “Oh, okay, 10 years. Great. What’s different in your life now that’s motivating you to want to make a change?” That’s a great question to ask.

In the Gold Protégé Workbook,* there are many, many sample probing questions, and if you like those specific questions, you can just pull those off and use them for your scripts. Or maybe there’s like hybrids of it, like a version of it. It’ll stimulate your thinking. What I want you to do from this module is I want you to start by creating seven probing questions. Let’s just do that right now. Go grab a pen or get on your computer. I want you to have all of your work that you’re doing with me on scripting in the same place. So you can benefit from this, you can come back to it. Our goal right now is for you to create seven probing questions.

Just ask yourself, what should I ask the person to best understand what their needs are? You can, from that question, you can go in and look at the Workbook* and you can look at those samples and come up with the seven questions. From there, anytime you come back and work on your probing questions, you can think, okay, are there any new ones that I need to add to the list or should I take any off? Or, how can I expand the list? But you could in the next 15 minutes, come up with seven pretty good questions and you can start incorporating that into your very next presentation.

One way to set up the asking of the probing questions is to say this, “This is the actual script for me to best help you.”

“I need to ask you a few questions about your situation. Would that be okay for me to best help you sell your home?”

“I need to ask you a few questions to find out what’s most important to you about the sale of your home.”

“Would that be okay for me to best help you find out what would be the right loan for you?”

“I’d like to ask you a few questions. Would that be okay for me to best help you with college planning for your son or daughter to send them to the college of their choice to have the money?”

“To do that, I need to ask you a few questions. Would that be okay?” They’re going to say yes. Then you could say, “In preparation for our meeting, I made a list of questions to ask you. If it’s alright with you, I’d like to go through these questions and take notes. Would that be okay?” If they say yes to that, which they likely will, you could have your cheat sheet in front of you. You could have the questions all written down and you don’t have to memorize them.

Here’s what I want you to get. If you could just get seven questions done right now and you start using those, you probably get ROI on this program, just off of that one idea. If you want to ask

for help, come to the Gold Protégé Zoom meetings, bring your questions when we do script critiques, have your questions ready to go. “Hey Eric, here’s my probing questions. What do you think?”

Or post them in the Gold Protégé Facebook group and ask for help. Let’s do this right now. I want you to write down seven probing questions and if you come up with more, awesome. Take 15 minutes right now, or however long it takes. Get these seven questions to the finish line and then it’s just done. You just have the probing questions done. Go ahead and do that for me now. Hey, doesn’t that feel great? You just wrote seven or more probing questions, and you have the benefit of those for the rest of your life and you can use them on your very next presentation because so much of selling is listening and understanding what’s important to the other person and where are they coming from.

Our favorite thing to talk about is ourselves. Our prospect’s favorite thing to talk about is themselves. Put talking about yourself to the side and focus your energy on the prospect and what’s most important to them by asking these questions.

After you ask the questions, here’s one little advanced thing you can do. You can say, “What’s most important to you about [blank]?” Then they tell you and then you can follow it up with, “Tell me more about that.” So if you say, “What’s most important to you about your investments?” They might say, “security,” just give you one word answer. You follow up with, “Well, tell me more about that.” And then they’re going to expand on it.

Great job. We’re 10 modules through! Way to go! I’m giving you the virtual High five right now and I’m looking forward to giving you some more great ideas in module number 11. I’ll see you on module number 11.



Eric Lofholm and Les Brown

GOLD PROTÉGÉ MODULE 11:

Making a list of Benefits

This is the final module on the Five Laundry Lists. You have been doing some great work. Each of those modules, you've been getting out your pen or getting out your computer and you've been keeping all your content in one spot and you're building this and you're getting all the ingredients to actually write your script. Great job!

This next step is just huge - Make a list of the benefits. We need to know what your benefits are to make sure that we're covering those benefits in your script. Always remember this, people buy benefits, people buy benefits. Before we craft the script, we need to know what the benefits are. The Workbook's a great thing for you to review right now, because there's examples in there. All we're doing in this module, number 11 is making a list of benefits. That's all we're doing.

Here are the different types of benefits.

- Tangible benefits of taking action
- Intangible benefits of taking action
- Consequences of not taking action
- The benefit of the benefit

We're going to make a list of the tangible benefits. These are things like my product or service will make you money. It'll reverse aging, it'll save you time, it'll reduce employee turnover. It will help you get a great return safely. These are tangible benefits. Then you have intangible benefits like peace of mind or increased confidence. This course here at Gold Protégé, getting your scripts done, it increases your confidence. You can't quite put your finger on that, but it's a feeling that we want. Make a list of the intangible benefits. Like if your product or service creates peace of mind.

For example I own a home, I'm in a mortgage, it's a fixed straight mortgage. As of this moment, the interest rates have been spiking. The interest rates are the highest they've been in many, many years. I have peace of mind because I'm in a fixed straight mortgage. If you were selling loans to somebody and the rates were really good, unlike where they're at right now, if the rates were really good, you can say to them, lock in the rate now and you're going to have peace of mind knowing that your monthly mortgage payment is going to stay the same for the next 30 years as an example.

If you're a loan officer, you'd want to really focus in on that and then you can focus on the consequences of not taking action. "Imagine you don't lock in this rate, Eric, and the rate is double. How would that feel knowing you could have locked in this rate at half the price and the rate has doubled. That would just feel horrible. What do you say, we move forward, alright?" That type of benefit is the benefit of the consequences of not taking action. You want to think like your prospect and think, what if they don't do what I'm suggesting, what's it going to cost them? Then the benefits of taking action - "You know, the sooner you buy my product, the sooner you're going to have the benefits and any other benefits."

One time somebody was selling me solar and they did not explain to me that the price quote was only good for so long. So I sat on the quote and then I called them up and I'm like, "Okay, I'm ready to move forward." And they go, "Well we're going to have to re-quote you." And I said, "What are you talking about?" He said, "Well that quote was only good for so long." What they should have said was when they gave me the quote, "The benefit of moving forward now is you're going to lock in this rate and this is the best rate you're going to get because we're prices are going up and so in the future maybe we match the rate, but we're not going to give you a better rate. So if you want the best rate, this is the best rate you're going to get. This rate is good for you. This quote is good for 10 days. After 10 days, if you want us to take a look at giving you a quote, we're going to have to re-quote you."

The benefit of you moving forward is we are going to give you the lowest payment that you're going to be able to have. The consequence if you don't do it is maybe I can match this rate in the future, but there's a good chance I can't." Well they didn't tell me that. Then I went back to them and said, "I'm ready to move forward." But they said, "Well, we're going to give you a new rate." They did, and guess what happened? The price went up and I still bought it. I still put the solar on my house because I wanted the solar, but I had to pay more because it wasn't explained to me about the rate situation.

You want to point these things out, benefit from taking action, consequences of not taking action. Had my solar rep done that in the script, now they still got the sale, but they would've gotten the sale faster and they could have lost the sale over me saying, "Oh, well if you're not going to honor this rate, I'm going to go somewhere else." I chose to stay with them because I like them.

The benefit of the benefit is, think of it like this: A Rolex watch keeps time. Nobody buys a Rolex to keep time. If they wanted to watch to keep time, they'd buy a \$20 watch. No one's going to spend 10 grand on a watch to keep time. They're going to spend 10 grand on a watch because it's a piece of prestigious jewelry - because it's somebody going, oh my gosh, that's a Rolex. Well that's a beautiful watch. Or they want to feel more successful. If you're selling a Rolex watch, you're selling feeling more successful, you're selling the person saying, wow, that's a Rolex. You're selling: "You deserve success, you deserve this watch." You're not selling time. You want to know, does your product or service offer a benefit of the benefit? Think about what are they actually buying?

Arvee Robinson, one of my star clients, with my help, made a lot more money from her sales so that she was able to buy a house. That's the benefit of the benefit. I don't teach people how to buy houses. I teach people how to make more sales. By making more sales. You make more money.

I don't actually teach people how to make more money. I teach you how to make more sales, which makes you more money. Then what you do with the money is what you do with the money. But I can include that benefit in my sales presentation by telling a story about Arvee Robinson and then I taught her sales and then from that she made more money. From that she became debt free and a homeowner.

Somebody might listen to that script and maybe they're having debt and they're feeling stressed because of their debt and they hear that this woman bought my program and is now debt free. They might think, "I want to buy this program because I want to be debt free like Arvee," or "I want to be a homeowner like her." But see, I have to know the benefits in the first place in order to build it into the presentation. All we're doing right now is you're going to make a list of benefits so we know what benefits we need to cover in the presentation. Use the Workbook* to help you do this. What I want you to do is take about 15 minutes and make a list of every key benefit that you can think of and we're going to use that to actually write the scripts. Take about 15 minutes and list out every single key benefit that you can think of so we have that to actually go out and write the script. Go ahead and do that for me now.

We just completed module number 11. We just finished the fifth of the laundry list. You just made a list of the benefits. Great, great work! We've got one final module and then we're going to wrap up this course for Gold Protégé. Thanks for listening. I'll see you on module number 12.

GOLD PROTÉGÉ MODULE 12:

Script Writing Ideas

Before I jump into this module, I just want to take a moment and acknowledge you for completing this course. Great job! It's one of the four outcomes of this course, so fantastic job. By the time you've finished this module, you've completed the 12 script writing modules for Gold Protégé. Way to Go! Virtual high five for you. Outstanding! So what I'm going to cover here are 15 different ideas for you regarding scripts.

15 Script Ideas:

1. Idea number one, record what you currently say and transcribe it. You likely have a smartphone, you have the ability to record on your smartphone, whether you record a video and pull off the audio or there's all kinds of audio software that you can get for free. You're using a script right now, whether it's written down or not. If you record what you are saying and transcribe it, you can take all the things I'm teaching you and you can build that into your written script.
2. Idea number two, look for any written scripts that are already in existence. For example, in real estate, there's a lot of content out on the internet around written scripts. Find out if your company, do they have any written scripts sitting in a manual somewhere? Have you written any scripts previously? Do you have any friends of yours in the industry? You want to track down any of the scripts that are already created and look for ways to incorporate that into your written script log.
3. Idea number three is to print out the Gold Protégé Workbook* and either bind it or three hole punch it and put it in a three ring binder.
4. Number four is to participate in the regularly scheduled gold Protégé Zoom meetings. This is a chance to train with me live. We do them with some frequency and you can have me critique your work. You can ask questions, you can learn. They're really fantastic. I'm looking forward to seeing you in those Gold Protégé Zooms.
5. Number five is to participate in the Gold Protégé Facebook group if you're a Facebook person. Just go on Facebook, type in gold Protégé, ask to join and be as active as you want to be in there.
6. Number six is to accomplish all four of the goals of this course. You're just about to complete

one goal, which is to go through all 12 modules. Then the second goal is to get one main script done. The third goal is to earn back your tuition by applying the ideas that you're learning and that you've likely already done as well. If you haven't, no problem, just focus on that and you'll accomplish that very soon. The fourth goal is to get Gold Protégé certified and you can find all the information on taking the certification test. It's an online test. That's all in the Workbook.*

7. Idea number seven is to study the 77 script writing report. There's 77 different techniques that I cover and that's all in the Gold Protégé Workbook.* Just look for that 77 scripts document inside the Workbook.* (It's also available at <https://saleschampion.com/>)

I lay out all these different awesome ideas on how to layer persuasion into your presentation.

8. Idea number eight is to get my book Sales Scripting Mastery on paperback and on Kindle. You can get that on Amazon.*

9. Idea number nine is to plant your flag with me as your sales coach, just like I planted my flag with Dr. Moine. I'm running with Dr. Moine for the rest of my life and I would love it if you run with me for the rest of your life as your sales coach.

10. Number 10, keep all of your script work that you're doing with me in one place. It's nice and organized.

11. Number 11 is to go through this audio course seven times. When I say seven times, it doesn't have to be exactly seven. Some of the modules you might want to listen to, you know, 20, 25 times, 30 times other modules a couple times. When I say seven times, it's just really a metaphor for going through it more than once. Repetitive learning. I did.

12. Number 12. Be the ultimate student. Be the ultimate student, not for me, be it for you. All the contents here, this is the most comprehensive script writing program in the world. If you show up powerfully, this is going to make you a lot, a lot of money. You know this course, this may be what helps you become a homeowner or helps you become debt free or it helps you pay down your mortgage faster or helps you buy a new car or helps you have somebody clean your house because you can afford to help have them clean your house or helps you get a somebody to manage your social media. This course can be the reason that happens. That's awesome!

13. Number 13 is to be a scriptwriting master. You can just decide right now, I am a scriptwriting master and live into that and be that for the rest of your life.

14. Idea 14 is to teach what you're learning here to others. Teach it to a coworker, teach it to

somebody who works for you. Go to your sales manager and say, “Hey, I want to do a training at the next sales meeting on scripting.” The reason you teach it is you, yourself, yourself will get it at a deeper level.

15. Then idea number 15 is the final idea of the course is to write at least one script a quarter. If you have 10 scripts you need to get done, if you do one a quarter and two and a half years, they’ll be all done. If you want to do more than a script a quarter, that’s great. If you’ll just commit to getting one script to the finish line every quarter, before you know it, you’re going to have all of your scripts done.

Congratulations! I want to acknowledge you for going through the entire Gold Protégé 12 module script writing course.* I look forward to the next time we connect. Have a great day. I’ll talk to you later. Bye-bye.

**You have completed all of the
Gold Protégé Modules!
Your next step is to take the
Gold Protégé certification test:
<http://bit.ly/eligoldtest>**

***Resources:**

Sales Scripting Mastery: Free PDF Download:

<https://ericlofholm.lpages.co/eric-lofholm-increase-sales-from-share/>

Paperback Book: <https://amzn.to/41QUsfa>

Kindle Version: <https://amzn.to/446ZcP9>

77 Scripting Ideas: <https://saleschampion.com/>

Even more resources: <https://www.continuoussalesimprovement.com/>

Gold Protege Workbook and online modules:

<https://ericlofholm.lpages.co/gold-protege-modules/>

If you still need help, contact our office at customerservice@ericlofholm.com