

FDN Sales Call Script

Rocking Your Sales Calls

OPENING

Goal: Establish rapport with potential client.

Good morning, _____! It's great to connect with you. I see you're calling in from (city, state, country). How's the spring/summer/winter/fall there?

I'm sure you're excited to get started, so let's go over what this 30-minute call will look like. I have some questions that I'm going to ask so that I can learn more about you and your situation. So while you talk, I'll be taking notes on my computer.

At the end of our call, if we decide we do want to work together, we'll go over payment options so I can start getting lab testing kits out to you right away.

How does that sound?

THE FDN QUESTIONS

Goal: Learn about the potential client's Main Complaint and gather data.

What I get to do as an FDN Practitioner is help you get to the root of your health problems so that you can be happy and healthy and start feeling good again. What's measured can be managed! Can you tell me what your main health complaint is?

You have (*migraines/insomnia/weight gain*). I'm sorry to hear that. It's not normal.

How often does that bother you?

I'm sorry to hear this too. How long has this been happening?

We might be able to do something for you. What have you tried before?

How does this affect your life? Can you live with it or does it hold you back from doing things you really want to do?

Do you have a good support team? Who or what might stop you from continuing on with your health program?

Ok, sounds good. I would definitely consider working with you. What do you reasonably expect from working with me?

Yes, that sounds reasonable. I've got to tell you that there are no guarantees, and my program does ask you to make some changes in your life. But if you're ready to put in the work, I'm ready to teach and guide you. Your expectations are reasonable, and I think you will be happy with the results you'll achieve after working with me.

I do have one more question before I accept you as a client: on a scale of 1-10, how important is it for you to solve your problem?

Ok, I'm willing to work with anyone who is at a commitment level of 9 or 10. I think we would work well together. Let me tell you how I work.

EXPLANATION OF THE LAB TESTING PROCESS

Goal: Clearly explain how the lab testing process works.

The suite of lab tests that I have access to are different from what you have run with your doctor. We are looking for healing opportunities, not disease. As an FDN Practitioner, I don't diagnose, treat, or prescribe. I'm a teacher and a guide and my objective is to teach you to be your own health practitioner. You'll learn a new set of tools that you can pull out any time you need them so you can solve your own problems going forward. How does that sound?

Great, let's talk about the lab tests that I'll be sending to your house or business.

First, we'll run the GI Map. This test is looking to see how well you digest your food and whether or not bacteria, parasites, or fungi are causing problems in your gut.

At the same time, we will be running the Metabolic Wellness Panel and the Mucosal Barrier Assessment. These two tests help me get a better picture of your gut and digestive health. All disease really does start in the gut, so that's where I like to start too.

We will also be running a Stress and Hormones panel to look for imbalances with your sleep, mood, weight, and energy.

Finally, we will be running some dietary panels. We will start with a food sensitivity panel to look for foods that your body likes and doesn't like. Many of my clients are eating foods that they end up being really sensitive to. This shows up as migraines, sleep problems, inflammation and weight issues, and mood disturbances.

I'm also going to have you take a Metabolic Typing test to determine the right ratio of protein, fat, and carbohydrates for your body.

These tests are all done at home, with the exception of the food sensitivity panel. I'll work with you to find the lab that will draw your blood. Other than that blood panel, the other tests simply collect your urine, stool, or saliva. After you get the test kits, we will have another call where I walk you through exactly how to take each lab test.

TAKING THE PAYMENT

Goal: Establish your prices and collect payment for your fees.

How are you feeling about the process? Great.

The total price of this package is \$2997. I'll collect half of that today. You'll be paying \$335 to the laboratory when you turn in your food sensitivity test, and I'll collect the remaining \$1163.50 in four weeks.

How does that sound? Great.

Today, I'll be collecting your first payment so I can start sending out your lab tests right away. How would you like to pay the \$1498.50?

(Use PayPal, Square, or Stripe to take the payment. GetHealthie will do this via Stripe for you).

PREPARING TO SEND THE LABS

Goal: Immediately send out the labs so the client knows the process has started.

Thank you for your payment. You should have just received a receipt in your email.

I'll be ordering your labs today. Right now, I need the following information from you, please.

Full Name

Email Address

Phone Number

Mailing Address

Date of Birth

You can expect to receive the lab test kits to begin arriving at your home within 7-10 days, perhaps sooner.

We will be meeting in two weeks for our next meeting. At this meeting, we will be discussing how to collect your lab samples. I'll also introduce you to our patented D.R.E.S.S. protocol, which we will start working on even before we get your lab test results back.

We will meet every two weeks for 45 minutes for the duration of your 90 day package.

What day and time works for you to meet with me next?

I'm going to show you how to book an appointment in my system, and you'll be using this system to set up your next appointments from now on.

CLOSING

Goal: Thank the client for their purchase and set intentions for working together.

This is going to be a fun process. You'll learn more about yourself than you ever have before, and I know from experience that we will uncover many different healing opportunities that will give you some of the answers you have been searching for.

We will be meeting next on (day, time). In the meantime, I will be sending you a request to fill out my intake paperwork. You can look for that in your email later on this afternoon. If you need to get ahold of me before our meeting, here's how you can do that: (____).

Do you have any questions for me before I let you go?

I greatly look forward to working with you, ____! I'll see you on (*date, time*). Have a great day!