



blink

NuWell Sample Sales Script

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Client: NuWell Online Counseling

Premise: Reps were only closing 1 in 10 inbound leads as generated via the Meta + Landing Page campaign we created. On analysis, we found that customer conversations focus solely on price shopping. Reps learned to build value and closed 6 in 10 after 2 months.

1. Greeting

“I’m so glad I was able to reach you today, Sarah how are you? I’m Matt calling from Nuwell online counseling. You’re still looking for a counselor to help out with anxiety and depression, am I right?”

Listen to customer responses to see if she/he is in the mood talk.

Possible responses:

1. Customer says yes... and you go on to the next “yes” question.
2. Customer says yes... but I’m doing x (at lunch, at work, etc.) so you proceed to the ABBREVIATED script. “Ok great, may I take 60 seconds to share our Purpose & our People with you?”
3. Yes... I’m just looking for pricing (and I’m in a hurry). Ok great! Which one of our counselors were you planning on working with? Or, Fantastic! How did you feel about our mission statement? If a customer says “I just need the price” use your judgment.

Proceed to the next (of three) “yes” questions:

1. Ok, you’re looking for an older therapist who is a woman, am I right? Ok great.
2. And you’d say the most important thing about therapy is finding a counselor who listens, and challenges you, correct?

NOTE: If the prospective client has completed the financial assistance form, you may want to begin there.

Ask for permission to share the purpose, people, and process.

Purpose

Our purpose is TRANSFORMATION.

People

Alternative counseling means the “people” are uniquely and biblically qualified to address your specific situation.

All counselors are educated at the masters level...

1. Coaching
2. Pastoral counseling
3. Clinical training with biblical principles
4. Spiritual maturity guiding people through life challenges

Process - Proceed to the Trial Close

"So, [Customer's Name], that's a brief overview of our purpose and the unique qualifications of our counseling team. At Nuwell, we integrate professional expertise with spiritual maturity to guide you through your life challenges, focusing on transformation through faith-based counseling."

If the customer showed interest in financial assistance or pricing:

"I noticed that you've completed our financial assistance form/asked about pricing. I'd be happy to provide more detailed information about that. Our goal is to make our counseling services accessible and affordable for everyone who needs them."

Proceed to the call to action:

"Now, I'd like to talk about the next steps. We're here to support you in your journey towards healing and growth. If you feel that our approach aligns with your needs, I'd recommend we schedule an initial consultation with one of our counselors. This session will help you get acquainted with our counseling process and allows our counselors to tailor a therapy plan specific to your needs."

Ask for confirmation:

"How does that sound to you, [Customer's Name]? Would you like me to schedule an initial consultation for you?"

If the customer is ready to proceed:

"Fantastic! Let's find a time that works best for you. Our counselors have flexible schedules to accommodate your needs."

If the customer is hesitant or unsure:

"I understand if you need some time to think about it. How about I send you some more information via email? This way, you can review what we offer at your own pace. And, please feel free to reach out with any questions or when you're ready to proceed."

Closing the call:

"Thank you for considering Nuwell for your counseling needs, [Customer's Name]. We're committed to providing compassionate, faith-based support and we hope to be a part of your journey to wellness. Have a blessed day and take care."