

High Ticket Mastery Script

HIGH TICKET — *Mastery* — ★ ★ ★

First off, I have to give credit to Russell Brunson, as a lot of this script comes from him and his team. I've broken it up, added my own notes, and also made it a little easier to understand.

Hello _____, this is _____ calling from Mike Buontempo's office. How are you doing? I saw you bought our Facebook Ads Audiobook.

What was the reason you bought the audiobook?

What does your business do?

How much revenue a month does your business do?

What's the biggest problem you're facing in growing your business right now?

Why do you believe you haven't solved this problem yet?

Are you currently running Paid Advertising?

What's it cost to acquire a new customer/client?

How much would it be worth to you to solve (their biggest problem)

Dive into their monthly revenue, what they're spending a month on ads, what their 6 months income goal is, etc..

(Really probe here, what is the number 1 thing they are looking to accomplish)

From Here, you're looking to find out what's the REAL Reason they ordered this information. What's the hot button that makes them tick.

Examples Given

Were you looking to replace your income? Or just looking to supplement it?

Are you looking to date more women? Better Looking Women?

How much Extra weight are you looking to Lose?

Now let me tell you why I'm calling you right now, right now we are looking to create success stories that we will be able to promote later down the line when we launch this program to the masses.

Our goal is to help you bring in more clients, get digital marketing mentorship, and ultimately succeed in this online venture.

When we create a success story with you, would you be willing to let us use it in the future to promote our business?

Let me explain Exactly what my job is, I'm here to weed people out and make sure we pick the absolute BEST Candidates to work with Mike for the next year.

Let me ask you a question, if you could work with Mike Buontempo, how would it be different from doing this all on your own?

Why?

How much more money do you think you'd bring into your business every month if you could work with Mike Buontempo?

Note: (*This is an important number, if it's a lot higher than the amount of the program, then price shouldn't be an issue*)

Do you think Mike could drastically reduce the time it'd take to be successful at (main goal)?

So tell us why you'd be a good candidate to come on board our success team?

(ask more questions here, they need to sell to YOU)

Ok, that sounds great, now from here, we have to see if you actually qualify to work with us.

You look like a good candidate to join, but just to make sure I need you to make these 4 commitments with us:

1. We must have a 5-10 Hour Time Commitment from you every single week. Can you do that?
2. We need someone who is open minded and is coachable. Tell me a little bit about why you're coachable?
3. We're looking for people who can start today, we need decision makers. When do you think the best time is to start (whatever goal they have)

Is there anyone else you'll need to consult in our meeting in order to make a yes or no decision?

Awesome, so if we find this a good fit for the both of us, is there anything holding you back from getting started today? (You need to confirm that there's nothing holding them back, this is important)

(You will have to tailor this to your niche, but I'm going to use it in the context of someone building their business)

4. When you are working with our Team, there is an investment involved.

We have three packages available to you, we have our conservative package that is our Live Client Acquisition Coaching program which is \$5,000, our more aggressive package that our average buyer takes which is our VIP Day where you fly out to our office and work with us for the full day, that is \$15,000 and you get the Live Coaching program for FREE, then we have a super aggressive buyer package where you get the License and VIP Day for FREE, and then you get 12 months of mentoring from Mike himself where he'll jump on personal coaching calls with you every single month and that is \$25,000.

So Do you see yourself as conservative, aggressive, or a super aggressive client?

Alright, that sounds great. Now I'm going to talk with my Director of Business and see if you're a fit to work with us.

This can be split up into two people, but at first, it's going to be easier to have one solid sales guy do everything for you

(put them on hold for 2-4 mins)

We've got some great news, it looks like you can be accepted onto our success team.

What kind of goals do you have for your PERSONAL and FAMILY life?

Tell me about them...

Let's go over some *goals* you have to build your online business.

1. Where would u like to be 6 months down the road?
2. Where would you like to be 12 months down the road?

Let's go forward 5 years down the line, walk me through the perfect day in your life?

(They need to visualize it, see it, feel it..) Probe into where they want to live, what they want to drive, what they want to do when they wake up.

This is the selling point here, 5 years down the road, the product is going to bring them here.

What do you think working with (guru), implementing a system, a structure a PLAN OF ACTION will do for your (Business, diet, dating, etc? [Prospect sells themselves] Expand.

Excellent. Have you ever wondered why some people fail and why others succeed?

Part of it is 4 commitments.

Now, for anyone to work with us you need to make four deep commitments.

These 4 deep commitments are the keys to your success. Sound good?

Do you have a pen and paper? [they might not]

Please write this down:

- 1) "Time
- 2) Decision Making
- 3) Resources or Money that i takes to invest into your (business, dating life, diet) and in this mentoring relationship
- 4) The Knowledge, what happens here"

Do you have all of that written down? Good.

(You will have to edit some of these for your own niche)

The first commitment is TIME

Time is money. If you don't know what you do with your time, you are losing money. Do you agree?

Do you have the time to follow my guidance in creating your personal brand, running Facebook Ads and implementing the direction I give you?

Great, go ahead and cross that off your list.

The second commitment is DECISION MAKING

In business, why do you think it's important to make decisions?

One of my favorite quotes is, "More money is lost in business because of indecision than bad decision"

Can you see how indecision can be a waste of time?

We need good decision makers.

So far, do you see anything at all that is holding you back from making the decision to go from someone with average internet marketing skills to someone who is great at it?

Great, go ahead and cross decision making off your list.

the 3rd commitment is RESOURCES

We all work hard for our money, and sometimes without results, right?

That's the sort of thing we both want to avoid.

[Sell our experience..that's the safety net people dream about]

To work with me we need two things to happen.

1. You need money to invest into advertising.
2. and we need for your investment in this coaching to pay for itself in a short period of time.

Does that make sense?

“Is making an investment TODAY a strategy that you are willing to use as long as it pays for itself?” (edit this for your niche)

So this coaching is \$5,000. You explained that a (whatever they said) installment is what would work for you to **get started today**.

And you know the sooner we start, the sooner we can get you those 1 to 2 key first clients you need, right?

Ok, so Write down \$5,000.

Once we're done with this call and you see the structure, system and plan of action to get this ball rolling for you, are you ready to use your credit card to make this happen?

(If they say they don't have the money, don't have card, ask them if there's any questions you haven't answered)

You can also do Paypal Credit with solid credit and solid Paypal History if they don't have a lot of money

Great, cross off “Resources and the \$5,000.”

The 4th commitment is KNOWLEDGE

Here are the nuts and bolts of working with us

We need someone who is open minded, teachable, coachable willing to do what it takes to succeed.

Are you that type of person?

How come?

Great, so I am going to tell you about what we'll do with this mentoring.

1. You're going to get the full license to our Partner With Mike B business, you'll be getting 70% commissions on all of our upfront products, plus 50% commissions on the backend which amounts to a \$2,500 Commission.
2. The second thing you're getting is an orientation call with our team that's gonna go over the full system, how to access everything, your tracking links, and will answer any initial questions you have.
3. The third thing you're getting is our Done For You Campaigns which are campaigns Mike has run successfully, you'll be able to see how much he spent on ads, his results and the exact person he bought the ad from so you can duplicate his success.
4. The fourth thing you're getting is our Free Traffic Execution Plan which goes over exactly how to drive traffic through Facebook and Youtube for free.
5. Finally we do live trainings every single week going over a different part of owning an online digital business like running Facebook Ads, Google Advertising, High Ticket Sales and more.

Working with us, planning out what you need to do...do you see yourself getting (desired result)

How come?

Why do you feel you're a good candidate to come on board with us and start working on our team?

At this point is there anything holding you back from making the RIGHT decision to get started now?

Excellent. (name), you said that it was the \$1000 installment worked for you, right?

Great. Do you want to put that on one card or do you want to split that up between more than one?

Great.

How does your name appear on that card?

[name]

What's the expiration date on that card?

If you read me that card number 4 digits at a time, I will read them back to you to be sure we got the right ones.

What is your 3 or 4 digit security code?
And what is your billing address?

Awesome. So I am going to put you on hold for a minute.

(Run their card, make sure it goes through)

Awesome! You're In! You Get a FREE T-Shirt as well for joining, what size are you so I can get that sent to you ASAP?!

Then schedule coaching calls, give them access to Membership site, etc.

Explain to them, before they get anything though, they need to sign contract for the sale.

(Only Do This Part if Going Through UGA)

Now before we do the whole financing contract, would you like to get a ticket to our next Live Workshop out in New Jersey? It's a 1 day workshop where Mike goes over more in depth Facebook Ads Strategies, Google Ads, and more. It's normally \$3,000 to attend, but since you just got the license, you're able to get 50% off and the \$1,500 would be rolled into your financing contract.