

SCRIPTS FOR SECURING THE BOOKING



The SpeakerCareer.com Business Blueprint
Module 5 Lesson 5 Action Guide

**Get that contract
signed!**

Overview:

Complete this action guide as you follow along with the associated tutorial video located at <https://speakercareer.com/members/blueprint/m5/closing/>

Proven scripts for securing the booking:

“I’ve got two options that will cover your needs. The first one is that you get me for a full day and you put me to work however you see fit, including the keynote, as many workshops as you’ve got room for, I’ll do a book signing right after my keynote, and I’ll even throw in a private officer training session. I’m going to give you 100 copies of my book. Your investment for this option is a flat \$7500 and that includes all of my travel expenses. So you don’t pay for car rental, hotels, flights, meals, parking, or any of that. It’s all included.

“Option B is that you bring me in for a half day. In this case, I only have to spend one night in a hotel, so I get more time with my family, which of course appeals to me. So if I can speak in the morning and be wrapped up by 1pm at the latest, then your investment is \$6000 for as many sessions as you can fit me into that morning, and I’ll still do the book signing.

“Which of these two options sounds like the best fit for you?

“OK, great, all I’ll need to make this official is a 50% downpayment, but I do have a little flexibility on that, so we can make it another amount if that doesn’t work for you. “

Proven scripts for securing the booking, continued:

“So, I just need 50% down and a signed copy of the agreement that I’ll send over as soon as we’re off the call. Sound good to you? “

Always send the agreement and contract packet so that it’s super simple and easy for them to book you!

Send both agreements if they aren’t able to decide right there over the phone.

BOOKING PROCESS REVIEW:

7 Questions

Transition to price

Give option A

Give option B

Transition question

Send agreement(s)

Clearly state what you need for the event to be official.



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