

FREE TRANSCRIPT · CHAPTER 13

CONSULTATIVE CALL DEMO

An annotated mock sales call following the LASSO consultative framework. Read it once. Run it with your team in role-play next week. Watch close rates climb.

Setting: Mid-afternoon walk-in at a boutique gym. The lead, Sara, is 34. Two young kids. Hasn't worked out since her second baby. Tried Peloton, fell off. Husband just got a raise. Came in because her friend posted about her gym on Instagram. The coach (you) just greeted her at the door, offered her water, and walked her to a quiet table.

STAGE 1 · THE WARM OPEN (0-60 SECONDS)

COACH
YOU

"Hey Sara, glad you made it in. Before I show you anything, **what made today the day you walked through our door?**"

WHY THIS WORKS

Not "how can I help you?" That puts her in transaction mode. This question puts her in story mode. She'll tell you the real reason.

SARA
LEAD

"Honestly? I saw my friend Jen on Instagram. She looks amazing. And I just looked in the mirror this morning and didn't recognize myself. So I just... I came in."

WHAT TO LISTEN FOR

Three signals in one sentence: external problem (doesn't recognize herself), social proof trigger (Jen), and urgency (came in same day). Don't sell yet. Go deeper.

COACH
YOU

"I get that. Jen's amazing. And I love that you didn't wait. **How long has that feeling been on your mind?**"

THE MOVE

You named her friend by name (rapport). You validated the action of walking in (not the body issue). Then you pulled the timeline.

STAGE 2 · DISCOVERY (3-5 MINUTES)

SARA
LEAD

"I mean... since the baby. So almost 18 months. I keep telling myself I'll start Monday. And then Monday comes and I'm exhausted."

INTERNAL PROBLEM SURFACED

"I keep telling myself I'll start Monday." That's not a fitness problem. That's a self-trust problem. Mark it. Bring it back later.

COACH
YOU

"That's such a familiar story to me. Almost every member here said some version of that.
Imagine we're sitting here six months from now and this is solved. What's different about your day?"

THE PHILOSOPHICAL PULL

You normalized her experience. Then asked the future-pace question. This pulls out the philosophical problem (the why beneath the why).

SARA
LEAD

"Honestly? I'd play with my kids without getting winded. I'd buy clothes I actually want to wear. I'd... I don't know. I'd feel like me again."

PHILOSOPHICAL UNLOCKED

"Feel like me again." That's the close right there. Everything from here points back to that one phrase. Use her exact words later.

COACH
YOU

"Got it. So this isn't really about losing 20 pounds. This is about feeling like you again.
Did I get that right?"

RESTATE + CONFIRM

You reframed in her words. Then asked permission. Now she's nodding yes. Buy-in established before you've shown her a single piece of equipment.

STAGE 3 · THE TOUR (5-7 MINUTES)

COACH
YOU

"Let me walk you around. **I want to show you the exact spot where the Sara six months from now spends her Tuesday mornings.**"

FUTURE-PACING ON THE TOUR

You didn't say "let me show you the gym." You painted a picture of her future self in the space. Now she's visualizing herself there.

COACH
YOU

[Walking past a class] "This is the 9 AM small group. Half the women in there are moms. Look — that's Jen, the woman in the blue shirt. Want me to introduce you?"

SOCIAL PROOF WITHOUT BRAGGING

You connected the dots back to her trigger. Showed her real members. Made her feel like she'd belong. Said nothing about pricing.

STAGE 4 · THE CLOSE (2-3 MINUTES)

COACH

YOU

[Back at the table] "Sara, here's what I'm hearing. You haven't felt like you since the baby. You're tired of telling yourself Monday. You want to play with your kids without getting winded and buy clothes you actually want. **Did I miss anything?**"

THE RESTATEMENT

You played back her exact words. No paraphrasing. No adding new pitch. Just her own story, given back to her. This is when the close becomes inevitable.

SARA

LEAD

"No, that's exactly it."

THE YES BEFORE THE YES

The micro-yes. By saying "that's exactly it," she's already agreed to the problem. Buying the solution is now a small step.

COACH

YOU

"Cool. So I'm going to make this simple. We have two memberships that fit what you just told me. Both include the small group classes you saw, both give you the coaching to make sure Monday actually happens. **Want me to walk you through them?**"

TWO OPTIONS, NOT FIVE

You constrained the choice. Five options paralyze. Two options decide. You asked permission again. Each yes makes the next yes smaller.

COACH

YOU

[After walking through the options] "So Sara — **which one feels right to you?**"

THE DIRECT ASK

You didn't say "let me know what you think." You didn't say "any questions?" You asked her to choose. Then you shut up. The next person to speak loses.

STAGE 5 · IF SHE HESITATES

SARA

LEAD

"This is great. I just need to think about it. Can I talk to my husband and get back to you?"

THE REAL OBJECTION IS HIDING

"Talk to my husband" is almost never about the husband. It's price uncertainty, fear of failing again, or doubt she'll use it.

COACH

YOU

"Totally. Of course. **When you talk to him tonight, what specifically are you going to ask him?**"

SURFACE THE REAL OBJECTION

You didn't argue. You didn't push. You asked a clarifying question that forces her to articulate the real concern. 9 times out of 10 the answer reveals what's actually blocking her.

SARA
LEAD

"I guess... I just want to make sure I'll actually come. I've started things before and quit."

THE REAL OBJECTION REVEALED

It was never the husband. It was her own self-trust. Same problem from Stage 2. Now you can address it directly.

COACH
YOU

"That makes complete sense. Here's what I'm going to do. **Let's get you scheduled for Wednesday at 9 AM with Jen's class.** Show up. See how it feels. If it's not the right fit, we'll figure that out together. Sound fair?"

CONVERT NO TO SPECIFIC NEXT STEP

You didn't take "I'll think about it" as a no. You converted it to a specific commitment with a specific time. Then captured her phone for the reminder. Now the 14-Day Follow-Up Sequence (Ch 17) does the rest.

How to use this: Print this document. Read it once silently. Then run it with a teammate using the Role-Play Persona Pack (Ch 19). Switch roles. Five reps per week for one month and your team will close 70%+ consistently.