

FREE MAP · CHAPTER 15

FULL SALES CONVERSATION MAP

The entire consult-to-close process on one page. Pin it next to every desk. Follow it for every walk-in.

01

The Welcome (0-60 sec)

SET THE TONE · BUILD TRUST FAST · **SB7: CHARACTER**

Greet by name. Offer water. Drop the clipboard. Ask: **"What made today the day you walked in?"** Listen for the answer. Don't pitch.



02

Discovery (3-5 min)

THE 3-LAYER PROBLEM DIAGNOSTIC · **SB7: PROBLEM**

Ask about the **external** problem (what they want), the **internal** problem (how it makes them feel), and the **philosophical** problem (why it matters in their life). Use their words. Repeat back.



03

The Tour (5-7 min)

SHOW DON'T TELL · **SB7: GUIDE**

Walk them through the space. Reference their **"why"** at every stop. Introduce them to 2 members by name. Point out the part of the gym that fits their specific goal.



04

The Trial (5 min)

EXPERIENCE BEFORE PITCH · **SB7: PLAN**

Let them feel a class, try a machine, or sit in on a session. Don't talk pricing yet. **The trial sells the membership. The pitch just signs the paperwork.**



05

The Close (2-3 min)

RESTATE, OFFER TWO, ASK · **SB7: CTA + SUCCESS**

Restate their "why" in their words. **Offer two** membership options (not five). **Ask** directly: "Which one feels right?" Then shut up.



06

Objection Handling

IF "I'LL THINK ABOUT IT" · **SB7: FAILURE → PLAN**

Don't argue. Ask: "**What specifically are you thinking about?**" Address the real concern. Offer a specific next step: "Let's get you on the calendar for Wednesday to try a class."



07

Capture & Confirm

EVEN ON A "NO"

Get phone + email + agreed follow-up time before they leave. **Send the first follow-up text within 5 minutes** of them walking out the door.



08

The 14-Day Follow-Up

SEE: 14-DAY FOLLOW-UP SEQUENCE

Day 1, 3, 7, 14. Mix of SMS and email. Specific, helpful, not desperate. **30-40% of "no" leads close within 14 days if the follow-up is real.**