

# Tongue Fu™



# Preframe

## Let's get to it

- Hey [NAME]
- Thank you for your trust along with taking your time out of today for your strategy call.
- It's great to speak with you, I was actually checking out your [FACEBOOK/INSTAGRAM/WEBSITE] and I noticed that [SOMETHING ON THERE SOCIALS TO MAKE A CONNECTION POINT/FRIEND IN COMMON].
- My job today is pretty simple, it's to understand where you are, to see IF and HOW I can help you, and if I can't, I will let you know politely and do my best to guide you in the right direction. Is that ok?
- If by the end of call, we find out that there are more things you can do to achieve your goal, would it be fair to say that we should discuss this further?
- Awesome.

# The Arm Lock™

## Eat your words

- Can I just ask - at the end of this process, when I show you every single detail within [PROGRAM], how it works, how it will benefit you, whilst leaving absolutely no stone unturned ...
- If you believe that this ISN'T the right program for you, are you in a position today to say "No thank you"?
- Great. I really appreciate that you can make a decision.
- On the other side to that, if this IS something that you think it would be great for you, are you in a position to say "YES"?

# The Arm Lock™

## The Anchor

- I speak to a lot of clients each day.
- I really appreciate and respect this in you, the fact that you don't need to run off to somebody else to make a decision.
- So I just wanted to say thank you in your ability to take action on what you need.



# The Gap

Questions	Assets	Benefit	Question	With that in mind, what are 3 solutions?
<p>You mentioned that you have tried [X, Y, Z]. Am I correct in saying that you haven't tried [A, B or C WHICH ARE FEATURES OF YOUR PROGRAM]?</p>	Functional health consultations		<p>When we look at these moving forward, what would be the roadblocks in implementing this?</p>	<p>1.</p>
	Functional blood work analysis			
	Personalised nutrition plans			
	Specific training programs			<p>2.</p>
	Purpose-driven community			
	Red-flag break through calls			
	Weekly empowerment calls			<p>3.</p>
	Education portal			
	<p>Professional guidance on exactly what to do &amp; what to ignore</p>			

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# As Promised

## Segway

- I said at the start my job today was to ask you a bunch of questions to see if or how I can help. I promised if I couldn't, I'd let you know politely and try to point you in the right direction.
- We also agreed that if we discovered that there are more things you can do to achieve [GOAL], we should discuss this further ...
- Do I have your permission to explain how [PROGRAM] will help you [ACHIEVE GOAL] without [LIMITING BELIEF]?

# Product

## Segway

- [EXPLAIN PRODUCT]
- [REMEMBER, FEATURES TELL, BENEFITS SELL]
- Do you have any questions regarding [PROGRAM]?



# Crafted Close

## Eat your words

- To clarify, [GOAL] is important to you because [5: \_\_\_\_\_] and it's been a goal of yours for [4: \_\_\_\_\_]. You have tried [6: \_\_\_\_\_] but [7: \_\_\_\_\_].
- Within [PROGRAM], we offer [10: \_\_\_\_\_] which will support you through [9: \_\_\_\_\_] and overcome [11: \_\_\_\_\_].
- We will also help you with integrating [12: \_\_\_\_\_].
- Can you see how this will help you achieve [GOAL]?
- You mentioned that it was important to you now because [2: \_\_\_\_\_]. I presume you want to start sooner rather than later because you don't want [3: \_\_\_\_\_].
- How soon do you want to start – this week or next?

# Deflection

Objection	Really means		Strategy	
I need time to think about it	I am not sold yet	The Arm Lock™	Decisions are made with information, not time. The problem we think is that the longer we wait the more information we are going to have. I am the only source of information you can have to make the decision. So what are your main concerns so we can work through them?	I totally understand, but you have already been making this decision for the last [X TIME]. You made the decision to do [X] which didn't work, [Y] which didn't work. You already made the decision that you want to [GOAL], but now we are just going to explore a better way which is actually going to get you there.
I need to speak with my spouse/partner	I am not sure I'm a yes. I don't trust myself. I want to buy myself some time.	The Arm Lock™	I respect that. Making sure your home environment is aligned with what you want to achieve is essential. I will mute my microphone and turn off my camera so you can call your partner now, then I will come back in 5 minutes.	
The timing isn't right	This feels overwhelming I don't know if I have time for this This is more involved than I was expecting	Why now? Why not later?	How much time do you spend thinking about this?	We're thinking about this the wrong way. Rather than thinking about this from time or energy. We need to reframe how we can increase your capacity to do this.
Can I speak with one of your clients?	I am not trusting something I am hearing I doubt myself	Screenshots	There's 3 reasons people don't join. Do you trust we can get you the result? Do you trust the system? The final reason, couldn't it be a possibility that you don't trust yourself?	Superhero Case Study Builder™
I don't feel comfortable committing to 12 months	I don't want to feel trapped if this doesn't work I have been disappointed in the past I don't trust myself	Love it or leave it	There's 3 reasons people don't join. Do you trust we can get you the result? Do you trust the system? The final reason, couldn't it be a possibility that you don't trust yourself?	I get it. You have been trying for X and wasted your money on A, B & C. How much longer are you going to keep trying?
I can't afford it	Do I see the value? What am I going to lose vs gain? Don't value themselves enough They believe they can find a less expensive option They aren't willing to prioritise it enough	Love it or leave it	Boost plan	Godfather offer
What's your success rate?	Will this work for me? Will I be the exception? I want certainty	How do you measure success?	Screenshots	Interviews



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