



05

The Sales Call

The one-call close: 45–60 minutes, diagnose to decision. Plus the objection matrix. No sleazy closing.

THE SALES CALL

This is the same call framework we teach in our free course. One call. 45–60 minutes. You set the frame, run four phases in order, and ask for the decision before you hang up. Then a separate matrix for handling objections at the close.

You are not a closer. You are a coach running a structured conversation. The frame: figure out the problem, deepen the logical understanding, anchor it emotionally, then pitch the outcome.

If a phase feels skippable, you're not doing it well enough.

THE ONE-CALL CLOSE AT A GLANCE

PHASE	TIME	GOAL	WHAT YOU'RE AFTER
0. Set the Frame	2–3 min	Agree on how the call runs	A yes to the agenda, including the decision at the end
1. Intent	5–10 min	Surface the overarching goal or problem	A goal + a past experience that justifies it
2. Logical Certainty	10–15 min	Deepen problem-awareness (NEPQ)	What they've done that put them in this position
3. Emotional Certainty	10–15 min	Identity shift + future pace	Cost of inaction. What life looks like solved.
4. Pitch + Close	10–15 min	Walk through the outcome and the offer	Decision, on this call

Most of the call is them talking. If you've been talking for the first 15 minutes, you're doing it backwards.

PHASE 0: SET THE FRAME

Goal: get agreement on how the call is going to run, so nobody feels ambushed when you get to the offer. In a one-call close, this is what makes the pitch feel natural instead of sudden.

"Hey, what's up [name], can you hear me good, see me good?" (interested, curious tone)

Quick rapport. Thirty seconds to a couple minutes. Then:

"Cool. So here's how I usually run these. For the first bit, I'm just going to ask you a bunch of questions so I actually understand where you're at and what you want. Then, if I think I can help, I'll show you what working together would look like and you can decide if it's a fit. If I don't think I can help, I'll tell you that too and point you in the right direction. Sound good?"

Get the yes. That yes is permission to pitch later and permission to ask for a decision.

If a partner or spouse would weigh in on a decision like this, ask now: *"Is there anyone else who'd want to be part of a decision like this?"* If yes, get them on the call or reschedule so they can be. It's way easier than handling the partner objection at minute 50.

PHASE 1: INTENT

Goal: get an overarching problem or goal, plus a past experience that justifies they currently have that goal or problem.

"Okay, so walk me through it. What's the intention behind jumping on today's call? Build more muscle? Lose fat? What were you hoping to gain out of it?"

Once they answer, push for the why behind the goal:

"Oh okay, why do you feel like you don't have [xyz] now though?"

This question is the whole point of Phase 1. You're getting them to justify *to themselves* why this goal matters. That justification becomes leverage in Phase 3.

PHASE 2: LOGICAL CERTAINTY

Goal: increase depth on the prospect's current situation. What has the prospect actually been doing that put them where they are now?

This is the NEPQ-style problem-awareness layer. You're not solving anything yet. You're surfacing the gap.

"Okay, and just so I can see where you're at, what are you doing now that you think might be keeping you from [losing weight / getting stronger / becoming more confident] or seeing the changes you want?"

"How long have you been doing that?"

"What caused you to do that in the first place?"

"Okay so talk to me, what's working for you, what's not?"

- **Probes (use these any time you need to deepen)**

- "What do you mean? How do you mean?"
- "Has that impacted your social life, your energy, your confidence at all?"

By the end of this phase, you should have a clear picture of: their current behavior, how long they've been doing it, why they started it, and what they think is working or broken about it.

PHASE 3: EMOTIONAL CERTAINTY

Goal: identity shift and future pace. They already know logically that they have a problem. Now you anchor it emotionally so the cost of staying stuck becomes real.

● Step 1: Why now (and why not their current approach)

"Okay, just to make sure I understand: besides [problem you already uncovered], what's the main reasoning behind even looking at a way to get more advanced training, rather than just doubling down with the nutrition and training you're doing now?"

"And before you and I were speaking, were you out there looking for a coach to help you get to [emotion anchor], or what were you doing?"

1a. If yes (they've worked with someone before):

- "Oh okay, how'd it work out for you with that approach?"
- "What type of results did you get with that strategy?"
- "Do you know others who were successful with that coach? So what's held you back from having success with that approach?"

1b. If no (they haven't):

- "What's prevented you?"
- *(If they externalize their answer, blame circumstances, gently bring it back to choices and accountability. The point is to make them own where they are without making them feel attacked.)*

1c. Universal pivot:

"What's shifted now to where you feel like you're willing to do whatever it takes to get to [goal]?"

● Step 2: The doctor analogy

This is the conviction punch. Use it after they've described their why.

"Yeah, and it's like, if you take two people. One of them goes to the doctor, says he has high blood pressure, needs to clean up his diet in 6 months or he ends up on blood pressure meds. The other one just wants to lose weight. Which one do you think is actually going to be more committed to losing the weight?"

After they answer:

"Yeah. Because everyone needs a big enough reason TO get in shape, and a big enough consequence so it lights a fire under them."

● Step 3: Future pace (paint the picture)

"And so if we helped you lose fat / get the physique that you're chasing, what would actually be different for you at that point?" (lean in, show interest)

Goal: get 2–3 tangible things that would be different about their life.

Once you have them:

"And accomplishing [tangible 1, 2, 3]... if you could place yourself there right now, what does that do for you on a personal level?"

● Step 4: Cost of inaction (paint the dark side)

"Okay, and on the flip side, what happens if you don't? What actually happens if you continue down the current trajectory with [problem] and we're never able to [emotional anchor] for the next 3, 6, 12 months?" (speak slower, get them to pay attention to the words)

If they say "well I wouldn't let that happen":

"Well, with what you're doing right now, how close are you to being able to [desired tangibles and emotional anchor]?"

If they say "I think I'm pretty close":

Solve with numbers. Be specific. Don't let them get away with vague.

"Okay, so right now you're x pounds, and you want to get to y? I'm not a mathematician, but if you're at x and want to get to y, you're only [%] there. So what happens if you continue down the current trajectory that you own and you're never able to experience [emotional anchor]?"

Then the line that closes the emotional gap:

"And are you willing to settle for that?" (slow, concerned)

"Yeah, I figured. But can I ask why not? Because every good diet starts on a Monday. There's always the new year new me guy. So why draw that line in the sand and make the change?"

PHASE 4: PITCH + CLOSE

If you've run Phases 1–3 well, the pitch is just confirming what they already know they need. Lead with the outcome. The deliverables are just how they get there.

● Transition into the pitch

"Okay, because, well, based on what I've heard, I know I can help you out. Are you cool if I show you what it might look like for you to get [desired state]?"

Get a yes before you continue. You already set this up in Phase 0, so it should feel like the obvious next step.

● The walkthrough

Start with the outcome and the timeframe, in their words from Phases 1–3:

"So here's what we'd do. The goal is to get you to [desired state, in their words] in the next [timeframe]. Here's exactly how we get you there."

Then walk through your deliverables, and tie each one back to the outcome. Use the deliverables from your Offer & Avatar Worksheet. Here's how that sounds with a typical 1:1 offer:

1. Custom plan

"One of the first things we'll do to make sure that happens is build out a custom plan tailored to your lifestyle and preferences. That way you never have to worry about not knowing what to do in the gym or what foods to eat. It will give you all the guidance you need to move that needle forward."

2. Education

"Another key thing I stress is education. I'm big on making sure that if a change is made, you actually understand WHY that change is being made and what the expected outcome of that change will be. The reason education matters so much to us is because we don't want you to be dependent on coaching just to stay in good shape."

"I mean, I'm assuming the end goal for you is to be self-sufficient, right?"

"Yeah, so that's exactly where we'll get you."

3. Habit and lifestyle modification

"Next comes the habit and lifestyle modification. I believe mental fitness is just as important as physical fitness. Listen man, I'll be straight with you. Good training on paper is good training. Good nutrition on paper is good nutrition. That's the easy part. The valuable stuff is the coaching."

"Because if I just handed you a workout routine and some generic nutrition plan right now, do you think that would really be the thing that gets you to [desired state]?"

"Exactly. And that's why we're big on the lifestyle intervention piece, which means:"

- Planning for obstacles before they come up.
- Making sure you can still enjoy time with your family or friends and stay on track with your fitness goals.
- Not letting fitness consume your entire life. Making sure the plan is always adding value to it.

4. Accountability

"And just to make sure you actually get that hands-on accountability, you'll have weekly check-ins where you fill out a form and I send you a comprehensive video going over your mood, stress, sleep, training metrics, nutrition, target goals, all that stuff. Plus specific action items for the week ahead."

"Once we get to the point where you're consistently hitting your weekly targets and you've shown you can adhere to the standards given, we can talk about stepping into more advanced territory if that's what you want at that point."

● Check for fit

"Does that feel like, based on what you've heard, that level of guidance and support will help you get to [desired state]?"

Whatever they answer, ask:

"Okay, and why though?"

Make them sell themselves on the yes.

● State the investment and ask for the decision

"The total investment for the [timeframe] to get you to [desired state] is [\$x]."

Then close:

"Got it man. Well, it looks like we covered everything you're looking for. The next step would be we lock in your investment right now, book your onboarding call, and then we walk through exactly how to get you to [desired state]. Does that sound good?"

Stop talking. Whoever speaks next loses.

If they say yes: take payment on the call. Send the link while you're still on, stay on until it goes through, then book the onboarding call. Don't get cute. Don't re-pitch. Take the money.

THE OBJECTION MATRIX

You can't force anyone to buy. All you can do is point them in the right direction and let the script do the work.

Most coaches lose the sale trying to "convince." Wrong job. Your job is to diagnose what's actually in the way, then run the right play. In a one-call close, the objection gets handled on this call. There is no "next call."

● Step 1: Name the objection

Every close-stage objection is one of five:

- Money
- Time
- Partner
- Think about it
- Fear (and DIY)

Name the type. Run the playbook.

● Step 2: Always run money first

Money has to get discussed. Nothing is real until numbers are on the table. Even if they say "let me think" or "I gotta ask my partner," run money first to confirm whether money is actually what's blocking them. 90% of the time the first objection isn't the real one. Money is the cleanest way to flush it out.

The money sequence

1. **Acknowledge, then ask permission to ask a question.** Permission lowers their guard and stops it from feeling like a pitch.
2. **"Money aside, do you actually believe this could be the answer for you?"** This isolates belief from logistics. If they don't believe in the offer, no script saves you.
3. **"Why though?"** Make them sell themselves. The reason has to come out of their mouth, not yours.
4. **"What happens if nothing changes?"** Anchors them in the cost of inaction. Most prospects are weighing the price of your offer against zero. This puts the real number on the other side.
5. **"So is it really just the financials?"** Confirms the objection. If they hesitate here, money isn't the real issue.

If money is the issue

1. **Make them come up with ways to fund it.** The second you start solving it for them, you own the problem and they sit back. Stay quiet. Let them work.
2. **If they can't, offer a payment plan.** Curious tone, not pushy. The tone matters more than the words. If it sounds like a save, they'll feel pressured. If it sounds like genuine problem-solving, they'll lean in.
3. **Ask cash on hand minus bills and expenses.** You need a real number to work with, not a vague "I don't know." Frame it as "so I'm not shooting at a board I can't see."

4. **Offer the breakdown.** Always start with the highest cash collection option and walk down. Anchoring matters. If you lead with the smallest plan, that becomes the ceiling.

If money isn't actually the issue

"Okay, given money isn't the issue, how would you like to move forward?"

- **Yes** → collect payment, onboard on the call. Don't get cute. Don't re-pitch. Take the money.
- **No** → the real objection is one of the other four. Keep going.

● Think About It

Never the real objection. It's a polite delay because they don't want to say no to your face. Your job is to make it safe to surface the actual concern.

1. **Validate it.** "Totally fair." If you skip this they get defensive and the real objection stays buried.
2. **Ask what specifically they need to think about.** Specificity is the whole game. "Think about it" is vague on purpose. Your job is to pull it into focus.
3. **Whatever comes out is the real objection.** Run that play. If it's money, run the money sequence. If it's partner, run partner. Don't try to handle "think about it" as its own thing. It isn't one.
4. **If they stay vague, ask what would need to be true for them to say yes today.** This forces them to articulate the gap between where they are and a yes. Whatever they name, that's what you address.

Common mistake: letting them off the call to "think on it." 95% don't come back. The decision happens on the call or it doesn't happen.

● Partner

Real or smokescreen, same diagnostic. The goal isn't to bypass the partner. It's to figure out if the partner is actually the issue or if they're using "I need to ask" as a safe exit. (This is why you ask about partners in Phase 0.)

1. **Ask what their partner would say if they brought it up tonight.** Their answer tells you everything.
2. **"They'd support me"** → it's not a partner objection. Loop back to money or whatever's underneath. Don't accept it as a reason to delay.
3. **"They'd push back"** → ask what specifically the pushback would be. Now you have the real objection, which is almost always money or fear. Handle that one.
4. **Never let them leave to "go ask" without identifying the specific concern first.** If they go talk to their partner without you having armed them with the answers, they'll get talked out of it. Either you handle the objection on this call, or it dies tonight at the dinner table.

The reframe: "If your partner asked you the same question, would you support them investing in something this important?" Most people say yes immediately, and it shifts the frame.

● Time

Almost never about time. It's about priority, overwhelm, or they don't believe the program fits their life. People make time for things they think will work. "I don't have time" really means "I don't believe this will work enough to rearrange my life for it."

1. **Ask what's making them feel they don't have time right now.** Get specific: work, kids, season of life, current commitments. You need the actual reason.
2. **Listen for logistical vs. belief-based.** Two different fixes.
3. **Logistical** → walk them through how the program actually fits. Hours per week, flexibility, async vs. live. Most prospects assume coaching means more time, when usually it's less, because they stop spinning their wheels.
4. **Belief-based** → reframe: not having time is the reason to do this, not a reason to wait. Their current approach is what's eating their time. Doing this means getting that time back. Six more months of figuring it out alone costs more time than the program ever will.

Common mistake: agreeing that they're busy and offering to "circle back when things calm down." Things never calm down. That's a soft no.

● Fear

The unspoken one. It rarely shows up as "I'm scared." It shows up as hesitation, vague answers, stacking objections, or going quiet. Underneath is some version of: *what if this doesn't work for me / what if I fail again / what if I waste the money.*

1. **Spot it.** The signal is usually emotional, not logical. They're not poking holes in the offer. They're going internal. Pace slows. Answers get shorter. They keep coming up with new objections after you handle the last one.
2. **Name it gently.** "Sounds like part of you is worried this might not work for you specifically." Naming it disarms it. Most coaches dance around fear because it feels confrontational. Prospects feel relief when someone calls it out, because they didn't know how to say it themselves.
3. **Ask what specifically they're afraid of.** Usually it's past failure ("I've tried other programs") or trust ("how do I know you're different"). Both have answers.
4. **Address the actual fear.** If it's past failure, walk through why those programs failed and how yours accounts for it. If it's trust, point to results, structure, the guarantee, the clients like them.
5. **Bring them back to the cost of staying where they are.** Fear of staying stuck has to outweigh fear of trying. Right now their fear is one-sided. They're only thinking about what could go wrong if they say yes. Your job is to make them feel what it costs to say no.

The frame: every prospect who's afraid is afraid because they care about the outcome. Fear is a buying signal. It means it matters. Soft prospects don't get scared.

● DIY Reframe

"I think I can figure this out myself." They probably can, eventually. Your job isn't to argue otherwise. It's to make the cost of doing it alone visible.

1. **Validate. Don't fight it.** "Yeah, you probably could." The second you push back, they dig in. Agree, then ask the questions that do the work for you.
2. **Ask how long they've already been trying to figure it out on their own.** The answer is almost always years. Let that sit.
3. **Ask what's different now vs. 6 or 12 months ago.** Usually: nothing meaningful. They're in the same spot. The information was free the whole time, and free didn't get them there.
4. **Reframe what they're actually paying for.** Coaching isn't paying for information. It's available everywhere. They're paying to compress the timeline, skip the mistakes, and have someone who's already done it pull them through.
5. **Ask what another year of figuring it out alone actually costs them.** Not just money: opportunity, momentum, confidence, the goal itself. Make the price of going alone real.

The frame: information is free. Transformation isn't. People who say "I'll figure it out myself" usually have a stack of half-finished attempts behind them. Surface that pattern without judgment and let them sit with it.

RULES OF THE CALL

- 1. One call. 45–60 minutes.** Diagnose and close on the same call. Don't book a second call to pitch.
- 2. Set the frame first.** Get the yes to the agenda in Phase 0. That's what makes the pitch feel natural.
- 3. Run the framework as written.** Don't freestyle in Phase 3. That's where most coaches lose the call.
- 4. Diagnose before you pitch.** If you've been talking for the first 15 minutes, you're doing it backwards.
- 5. Logistics belong in a form.** Don't burn 20 minutes on intake questions. The call is for the gap.
- 6. Lead the pitch with the outcome.** The deliverables are how they get there, not the thing they're buying.
- 7. Don't justify the price.** State it once, ask for the decision, handle one objection at a time.
- 8. Stop talking after the offer.** This is the single hardest rule. Practice it.
- 9. Run money first on every objection.** Even when they say something else. Money flushes out the real one.
- 10. Always ask: would you buy this if you were them, at this price, today?** If the answer is no, the offer is the problem, not the prospect.