



NEILPATEL

# B2B Close Script

HOW TO GET **MORE SALES FOR YOUR**  
ECOMMERCE BUSINESS

## B2B Close Script

**1**

• **Preliminaries** – These are the introduction events that occur before the selling begins. This includes such things as the way you introduce yourself and how you begin the conversation.

Hey (name),

I'm very excited to speak with you today to learn more about your business, your goals, and how we can help you.

So where are you calling from today?

**Reply** - ABCD.. (example New York)

That's great, we have had many clients from (Enter city) recently. (Enter city) seems to be a great market to be in.

Our headquarters is here in ABCD.., EFGH and have been here for the past x years.

**Question:** So out of curiosity how did you hear about us?

**Reply** - I found you guys online when looking for ABCD.

(If they sent data previously) **Alright, so I've gone through the materials you have sent. It looks like you have built a quality and unique brand, and now it comes down to the products and logistics.**

**2**

• **Investigating** – Almost every sale involves finding something out by asking questions. Investigating is the most important of all selling skills.

### Situation Questions

**Question:** So please tell me a little more about the types of products you are looking for?

**Reply:** We sell XYZ, and we're planning on expanding in 2 months, we are looking for wholesalers to provide us products reliably.

Okay excellent, so I understand you sell XYZ, and plan on expanding in 2 months with a reliable supplier.

So, you've definitely come to the right place. Just to give you a quick overview of who we are and what we do here at xxxx. So ABCD is the [Tell them about your business and how you can meet their needs]

### Problem Questions

**Question:** Are there any challenges you are facing that we can help with?

**Reply - XYZ**

Okay, I've made a note, we can help you with that.

[Make sure all questions are noted down before moving on]

### Implication Questions

So let me ask you a few questions. How much time and money would you save if you worked with someone who can reliably deliver for you?

**Reply - [A] time and [B] money.**

**You - \*Recite back to the prospect what he has said to you\* (Has to be their words exactly, not your own, they believe their words, not yours yet lol.)**

Your name is ABCD. You've looking to expand product production for XYZ in about 2 month. You're from New York.

Your business is ABCD, you've spent ABCD years and time creating it.

Your biggest obstacle is XYZ and your concerns are XYZ, it would save you XYZ in time and money, if we can get it done effectively.

This should all be no problem, so you can get to where you want to go so much faster and easier.

Prospect - okay that sounds good. Or Ok. Or let's get this sorted. I am not ready to wait.

**(At this point you must hear the person getting excited because in our normal everyday lives people don't care about each other all that much, let alone take time to listen to their problems, goals and where they want to go and then try to help them get there. This simply doesn't happen every day, so you have all their attention now.)**

3

**• Demonstrating Capability – In every sales call, you must convince your customer that you have something to offer**

So in order to ensure that your app is discoverable and launch correctly on the App Store and Google Play, the **First Step** I'd recommend for you is App Store Optimization.

**Question:** Let me tell you about our manufacturing process.

**Reply - Yes, I've read a few articles about it.. But still not entirely sure.**

[This is where to go through the proposal step by step from the start to finish, your business, staff, capabilities, facilities, dates, deadlines, everything the buyer needs to know]

**Questions:** Any questions at all on any of the items I mentioned?

**Reply -** No it all sounds pretty straight forward. So what is your pricing and next steps to work with us?

**4**

- **Obtaining Commitment – Finally, a successful sales call will end with some sort of commitment from the customer. Larger sales contain a number of intermediate steps that we call Advances. Each step advances the customer's commitment toward the final decision.**

**Value -** To give you a concrete example of the value we deliver, our competitors deliver x for y price, we deliver ABCD for the same price.

**Price -** The pricing is based on the products, shipping, logistics. I'll be sending you the proposal shortly.

**Terms -** As i'm sure you're aware, we get 10 inquiries a day and unfortunately can't work with everyone, so we try to hold positions for 14 days. So I simply request that if you can let us know your decision within 14 days, that would be very helpful, so that we can give your spot to someone else.

**Timeline -** We typically work with clients 30 days on-boarding to make sure everything is going smoothly. I understand you're looking to launch within the next 2 months so if that's the case, we'd have to begin getting products to you at a comfortable pace.

**CTA -** If you're interested and ready to proceed with us, please let me know and we will send you an invoice and begin manufacturing and shipping. We simply require an initial 50% payment to begin and the final 50% payment upon delivery of your products.

**Follow Up Call -** I should have your tailored proposal for you by tomorrow. Are you available the same time tomorrow for us to jump on our quick skype call to go over the Proposal in detail and discuss next steps?

**Reply -** Yes

**5**

- **Q&A**

If you have any questions, you can ask them now.

[You give them answers to the biggest objections]