

A Proven 5-Step Chat Flow to Book Sales Calls With Direct Messaging

By Vince Del Monte



“Conversions come from conversations.” – Dean Jackson

I'm excited to share that this strategy does not include messaging strangers which would be the equivalent of door-to-door sales.

While you can certainly do that, I'd rather build a business around being *Chosen, not Chasing*.

As we elevate your reputation, authority and status over time your Inbox will attract better quality leads and you must understand in the beginning stages here's the cold hard facts...

... no one knows, likes or trusts you... YET! Having this awareness will give you reassurance that as you build value in the marketplace it **WILL** become easier to attract more DM's and people ready to hire you with little to know resistance.

THIS is the vision! In the meantime we're going to hustle our tail to create content that invites people to message us because the best leads are...

The Best Leads?

Inbound.

While there is *absolute* value to messaging new followers, those Liking your posts, commenting, watching your Social Stories and engaging with Polls etc, the “easy” money comes from Inbound leads.

Inside 6 Figure Coach and The 7 Figure Mastermind we'll teach you how to trigger the maximum amount of inbound messages with The S.M.S. Post.

The Big Mistake!

Assuming that people who message you are ready to buy will kill your rapport and earning fast.

We must *slow play* the conversation and do four things:

- 1) Increase trust
- 2) Qualify
- 3) Connect
- 4) Schedule call

Please watch the video training that accompanies this report so that I can unpack the little nuances and tweaks to make the script more personalized to your avatar as well as see case studies of clients chats tweaked and improved.

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Another Mistake...

Don't outsource your chats too quickly... No one will convert better than you because you believe in your products more than anyone else.

The lead will feel your conviction and transference of belief so until you're extremely comfortable and confident in your flow, don't hand this off too quickly.

This is a critical money-making activity!

Let's get into the good stuff...

FLOW #1 - To Book a Call

(for Inbound leads coming in from a secret engagement word or SMS Post)

MESSAGE 1 -- Increase trust

Hey [First Name]

Thanks for reaching out!

Trust you're having a great [insert day of week] (smiley face emoji)

Wait for them to respond and be active.

MESSAGE ROUND 2 -- Enable the conversation

Wait For Them to Engage

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MESSAGE 2 -- Qualify

Just a few quick questions to see if you'd be a good fit before I send you any of the information for my brand new T Level Training 1on1 coaching program...

- 1. You looking to lose your gut or get jacked?*
- 2. What's your #1 struggle getting into your best shape?*
- 3. Why is right NOW the best time to invest into your fitness goals?*
- 4. And why ME as your online trainer?*

Wait For Them To Be Active (Green) & Heart Their Messages

BONUS MESSAGES TO REACTIVATE

Reactivation Message if you see "Seen" but they don't reply to questions!

Hello?

Still interested in doing this or just get busy?

--

Figured you got busy fighting off villains with Batman! look forward to hear from you soon (Jason DeVara)

[First Name]! What's the word? You just looking for free information or you actually serious about getting a personalized nutrition and workout program?! If so, answer those questions ASAP!

What happened?! Still with me?

MESSAGE 3 -- Connect

Read what they replied to for opportunities to increase rapport, trust and qualify

Well, based on what you said, I'm 100% confident my brand new 1-on-1 coaching program, T-Level Training will do just that. If you want me to tell you how to eat and train this is EXACTLY what you need.

Do you want help?

When They Reply with a Yes

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SEND 59 SECOND SURPRISE VIDEO!

Your video should include the following points

- Hey [First Name]
- Super busy writing client plans, figured this would be faster
- Emphasize the gap between their goals and current reality
- Note you have work to do but you've helped lots of people like him
- Drop me a couple fire emoji's if you'd like to set up a Discovery call
- State intent of the call is to see if they are a good fit for your program
- Disqualify people you don't want to request a call
- Future pace excitement about what will happen on call

When They Reply with a Yes

BONUS MESSAGES TO REACTIVATE

Brother! What's with all this "going dark"?! You serious about this or just looking for free help? Let me know if you still want to rehaul your body. This is EXACTLY what you need. Fire over those

MESSAGE 4 -- Schedule call

Great! So to confirm...

The intent of the call is to brainstorm a plan to get you from A to B and see if there is a good fit for you to join my 1-on-1 T Level Training program.™ (option 2)

Here's my link to apply and schedule a call:

www.callwithvince.ca (BuiltwithBraydon.com)

Let me know when you find a time that suits you, ok?

I'll wait here and leave the chat open.

Did you find a time ok?

When They Confirm Their Time

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MESSAGE 5 -- Button up the call

Great! What time did you book? Just confirm the time zone.

A few important things...

1. I do not allow reschedules because commitment is the first step to being successful.

2. If you're more than 5-mins late the call will be cancelled. Please make sure you're in a quiet room, no airports, no calls in the gym or while driving, etc.

3. Please watch (the video) below before your call. This will make our conversation more productive and make sure you get the best possible outcome.

4. I will be calling you ... / Please join me here...

I look forward to helping you crush it!

- Sign Off

(IF you're using an application funnel)...

I think that's it... everything I mentioned above is right here too:

<https://apply.vincedelmonte7figuremastermind.com/application-thank-you>

[Lastly, here is the video that goes into further detail on how exactly to use this script. I hope you get lots of value from it!](#)

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FLOW #2 - To Book a Call

(for Outbound leads engaging with your social media)

MESSAGE ROUND 1 -- Engage quickly and naturally

Hey [First Name]! Or [First name] [Last name]!

Thanks for reaching out!

Trust you're having a great [insert day of week] (smiley face emoji)

Quick question...

Wait for them to respond and be active.

MESSAGE ROUND 2 -- Enable the conversation

Any fitness goals? (Erik Zapata question)

Curious to know when you started following me? I don't think we've connected yet...

Nice! Love it.

So what's your #1 goal in 2020?

MESSAGE ROUND 3 -- Express interest and excitement for their future

Just checked out your page... You look hungry for a big transformation!

Amazing! / Great! / I love that goal!

What's working right now?

What's not working right now?

Keep affirming and connecting with what they are saying, "Gotcha. Roger that. I hear ya. Good for you! Yeah, that's a tough diet. We got kids too! No kidding. Etc"

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MESSAGE ROUND 4 -- Establish the specific problem

Cool. Totally hear all that.

So where are you exactly at now and where do you want to be in 3 and 12 months time?

MESSAGE ROUND 5 -- Exasperate the gap and pain

Looks like we have some serious work to do!

So what do you feel is missing? What do you think is broken? What do you need most right now?

MESSAGE ROUND 6 -- Extend a hand

Would you like some help?

--

Want help?

--

Do you want help?

Great! I hear ya... Anything else? And what else? This is awesome. Can't wait to unpack this with you and help you smash it.

Lets do this..

Let me connect you with Will, our scale specialist.

He is amazing, works with every new client on strategy when we start working together.

You guys can brainstorm A without B so that you can...

If it makes sense, you can also talk about us working together.

You up for that?

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MESSAGE ROUND 7 - Book a call

Wait for their response.

When they say YES

So first up.

Go to [[insert link]]

--
And find a time that suits.

Let me know when you've found a time that suits?

I'll leave the chat open

Did you find a time ok?

When They Confirm Their Time

MESSAGE 5 -- Button up the call

Great!

What time did you book?

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FLOW #3 - To Sell By Chat

MESSAGE 1 -- Increase trust

Hey [First Name]

Thanks for reaching out!

Trust you're having a great [insert day of week] (smiley face emoji)

Wait for them to respond and be active.

Message Round 2 -- Enable the conversation

Wait For Them to Engage

MESSAGE 2 -- Qualify

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What happened?! Still with me?

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MESSAGE 3 -- Connect

Read what they replied to for opportunities to increase rapport, trust and qualify

Well, based on what you said, I'm 100% confident my brand new 1-on-1 coaching program, T-Level Training will do just that. If you want me to tell you how to eat and train this is EXACTLY what you need.

Do you want help? / Do you want some help?

When They Reply with a Yes

MESSAGE 4 -- Personalized Video Offer

Send 45-59 second video sharing

- Hey firstname
- This will be faster
- Great to connect
- Pumped to help you achieve this goal
- Drop a couple of fire emoji's if you want me to send details on {insert name of program}
- Inject legit scarcity -- if you jump on board in the next 2-3 hours I'll give you a 80% discount (do something truly no brainer)

MESSAGE 5 - Offer

Great [First Name]!

Offer expires right away champ (fire emojis) Watch this 7 minute video and let me know if you're in, or out, or have any questions. Cool?

www.tinyurl.com/10kIn100daydiscount

It's all explained in the video and this link.

www.bit.ly/VinceCaseStudy

Reactivation Messages if they go dark -- I fire these off once I see "Seen" and not getting a response -- The MONEY is the frequency and pace of the follow up.

BROTHER [First Name]! You get to watch the video all the way through yet? Your deadline is today...

Dude, what are you waiting for? You reached out for help! Let's go.

Yo! Were you just looking for free advice or were you actually serious about what you said above?

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Should I give your spot to someone else? Looks like you were just looking for some free advice?

Does this look like what you were looking for?

Have any questions?

If it was free, would you jump on board?

Still with me [First Name]?

MESSAGE 6 - Congratulate when they say, "I'm IN!"

Boom!!!

Love it

Yess!! (clap emojis)

You want to do PIF or payments?

MESSAGE 7 - Provide payment link to secure deal

That's a secure payment link we do all payments through.

<https://www.6figurecoach.ca/now/>

Let me know when done and we'll get you On-Boarded today!

You're going to make an awesome addition to the family.

MESSAGE 8 - They reply with, "Ok, I've paid"

You're the man!

Love the decisiveness.

People aren't going to recognize you in 12 weeks :-)

Ok, let me know when you get your onboarding email.

Welcome to the winners' side!

Bonus Messages - We also like to send spontaneous voice notes and videos to keep the flow engaging