FREE BONUS

THE SALES CALL PLAYBOOK

How to turn one call into a $3,000 client, without a script or a hard sell



BY THE BAKERY METHOD

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For creators about to sell their first $3,000 offer on a call. Keep it open before every call until you no longer need it.

BEFORE THE CALL

Most sales are won or lost before the call starts. At least 25 minutes of research tells you where they are, why they are stuck and what they want. Show up prepared, with your homework done, and you become easy to say yes to.

RESEARCH, AT LEAST 25 MINUTES

- [ ] **Read their booking answers.** Their own words on why they booked.
- [ ] **Check your history together.** DMs on Instagram, WhatsApp, email, comments, and if they have bought something from you before.
- [ ] **Look at their profile.** What they do, how established their business is, any numbers they show.
- [ ] **Go through their funnel.** Link in bio, website, lead magnets, what they sell and at what price, and their ads in the Meta Ad Library.
- [ ] **Pick a case study that fits.** No case studies yet? Find someone public who made the journey they are about to make.



THE FRAME

You are deciding too.

You are not asking for a favour. You are finding out if you can help. Walk in ready to say no, and you sound like someone worth saying yes to.

GOOD FIT

- [ ] Has the problem now, not someday.
- [ ] Wants the result enough to do the work.
- [ ] Makes the decision, or brings who does.
- [ ] Can afford it, or can with a payment plan.

NOT YET

- [x] Wants the result without the work.
- [x] Is only curious about how you do it.
- [x] Has no budget and no plan for one.
- [x] Someone else decides and will not join.

THE QUESTIONS

There is no script. The questions are the script, and the gap they reveal is the pitch.

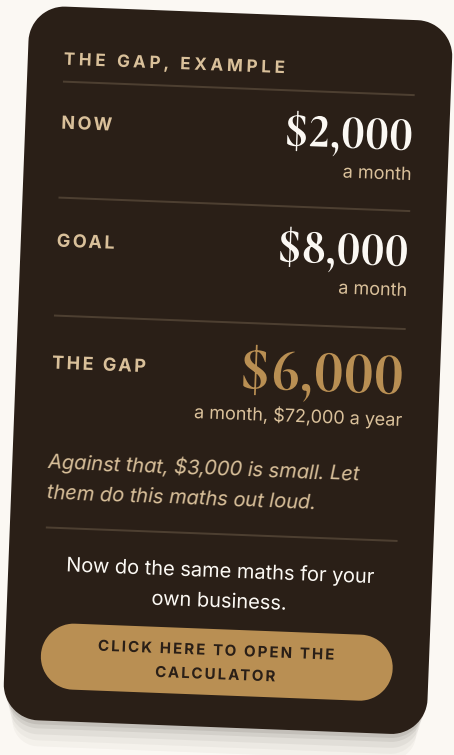
1 **THE GOAL**
"Where do you want to be in 90 days?"

2 **THE OBSTACLE**
"What has stopped you getting there so far?"

3 **THE NUMBERS**
"Where are you today, in numbers?"

4 **THE COST**
"What does staying here cost you each month?"

5 **WHY NOW**
"Why now, and what made you book this call?"



UNAWARE
Never paid for help like this. Sell the idea of getting help: ask what they have tried alone and what made them book.

AWARE
Has paid for help before. Sell your way of doing it: ask what worked, what did not, and what they want different this time.

ASK, THEN WAIT
Silence after a question is where the real answer comes.

WRITE THEIR WORDS
Note exact phrases. You will use them in the pitch.

STAY CONCRETE
Skip "how would that feel". Ask for numbers, dates and what they do today.

THE OFFER & PRICE

Pitch only after they have named the gap. Then show how each part of your offer closes a piece of it, in their words.

THEY SAID, YOUR OFFER ANSWERS

"I don't know where to start."	**The 3-step Client Map**
"I start and then stop."	**10 weekly group calls**
"I'm not sure I'm doing it right."	**Two 1:1 reviews**
"I need this to actually work."	**Until you land 3 clients**

SAY IT, THEN STOP

$3,000

or three payments of $1,100

THE NEXT PERSON TO SPEAK IS THEM

SELL THE OUTCOME

Say what changes for them, not how many calls they get.

SHOW, DON'T TELL

Share your screen: their plan, a result, a before and after.

ONE PRICE

Offer the payment plan, never a lower number.

THE FIVE OBJECTIONS

"I need to think about it."	"Of course. What exactly do you want to think through?" Find the real one.
"It's too expensive."	"Compared to the $6,000 a month it costs to stay here?" Then offer the plan.
"I need to ask my partner."	"Makes sense. Shall we book 15 minutes with both of you?"
"Now isn't the right time."	"What would need to change for it to be the right time?"
"I'm not sure it will work for me."	Go back to their goal, in their words, and show their first two weeks.

AFTER THE CALL

FOLLOW UP UNTIL THEY SAY YES OR NO. SILENCE IS NEITHER.

SAME DAY

- [ ] Send the plan you showed them.
- [ ] Add the link to pay or to book the next call.

DAYS 1 TO 7

- [ ] A short message every day or two.
- [ ] Each one adds something: an answer, a result, a tip.

AFTER THAT

- [ ] Once every week or two.
- [ ] Many yeses come weeks later. Keep going while they fit.

ON A YES

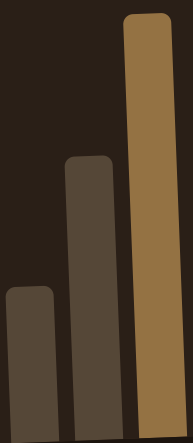
Send the onboarding the same day, then ask who else they know who should hear about it.

ON A NO

Thank them, and ask: "Do you know anyone this would be a fit for?"

YOUR NEXT STEP

START HERE



PART 1 OF 4

The High Ticket Offer Blueprint

Build and price the $3,000 offer you sell on these calls. Every part after it builds on this one.

READ PART 1

ALSO INCLUDED

Revenue Calculator
See what the right funnel adds every month.
OPEN

The VSL Funnel Blueprint
Part 2. Fill your calendar with warm calls.
READ

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