

BONUS REPORT: Script That Helps Decrease Product Returns

In this report, I'm going to let you into how we ensure that customers actually pick up and pay for whatever they order from us.

What I'm about to reveal to you is super simple yet works well in doubling delivery of products Plus this is going to be a straight-to-the-point-no-fluff report, so let us get right into it.

We will break this down into two phases:

One; how to get people to pay before delivery.

Two; How to Increase deliverability using our special script.

Before I go on, a quick one. We noticed that having a female make the calls when asking for pay before delivery works better than when a guy makes the call. With that out of the way.

How to Get People to Pay before Delivery.

To do this; we use "The Video Trust System".

It is just a fancy name, but the process is actually simple.

You see, whenever you are running an ad and you want people to pay upfront when they have just been exposed to your brand for a day – it is like swimming against the tide. Because they don't trust you one bit.

But there is a way to bypass that distrust and get them to pay upfront.

1. The first one is by asking them to send someone they know in the state where your business is to come pick the product at your office or in a public place. This friend of

theirs pays and picks up the product then waybills it to their friend. This way knock off

Here is a script for that:

Your Sales Person: "Hello Ma, This is {Insert sales person name} from {Your business name}, You placed an order for our {Insert product name} and I am calling to confirm your order.

Customer: {Affirms they know your business}

Your Sales Person: "Your details are {Reads customer's details}

Customer: {Confirms his personal details}

Your Sales Person: You are aware, Ma, that you'd need to pay first before we send the product to you. However, we understand if this makes you uncomfortable so here is what you can do instead. Do you have any family friend or relation in {insert your state}?

Customer: {Usually, two things will happen here. They will either say yes or no. But if they are not serious buyers they will say they can't go on. But 9 out of 10, serious buyers usually gives a yes or no answer to the question}

If they say no, use method 2 below. But if they say yes continue below:

Your Sales Person: "Perfect, they can come to our office to pick the product and pay. We will need you to do two things, One; we'd schedule a date for them to come. We have between {insert date not more than two days e.g. 7th and 8th) Which is perfect for you?

Customer: {Picks a date}

Your Sales Person: "Can we have the name and phone number of your friend"

If they don't have it off hand they will ask to cut, say:

Your Sales Person: "Alright, ma'am. I am going to cut the call and allow you sometime to write out the number and then I will call you in a few seconds"

When you get the number you would then have to follow up on their friend and make sure they come in and pick.

But if you don't want to use this method, or they don't have a friend in the city you are in then use Method 2.

Method 2:

Out rightly ask them to pay up and then make a WhatsApp video call showing them your face and your office with products laying around.

Here is a script for that:

Your Sales Person: "Hello Ma, This is {Insert sales person name} from {Your business name}, You placed an order for our {Insert product name} and I am calling to confirm your order.

Customer: {Affirms they know your business}

Your Sales Person: "Your details are {Reads customer's details}

Customer: {Confirms his personal details}

Your Sales Person: You are aware, Ma, that you'd need to pay first before we send the product to you.

Customer: [Objects]

Your Sales Person: *"I really understand your objection, the country is not safe. But I can assure you that we are here to build a brand and make money. Lots of it. We can't do that by collecting money from people and then running with it. Plus this is business, if you buy this product and love it you will also tell your friend and they will buy. So doing business right is even more profitable, but then it is fine. If you are still not convinced we can do a video call so you can actually see my face and take a look round our office. Are you on WhatsApp with this number?"*

Note the way the conversation quickly transitioned into asking for a WhatsApp line, if you don't execute that well the customer might decline getting on a video call with you.

However, when they give you their WhatsApp line call them, be cheerful when you make the video call. Show them round your store, let them see products lying around and tell them again how you are in this for the long term and you are sure they will like the product and refer their friends.

They will, 80% of the time, pay up front.

The Script for Doubling Desire and Getting People to Pick Up

The trick lies in two things:

One; bluntly asking customers if they are really serious in picking the product.

Two; re-selling the product again on phone.

Here is the script for it:

Your Sales Person: "Hello Ma, This is {Insert sales person name} from {Your business name}, You placed an order for our {Insert product name} and I am calling to confirm your order.

Customer: {Affirms they know your business}

Your Sales Person: "Your details are {Reads customer's details}

Customer: {Confirms his personal details}

Your Sales Person:[As Naturally as Possible] “I want to quickly tell you how awesome your decision to buy {insert product name} is. It {insert benefit}”

Example: Ma, I want to quickly congratulate you for buying our portable is & to tell you how awesome your decision is, you can charge it with a power-bank so even if they take your light you can still use the portable air-cooler to remain cool. Plus do you know that mosquitoes hate a cold area? If you put this on, you keep mosquitoes away!

Which means you are actually buying a 2-in-1 product, it keeps you cool and still keeps mosquitoes away!

Customer: [Shows excitement]

Your Sales Person: We are going to send the product to you in 3 – 5 working days, ma, is that fine?

Customer: [Affirms]

Your Sales Person: [Lowers Voice]: A quick one, ma, we send the products with our own money so I need to confirm you will be at the address you gave us throughout {insert date}, so we don't send and then lose money when you don't pick

Customer: [Confirms they will be around, this is the point they will make an excuse if they are not serious, usually this opens a window for unserious customers to give an excuse, but if they say yes, continue...]

Your Sales Person: You won't be traveling right?

Customer: [Affirms]

Your Sales Person: Please, our delivery person will take either cash or transfer. Which of these will you like to pay with when they come?

(This puts it in their mind to be ready with money, listen to their tone - unserious people will chicken out)

Customer: [Gives Answer]

Sales Person: That will be all ma. So a quick one. {Read out what they said they will do – no travel, they will pay with cash or transfer}

Note: listen to their tone. This script lets them give themselves away. Note for unsure responses and take actions based on that. People who give unsure responses to this script usually end up not picking.

