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**YAN**

## **RESULT G**

**If You're Taking Calls And Not Taking Cash, It's Not  
"The Algorithm"**

**Sales & Conversion Self-Diagnosis**

**For online coaches, consultants, and agencies who get sales calls but low closes: use this 30-day self-diagnosis to see if your problem is risk, skill, or fit – and what to fix first.**

*If your calendar isn't empty but your Stripe still looks sad, you don't have a "lead problem," you have a conversion problem. Most founders wing calls with no script, thin proof, weak guarantees, and no real qualification – then blame traffic or the offer. This worksheet walks you through your last 30 days of calls, close rate, risk reversal, proof, structure, and fit so you can see exactly why good prospects aren't saying yes and which lever (risk & terms, skill & structure, or qualification) to focus on for the next 30 days.*

**GOAL:** Find out why calls aren't closing and what to fix first.

**INSTRUCTIONS:**

- Use last **1 month**.
- Answer, mark, and then use the plan at the end.

**SECTION 1 – Confirm it's a Sales Problem**

Use your **last 1 month** of calls.

**Q1.** Total sales calls / demos you held (showed up, you spoke live):

= \_\_\_\_\_

**Q2.** Of those, how many were with people you *would have happily accepted as clients* if they'd said yes? (They were the right avatar, had the problem you solve, had the money or access to it, and could decide or bring the decision-maker.)

= \_\_\_\_\_

These are your **qualified shows**.

**Q3.** New clients from those **qualified** calls:

= \_\_\_\_\_

Qualified close rate =  $Q3 \div Q2 \times 100 =$  \_\_\_\_\_ %

**Q4.** Roughly what % of your total shows (Q1) were actually qualified (Q2)?

- Less than ~50% of my calls were with people I'd happily take on → Mark: **"LOW QUALIFIED CALL %"**

*Your main issue is lead quality / targeting / filtering (E/F), not pure sales.*

- At least ~50% of my calls were with people I'd happily take on → **Continue.**

**Q5.** Is your **qualified close rate** (from Q3/Q2) under ~25–30%?

- Yes → Mark: **“CLOSE RATE = LOW”**
- No → Your main issue is more likely **pricing / terms / offer structure / LTV**, not raw sales skill.

## SECTION 2 – Risk & Terms (Do they feel safe saying yes?)

Think of your main offer on the call.

### Q6. Do you make a *clear* guarantee / risk reversal on the call?

(e.g. refund, conditional guarantee, performance-based, etc.)

- Yes, specific and stated every time
- Vague / implied / “we’ll take care of you” → Mark: **“RISK REVERSAL = WEAK”**
- None → Mark: **“RISK REVERSAL = WEAK”**

Reversing risk is the #1 way to increase conversion; guarantees alone can 2–4x close rates.

### Q7. When prospects don’t buy, how often is the *stated* objection about risk / uncertainty?

(“What if it doesn’t work?” “I’m scared I won’t get results,” “Think about it” etc.)

- Often → Mark: **“OBJECTION = RISK”**

## SECTION 3 – Price, Terms & Payment Options

### Q8. When you quote price, what do you hear most?

- “Too expensive / can’t afford / need to think” (price)
  - Do you have 2-3 structured payment options or performance-aligned terms?
    - YES (Might be Value/Avatar issue)
    - NO → Mark: **“TERMS = MISALIGNED”**
- “Not sure this will work for me / need proof” (risk)
- “Timing / need to talk to spouse / too busy” (timing / priority)

## SECTION 4 – Proof & Believability

**Q9. On a typical call, do you deliberately walk through proof (case studies, numbers, before/afters) tailored to their situation?**

- Yes, every call
- Sometimes → Mark: **“PROOF = THIN”**
- Rarely / never → Mark: **“PROOF = THIN”**

## **SECTION 5 – Script, Process & Practice**

**Q10. Do you have one primary *written* sales script/framework you follow on 90% of calls?**

- Yes
- No → Mark: **“NO SCRIPT”**

**Q11. How many calls do you *record and review* each week?**

- 5+
- 1–4
- 0 → Mark: **“NO CALL REVIEW”**

**Q12. Do you roleplay objections and the close at least 2–3 times per week?**

- Yes
- No → Mark: **“NO PRACTICE”**

## **SECTION 6 – Qualification & Fit**

**Q13. On how many calls in the last 30 days did you realise mid-way, “this person should never have been on my calendar”?**

- 0–10%
- 10–30%
- 30%+ → Mark: **“QUALIFICATION = WEAK”**

**Q14. Do you ask structured pre-call questions or run an intentional “mini-discovery” before pitching?**

- Yes, consistent framework
- Sometimes
- Rarely / never → Mark: **“PITCHING TOO SOON”**

## **SECTION 7 – Your Sales Type**

### **Type 1 – Risk & Terms Problem**

You marked:

- CLOSE RATE = LOW
- RISK REVERSAL = WEAK and/or OBJECTION = RISK
- Maybe PROOF = THIN

#### **What this means:**

They like the idea, but don't feel safe.

#### **4-Week Fix:**

1. Add a clear, specific guarantee (conditional or performance-tied, not vague).
2. Add simple, aligned payment terms (paid in full + 2–3 pay options; no weird one-offs).
3. Build a short proof deck you walk through every call (3–10 case studies, with numbers).

### **Type 2 – Skill & Structure Problem**

You marked:

- CLOSE RATE = LOW
- NO SCRIPT, NO CALL REVIEW, NO PRACTICE

### What this means:

It's not the offer; it's how you sell it.

#### 4-Week Fix:

1. Choose or write one script / framework and commit to it for 4 weeks.
2. Record every call; review at least 5 per week and write down 1 improvement per day.
3. Do 10–15 minutes of objection roleplay 3–5 days per week.

### Type 3 – Fit & Qualification Problem

You marked:

- CLOSE RATE = LOW
- QUALIFICATION = WEAK, PITCHING TOO SOON

### What this means:

Too many wrong people on calls, or you pitch before truly diagnosing.

#### 4-Week Fix:

1. Tighten who can book: add qualifying questions / filters.
2. Use the first 10–15 minutes to *only* clarify: who they are, what they want, what they've tried, and urgency.
3. Only pitch if they're clearly a fit; otherwise prescribe a different next step.

## SECTION 8 – Your 4-Week Conversion Plan

Have them fill:

1. My sales type:  1 Risk/Terms  2 Skill/Structure  3 Fit/Qualification
2. One change I will ship in 7 days: \_\_\_\_\_
3. Target close rate on qualified shows 4-Week from now: \_\_\_\_\_ %

### YOUR NEXT MOVE:

***If You're Already Getting Calls, Conversion Is The Fastest Money You'll Ever Make.***

Once you know whether you're **Type 1 – Risk & Terms Problem**, **Type 2 – Skill & Structure Problem**, or **Type 3 – Fit & Qualification Problem**, almost every 1% gain in close rate drops straight to the bottom line. The work is redesigning your offer, script, and proof so good fits feel safe saying yes.

On a free 45-minute **Sales & Conversion Deep-Dive**, we'll:

- Review your last month of call volume, show rate, and close rate
- Identify whether your main leak is risk, skill, or qualification
- Map a 4-week conversion plan: guarantee / terms, script tweaks, and call review habit

👉 [Click HERE to book your free 45-minute Sales & Conversion Deep-Dive Call:](#)

You'll leave with a clearer pitch, a better way to de-risk your offer, and a concrete close-rate target for the next 4 weeks. If you want help rebuilding your Call→Close system over 12 weeks, I'll show you how we'd do it together.