AgencyGod

THE FREE SCRIPT

THE HIGH-TICKET SALES SCRIPT

The $5K Close

The word-for-word **discovery-to-close call** that turns booked calls into **$5K to $15K clients** – the frame, the diagnostic questions that build the gap, the price drop, and the exact comebacks for "let me think about it," "talk to my partner," and "too expensive."

5-Stage Flow • **5 Stalls + the AI Objection** • Read it before your next call

A free script from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid.

You get on the call, you pitch, and all you hear is "let me think about it."

You did the hard part. You booked the call. Then the prospect sat there, nodded along, and at the end said "this sounds great, let me think about it" or "send me a proposal." You never heard from them again. The deal didn't die because your service was bad. It died because **you ran the call backwards.**

THE UNCOMFORTABLE TRUTH

Most agency owners pitch too early, talk too much, and ask for the money before the prospect feels the cost of staying stuck. By the time you say your price, they have no reason in their head that it's worth it. So they stall. **"Let me think about it" is not an objection. It's the sound of a call that never built the gap.**

A confused, un-agitated prospect always says no.

This script flips it. You diagnose before you prescribe. You make the prospect say the gap out loud, in their own numbers, before you ever mention price. By the time you name the figure, they have already done the math and decided it's cheap. Then the $10,000 guarantee removes the last shred of risk.

Run it in order. Don't skip stages. The close is built in stage one, not stage five.

20-35%
Realistic discovery-to-close rate on qualified calls

~32
Qualified calls to land 8 clients at $5K = $40K/mo

5
Stages that decide every high-ticket call

One rule above all: on a discovery call you should be talking ~30% of the time, the prospect ~70%. If you are doing most of the talking, you are not selling. You are presenting. Presentations don't close. Diagnoses do.

THE 5-STAGE MAP

The whole call on one page

A 30 to 45 minute call moves through five stages, in this exact order. The next pages give you the word-for-word lines for each.

1

Set the Frame

FIRST 2-3 MIN

Take control politely. Tell them how the call will run and that a "no" or a "not a fit" is a fine outcome. **You lead. They don't.**

2

Diagnose the Problem

~15 MIN

Ask, listen, dig. Get them to describe where they are, where they want to be, and what staying stuck is costing them. **This is most of the call.**

3

Build the Gap

~5 MIN

Reflect their own numbers back at them so they feel the distance between now and the goal. **The gap is what they're buying.**

4

Present & Price

~7 MIN

Tie one outcome to their gap, stack the value, then drop a round price as a fraction of what they lose by waiting. Then the guarantee.

5

Close & Handle Objections

FINAL 8-10 MIN

Ask for the decision. Stay silent. Then handle "think about it," "partner," "too expensive," and "send a proposal" with the comebacks on pages 7-8.

THE ONE MOVE THAT CHANGES EVERYTHING

Never open with price. Resolve loss aversion first. People will pay almost anything to stop a bleed they can feel, and almost nothing for a vague "improvement." **Stage 2 and 3 make the bleed real. Stage 4 sells the bandage.**

1

THE OPENING

Set the Frame

Goal: take control of the call so you lead the conversation, not them.

SAY THIS

"Thanks for hopping on. Here's how I run these so we don't waste your time. I'll ask you some questions about where your business is at for about 15 minutes. If I think I can get you the result, I'll tell you exactly how and what it costs. **If it's not a fit, I'll tell you that too and we'll part as friends.** Sound fair?"

Why it works: you set the agenda, give them permission to say no, and remove the "I'm being sold" tension. A relaxed prospect tells you the truth.

2

THE DISCOVERY

Diagnose the Problem

Goal: get them to describe their pain in their own words and numbers.

1. **"Walk me through how you're getting clients right now."** *Find the leak: referrals, cold outreach, ads, nothing.*
2. **"What's your monthly revenue looking like, roughly?"** *You need a real number to anchor the gap later.*
3. **"Where do you want it to be 12 months from now?"** *Get the dream outcome out of their mouth, not yours.*
4. **"What have you tried to fix it, and what happened?"** *Surfaces past failures so you don't get lumped in with them.*
5. **"What happens if nothing changes in the next year?"** *This is the loss-aversion question. Let them sit in it.*

⚡ THE RULE

After every answer, ask **"and what does that cost you?"** or **"how does that feel?"** Dig one level deeper than feels comfortable. The pain they say out loud is the pain they'll pay to remove.

Do not pitch here. The second you start talking about your service in stage 2, you've lost the diagnosis. Bite your tongue. Ask one more question instead.

3

THE GAP

Build the Gap

Goal: make them feel the distance between where they are and where they want to be.

SAY THIS · REFLECT THEIR NUMBERS

"So let me make sure I've got this right. You're at **$8K a month** now, you want to be at **$40K**, and you've told me the way you're getting clients right now is referrals you can't control. Is that fair?"

Why it works: you're using their numbers, not yours. They cannot argue with their own words. The gap becomes undeniable.

SAY THIS · NAME THE COST OF INACTION

"That's a **$32K a month gap**. Over a year, that's almost **$400K** you want but aren't getting. And you said if nothing changes, you're worried you'll still be here next year doing the same thing. Did I hear that right?"

Why it works: you've turned a vague wish into a hard dollar figure they just confirmed. Now anything that closes that gap looks cheap by comparison.

> **The number they say out loud becomes the number you sell against.**

THE TRANSITION QUESTION

Before you present anything, ask for permission to. It flips them from defending to leaning in.

"Would it be helpful if I showed you exactly how we'd close that gap?"

When they say yes – and they will, because they just admitted the gap is real – you have earned the right to present. Not before. The whole call has been pulling toward this moment. Now, and only now, you talk about what you do.

4

THE OFFER & PRICE

Present, Then Price

Goal: tie one outcome to their gap, stack the value, then drop a round price.

SAY THIS · LEAD WITH THE OUTCOME + PROOF

"We'd build you a client-acquisition machine that books qualified calls onto your calendar every week, done with you. **We did this for a roofer who went from $9K to $31K a month in 90 days.** Same play we'd run for you."

Why it works: you sell the result, never the mechanism. A named, comparable client makes it believable. Numbers and proof close. Adjectives don't.

STACK THE VALUE BEFORE THE PRICE

The done-with-you machine that books the calls	**$15,000**
The offer + script built around your niche	**$5,000**
Weekly coaching until the system runs itself	**$8,000**
The $10,000 guarantee on the result	**$10,000**
Total value	**$38,000**

SAY THIS · THE PRICE DROP

"You told me the gap is costing you $32K a month. The investment to close it is **$5,000 a month.** So you're spending five to make back thirty-two. And here's the part that makes saying no hard: **we put $10,000 on the line. You either get the result, or you get paid.**"

Why it works: the price is a fraction of the gap they confirmed. Round number signals premium. The guarantee removes the last reason to stall.

Then stop talking. Ask "want me to walk you through how we'd start?" and go silent. The first person to speak after the price loses. Let them sit with it.

THE COMEBACKS · PART 1

Handle the top 4 stalls word-for-word

An objection is a question in disguise. Stay calm, agree first, then re-open the gap. Never argue.

OBJECTION 1 "I need to think about it."

What it really means: something is unresolved, or you didn't build the gap big enough. Find the real reason.

YOU SAY

"Totally fair. When people say that, it's usually one of three things: the money, whether it'll actually work for you, or it's just not the right time. **Which one is it for you?** Let's talk it through now while we're both here."

OBJECTION 2 "I need to talk to my partner."

What it really means: either a real stakeholder, or a polite exit. Qualify it, then arm them.

YOU SAY

"Makes sense, this is a real decision. If your partner asked you right now 'is this worth it?', what would you tell them? ... Great. So **you're in, and it's about getting them on the same page.** Let's get them on a quick call together so they hear it from the source, not secondhand."

OBJECTION 3 "It's too expensive."

What it really means: they haven't connected the price to the gap. Re-anchor on the cost of inaction.

YOU SAY

"Compared to what? You told me the gap is costing you $32K a month. Five grand to close a thirty-two grand leak isn't expensive, it's the cheapest thing on your P&L. **And with the $10,000 guarantee, the real question isn't whether it's expensive. It's whether you can afford another year stuck where you are.**"

THE COMEBACKS · PART 2

The two that end the call

These are the polite exits. Handle them right and the call stays alive. Handle them wrong and you get ghosted.

OBJECTION 4 "Just send me a proposal / an email."

What it really means: a soft no, or they want to compare you on price in a spreadsheet. Don't let the deal leave the call.

YOU SAY

"I can do that, but a PDF can't answer your questions and you'll just have more after reading it. We've covered everything a proposal would. **So instead of me chasing you for two weeks, let's decide right now whether this is a fit.** What's the one thing still standing between you and a yes?"

OBJECTION 5 "We tried an agency before and got burned."

What it really means: fear of risk. This is the easiest one to crush, because risk reversal is your strongest card.

YOU SAY

"I get it, and most agencies deserve that reputation. They take your money and hope. That's exactly why **we put $10,000 on the line**. You get the result, or you get paid. The last agency made you carry all the risk. We carry it for you."

THE AAA OBJECTION · FOR AI / AUTOMATION OFFERS

"So is a robot going to replace our team?" Don't defend the tech. Reframe to more revenue, not fewer jobs.

You say: "Opposite. It catches the 20-30% of leads your team misses right now, the ones calling after hours or while everyone's busy. **More booked appointments, not fewer people.** Your team closes the ones we book."

THE CLOSING LINE

When the objections are gone, ask once and stop: **"Sounds like the only thing left is to get started. Want me to send the agreement over now?"** Then silence. Let them say yes.

AgencyGod

THE NEXT STEP

THE SCRIPT WORKS. NOW FILL THE CALENDAR.

A script closes calls.
We book the calls.

The best close in the world does nothing against an empty calendar. AgencyGod installs the **done-with-you machine that books qualified calls every week**, so you have someone to run this script on. You close them. We back the outcome with the $10,000 guarantee: **you get the result, or you get paid $10,000.**

$10K GTD

The $10,000 Guarantee

We put $10K on the line. You carry none of the risk.

We cap onboarding at a handful of agencies a month so we can actually deliver. Every month you wait is another month of "let me think about it." Apply now while this month's intake is open.

Apply to AgencyGod →

Free 30-min strategy call · backed by the $10,000 guarantee

Apply now at **agencygod.com**