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**Igniting Your
Business Through
Modern Marketing
& Technology**



west

Scripting the Stats



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“Everything is selling. Nothing happens in this world, nothing comes into this world, until somebody makes a sale. If you don’t believe me, imagine where you would be if your father had not sold your mother on the idea.”

- *Richard Yates, Revolutionary Road*





Information Overload





Audience Insights

Finished with the age
of information **brokers**

Entered the age of
information **interpreters**



How do we share information in a thoughtful way?

The power of a script



Script Avoidance

- Don't want to spend the time

- Feels uncomfortable

- Afraid of sounding “salesy”, robotic or phony

- Want to be authentic



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How to effectively use a script



Internalize to reach unconscious competence



Key practice strategies

- Write it out
 - Chant
- Record and Listen
 - Role Play



What you say
matters –
how you say it
matters even
more

- Repeat and Affirm
 - Tonality
 - Downswing



Connected

- To your audience
- To your intended outcome



How to script the stats



Determine what matters to your audience

- Cold Read
- Ask calibrated questions



Share stat

- Establish Expertise
 - KISS



Share stat

➤ Establish Expertise

➤ KISS



NOT the band



Interpret

- Tie it to your value proposition
- Be the painkiller not the vitamin



Close for the next step

- Ask qualifying questions
- Bring it back to intended purpose



Follow-up

- Infographics
- Articles



Responding to stats

- Cold Read - “It sounds like”
 - “What I know is this”
 - Redirect



Don't overload -
Why buy the milk
if you can get the
cow for free

