

SALES BELIEF SYSTEMS

THE OFFICIAL

# The Setter Bible

MASTERY EDITION

*"The closer gets the glory. The setter gets the deal started."*

SALES BELIEF SYSTEMS | FOR INTERNAL USE

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# 01 Setter Mindset

Most people in sales think the closer is the most important person in the business. They are wrong. The setter is. Every single deal starts with a setter. A bad set means the closer is fighting uphill from the first second. A great set means the close is almost inevitable.

G A B R I E L

*I watched setters who made great closers look unstoppable and ones who sent them in blind. **A great set is half the close before the Zoom starts.** The setter is not support. The.*

T H E O N E J O B

**Your job is NOT to sell the programme.  
Your job IS to sell the next call.**

**Do that one thing brilliantly and everything else follows.**

♦ W H A T Y O U R R O L E A C T U A L L Y I S

You are not a telemarketer. You are the **first person a lead speaks to** from this organisation. Your energy, tone, and conviction determine how warm or cold that lead arrives to the closing call.

The setter gets 6 minutes to create curiosity, warmth, and urgency that makes someone actually show up. That is a harder skill than most people give it credit for.

## THE NON-NEGOTIABLES

**CONVICTION** **Believe this programme changes lives.** If you don't believe it, they will hear it. You cannot fake conviction. Build it by studying the results.

**EVERY LEAD** **Every lead is closable.** Old leads, cold leads, confused leads. Your job is to find the angle not decide the outcome before you dial.

**SPEED** **Contact within 5 minutes of booking.** Every minute you wait costs you. Speed is not optional it is the single biggest show rate variable.

**ENERGY** **You go first.** If you are flat, they will be flat. If you are curious and alive, they will open. You lead the energy always.

**LISTEN** **Listening beats talking.** The more they talk, the more ammunition you have. Your questions are worth more than your statements.

**AUTHORITY** **Come from authority, not apology.** You are not bothering them. They raised their hand. Come from that frame always.

## 02

## The 6-Stage Setting Call

Every setting call has six stages. You will not always hit them in order. Some leads will skip stages for you. But if you know the structure, you know exactly where you are and what comes next. That is where confidence comes from.

| #  | STAGE   | KEY QUESTION OR ACTION   |
|----|---------|--|
| 01 | OPEN    | Priority check "Are you still looking to [achieve their goal], or is that no longer a priority?" |
| 02 | WHY     | How long? What triggered the decision? What has been stopping you so far?                        |
| 03 | GOALS   | What does success look like? Where are you now? What does the gap allow you to do?               |
| 04 | QUALIFY | Available capital? Credit score? Credit card limit? Build the picture for the closer.            |
| 05 | COMMIT  | Are you in a place where you're willing to be a little uncomfortable to make this happen?        |
| 06 | BOOK    | Book the Zoom. Send the pre-call resource. Ask the why us question. Report to closer.            |

## THE ONE RULE NEVER FORGET THIS

**Your job is to sell the next call.  
Not the programme. Not the price. Not the features.  
Everything in this Bible serves that one goal.**

## ♦ HOW TO USE THE FRAMEWORK

These stages are a **navigation system**, not a rigid script. Real conversations jump around. Use the structure to know where you are and what comes next not to robotically follow a sequence. A setter who knows the framework always knows how to steer back when a call goes sideways.

# 01 The Open

STAGE ONE

The first 30 seconds tell you everything about what kind of call this is going to be. **Get yes's early. Establish authority. And nail down the one thing that tells you this person is still interested.**

G A B R I E L

**Every call you make is a rep.** Presence, tonality, authority — these are trained, not born. The opener sets everything. Own it from the first word and the call is already half won.

## ▶ THE PRIORITY CHECK USE THIS EVERY TIME

Do NOT say: "Hi, I saw you filled out a form do you have a minute?"

Say instead: **"Are you still looking to [achieve their goal], or is that no longer a priority for you?"**

No one says no. It forces a direct answer. It frames the call around their goal, not your script. And it gets the first yes immediately.

## GETTING EARLY YES'S WHY IT MATTERS

In the first 60 seconds, collect 2–3 agreements. By the time you ask them to show up to the next call, saying yes feels natural because they have already been doing it.

1 "Are you still looking to [their goal] or is that no longer a priority?" YES

2 "And you're in [location / timezone]?" YES

3 "Perfect and you've got a couple of minutes right now?" YES

## ◆ COME FROM AUTHORITY NOT APOLOGY

A common mistake is opening apologetically: "Sorry to bother you, I just saw you filled out a form..."

Instead: **own the call from the first word.** They raised their hand. They asked to hear from you. Come from that frame — warm, direct, confident.

# 02 STAGE TWO The Why

This is where the gold is. Once they confirm they're still interested, you want to understand their current situation and what **triggered them to take action now**. Do not rush this. The more they talk, the more the closer has to work with.

GABRIEL

**Most people have never been asked a real question by someone who genuinely cares about the answer.**

*Be that person on every call. The information they give you is the ammunition that closes the deal.*

## THE 3-PART WHY FRAMEWORK

**PART 1  
HOW LONG** How long have you been in your current situation? How long have you been thinking about making this change? **Pin it to a specific time.** 2 years. 5 years. 10 years. Numbers create weight.

**PART 2  
THE TRIGGER** What made you decide enough is enough? Was it a specific event, or did things just keep building up? **This gets them to give you the real emotional driver** not the logical surface answer.

**PART 3  
BOTTLENECK** What has been stopping you from making this move already? What things have you tried? **Once they tell you what stopped them, you can position the call as the solution to exactly that thing.**

### ▶ GETTING THEM TO TALK

After they tell you about their current situation:

"How long have you been doing that for?"

"And do you enjoy it, or is there a reason you're looking at something different?"

They will always follow with a "but" — and then comes the real answer. Even if they enjoy it, probe:

"I guess then why are you exploring this now?"

## READING THE LEAD

**WARM LEAD** Already done some research, has a specific goal, has urgency. Get in and out efficiently. They are ready to be booked.

**COLD LEAD** Vague interest, no clear goal, just browsing. Need more why-focused questions to surface urgency before going to goals.

**RESISTANT LEAD** Seems skeptical. Do not push harder. Get genuinely curious. Ask what they were hoping to find out. Curiosity disarms resistance.

# 03

## STAGE THREE

# Goals & Gap

Once you know where they are and why they want to leave, you need to understand **where they want to go**. Then hold up both pictures side by side and let them feel the distance. That distance creates urgency naturally, without pressure.

### ▶ THE GOALS SEQUENCE

#### Step 1 Get the number:

"What would success look like for you in the next 12 months?"

#### Step 2 Get the gap:

"Got it. And just so I can understand the picture where are you right now?"

#### Step 3 Make the gap emotional:

"So that additional [X] what would that actually allow you to do?"

This final question is the most important. Let them describe the life they want. The more they say out loud, the more they have sold themselves. You do not need to sell anything they will do it for you.

### ▶ THE GAP QUESTION ZERO RESISTANCE VERSION

After they tell you their goal:

"Got it. And where are you right now just so I can see the gap?"

This has been used on thousands of calls with zero pushback. You are not asking for personal financial information. You are asking them to show you the distance to their own goal. Nobody resists that framing.

### FLIP OUTCOMES INTO PROBLEMS

Most prospects give you goals, not problems. Your job is to flip the goal into a gap immediately.

### PAIN PROSPECTS VS COST PROSPECTS

Diagnose which type you are speaking to — the approach is different.

#### PAIN PROSPECT

Sound like: "I need to make a change." "I'm stuck." "I've been trying to figure this out." High urgency. They feel the problem daily. **Go deep on the pain. Time-stamp it. Let it sit.**

#### COST PROSPECT

Sound like: "Things are okay, but I want more." "I'm doing alright." Lower urgency. Already seeing some success. **Show them the cost of staying where they are how much they're leaving on the table.**

### ◆ THE COST PROSPECT REFRAME

"The question isn't whether you're doing okay we know you are. It's how much you're leaving on the table every [month/year] by not having the full picture. Are you okay with that number?"

**Both pain and cost are emotional states. If you can put someone in either emotional state, they will make a decision.**

# 04 STAGE FOUR Qualification

This is the part most new setters avoid because it feels awkward. **It is not awkward if you frame it right.** You are not checking if they can afford it. You are trying to understand how you can help them best so the closer can build the right plan.

## TRUE VS FALSE OPPORTUNITY KNOW THE DIFFERENCE

**TRUE OPPORTUNITY** Prospect has an active problem. They have named it, felt it, and shown urgency or frustration. They want a solution and they are not okay staying where they are. Book with confidence.

**FALSE OPPORTUNITY** Prospect is vaguely curious. No clear problem, no emotional investment, just browsing. Wanting a solution is different from needing help. Dig deeper before you book or you hand the closer a ghost.

### THE DEFAULT RULE

**An imperfect set with most boxes checked is still valuable.**  
**A set where the closer has extra work to do is better than a missed opportunity.**  
**Always default to setting.**

## NEVER DROP THE PRICE THE CHECK BEHIND TECHNIQUE

If a prospect asks for the price during a setting call, it is almost always a signal that they have perceived it as a sales call or there is a financial concern behind the question. **Do not give the price. Find out what is behind the question first.**

### ▶ THE CHECK BEHIND TECHNIQUE

*"That's an interesting question where does that come from? Is there a specific context?"*

*If they push:*

*"I totally understand. I'd hate to throw a number at you before I even know what you need, because we do have different levels of support and investment varies based on what fits you. What I can tell you is it's in the [X] range but that's exactly what [closer name] will walk you through."*

*If they keep pushing:*

*"Can I ask where it's coming from? Is it that you have a specific budget in mind, or something else?" Then respond to the actual concern, not the price.*

If it's a budget concern: "I would hate for a number to get in the way of something that could genuinely change your situation. Let's figure out if this is even the right fit first then we'll make it work."

### ◆ WHY YOU NEVER DROP PRICE AS A SETTER

The moment you give the price, everything the closer says from that point forward gets measured against it in the prospect's head. **Every feature, every pillar, every benefit lands as: "Is this worth [X]?"**

The closer's job is to build so much value that the price feels inevitable not like a wall. Let them do that work. Your job is to get the lead to the call alive and warm.

### ◆ THE 3 THINGS YOU MUST GET

**1. Available capital to invest in themselves**

# 05

## STAGE FIVE Commitment

Before you book the call, you want to lock in a moment of commitment. **Not to the programme to change.** This is what separates a lead who shows up from one who ghosts. Make them feel the possibility of where they are going, then tie the next call to that possibility.

G A B R I E L

*The night I decided to walk away from architecture, nobody could have sold me on staying. I had made a real decision not a maybe. **A real decision feels different.** It has weight.*

### ▶ THE COMMITMENT LANGUAGE

*"Whenever you look at all the people who are in the position you want to be in the top earners, the ones who have the freedom you want they all made a decision at some point to stop waiting and start moving."*

*"Based on everything you've told me, it sounds like that moment for you is now."*

*"Are you in a place mentally where you're willing to be a little uncomfortable so that we can actually make this happen?"*

*They say yes:*

*"Perfect. Because what we've built is designed for exactly where you are."*

You are not closing them on the programme here. You are closing them on their own readiness to change. The next call becomes the natural next step.

### ◆ SELL DISCOMFORT BEFORE YOU SELL THE CALL

A powerful frame: the investment is going to feel uncomfortable. The process is going to require work. Acknowledge it before they get on the closing call.

*"Look, I'll be honest with you making a financial investment in yourself right now is going to feel uncomfortable. That's completely normal. But as you know, discomfort is where growth happens."*

*"So the question is are you in a place where you're willing to do that?"*

**When they say yes to discomfort, buyer's remorse after the call drops dramatically. They've already agreed the uncomfortable feeling is part of the process.**

### THE "THEY'LL DO IT ANYWAY" REFRAME

When a prospect is hesitant about investing, this reframe removes the false choice they are presenting themselves. Use it when they resist financially or say they'll figure it out alone.

### ▶ THE REFRAME SCRIPT

*"Would it be fair to say that regardless of whether you work with us or not, you're still going to try to [achieve their goal] this year?"*

*"Yeah, of course."*

*"So the question isn't really whether to pursue this because you're already doing that. The question is whether you're going to do it with the right strategy, or without it. And every [attempt/month/deal] without the right knowledge is just costing you time and money you won't get back."*

# 06 STAGE SIX Book the Call

You have the current situation. You have the goals. You have the qualification data. Now you **close them on showing up to the Zoom**. Make it sound like the most natural and obvious next step in the world and then execute the tie-down so they actually appear.

## 3 THINGS THAT MUST BE PRE-INSTALLED BEFORE THE CLOSING CALL

Before you book, make sure these three things are in place. Without them, the closer spends the first 30 minutes doing your job for you.

### 1. PROBLEM AWARENESS

The prospect has named their problem and described why it matters to them personally. Not just "I want more money." They've said why they're not okay where they are.

### 2. VEHICLE CLARITY

The prospect understands what they're being offered and why it fits them. Without this, the closer must first sell the concept before selling the programme.

### 3. BRAND TRUST

The prospect knows, likes, and trusts the brand or owner. Even something as simple as "I like the content" or "I relate to the story" is brand trust. This is the cherry on top.

## HOW TO FRAME THE CLOSING CALL

### EDIFYING THE CLOSER BUILD GENUINE AUTHORITY

#### ► EDIFICATION SCRIPT

*"[Closer name] has been doing this for [time] and consistently gets exceptional results for clients. They don't just speak to anyone and based on what you told me, I actually think you'd be a perfect fit, because you and them have a similar story."*

*"Just being on the call with them will be one of the best uses of your time this week regardless of any decision you make because they'll leave you with the clearest advice on exactly what your next step should be."*

Why this works: the prospect arrives expecting value, not a pitch. They show up with respect for the closer before the call even begins. That authority makes every stage of the close easier.

## KEEP THEM ON THE PHONE THE FULL TIE-DOWN SEQUENCE

### THE MOST IMPORTANT THING IN THIS SECTION

**Once you cut the phone they are gone.  
Do not hang up until every step below is complete.  
Each step is a micro-commitment. Each one makes it psychologically harder to no-show.**

- 1 **Book the time.** "I've got a spot at [time]. Are you good for that?" Confirm date, time, and timezone.
- 2 **Get them to save your number.** "Just save my number so when I message you, you know it's me not just a random number." Do this while they're on the phone.
- 3 **Send the pre-call resource on the call.** "I'm sending it right now can you see it?" Wait for confirmation. Do not say you'll send it later.

## 09

## Payment Options for Setters

You don't need to know every detail of how payments work that's the closer's job. But you need to know enough to qualify a lead properly and communicate the right information. Here is what you need.

## THE THREE QUESTIONS YOU MUST ASK

- 1 **Capital:** "What do you have available to invest into yourself right now?" (savings or accessible cash)
- 2 **Credit score:** "What is your credit score roughly?"
- 3 **Card limit:** "And what is the limit on your credit card?"

## THE HARD LIMIT MEMORISE THIS

**Credit card maximum: 2k. We cannot process more. Hard limit. No exceptions.**

**So when you ask for the card limit, you are checking one thing:  
Do they have at least 2k available on the card right now?  
Anything beyond 2k must come from savings, BNPL, or loan options.**

## SETTER CREDIT QUICK REFERENCE

| SCORE                 | STATUS      | YOUR ACTION  | OPTIONS AVAILABLE                                  |
|-----------------------|-------------|--|--|
| 600+                  | Green Light | Push confidently to closer                                 | Payva, Upstart (with income), credit card (2k max) |
| Below 600 + capital   | Conditional | Book only if savings or card available. Communicate fully. | Card (if limit available) + creative split         |
| Below 600, no capital | Do Not Book | End the call politely                                      | Not a good fit at this time                        |

## ● REAL EXAMPLE

## NEVER DECIDE BASED ON CREDIT SCORE ALONE

A prospect said their credit score was around 550 with very limited savings. But the setter asked about the limit on their credit card it was 15k available. Even though the score was lower, the card limit confirmed.

**LESSON:** Never decide someone can't afford it based on credit score alone. Always ask for the limit. Always book if intent is there and capital exists.

## ◆ YOUR ROLE IN PAYMENT

Your role is **data collection, not deal structuring**. Get the three numbers. Communicate them clearly to the closer. Let the closer build the creative plan. The better your data, the better they can close.

# 10 Tonality & Conviction

Two people can say the exact same line and get two completely different results. That is tonality. It is not just what you say it is how you say it. This is the section most setters underinvest in. Master it and everything else improves.

G A B R I E L

*Sales built me into someone more expressive, more courageous, and more convicted than I ever was before.*

*Reps on Zoom calls with strangers across the world made me fluent in presence, tonality, and human psychology.*

## THE FOUR TONALITY LEVERS

### PACE

Slow down on key questions. Speed up when describing what's possible. Pausing after a question forces them to sit with it. Rushing past it lets them off the hook.

### PITCH

Come up when excited or curious. Stay level when being direct. Rising pitch signals enthusiasm. Flat pitch signals authority. Use both intentionally.

### VOLUME

Drop your voice when you ask the most important question. It makes them lean in. It makes the moment feel significant. Quiet confidence closes more than loud enthusiasm.

### CONVICTION

This is the one that cannot be faked. If you genuinely believe this programme changes lives, your voice will carry that without any technique. Study the wins. Feel it.

### ♦ MIRRORING ENERGY VS LEADING ENERGY

There is a difference between matching someone's tone to build rapport and mirroring their low energy until the call goes nowhere.

You are allowed to match them for a few seconds. But your job is to **lift them**. If they are flat, be a little warmer and more curious. If they are anxious, be calm and certain. If they are resistant, be genuinely curious not defensive.

**You lead. They follow. That is the frame.**

### ♦ WHY PAUSING WORKS

One of the most powerful things a setter can do is **pause after asking a meaningful question**. Not because of a technique because it communicates that the question actually matters and deserves a real answer. Most people are never asked real questions. Give them a moment to think. Then let them talk.

### ● PRACTICE EXERCISE

#### TONALITY EXERCISE DO THIS WEEKLY

Record your own calls. Listen back with the sound on and eyes closed. Not looking at what was said just feeling the energy. Ask yourself:

- Did I sound like I was asking or reading from a script?
- Was.

# 11 Show Rate Mastery

A booked lead who doesn't show up is wasted time for everyone. The most successful setters are not just the ones booking the most calls they're the ones with the highest show rates. Here is how to get there.

## WHY LEADS GHOST

- NO URGENCY** They agreed to attend but felt nothing. The setting call created a booking but not a commitment. No emotion = no show.
- COLD ARRIVAL** No pre-call resource was sent or watched. They show up cold, unprepared, and mentally in a different place to where they need to be.
- TIME GAP** Too much time between the set and the Zoom. Dopamine faded. The decision they made on the call is not as clear-cut a day later.
- WRONG FRAME** The lead felt they were agreeing to a sales call, not a planning session. Frame the Zoom as a gift not a pitch.

### THE PRE-CALL RESOURCE IS NOT OPTIONAL

**After every booking, send it immediately.**  
**A lead who has engaged with the pre-call resource is warmer, less resistant, and already partially convinced by the time they show up.**

**This one habit alone moves show rate significantly.**

## SPEED TO LEAD TRIAGE CALL

### ▶ THE TRIAGE CALL OPENER

*"Hey [Name], this is [Your Name] I can see you just booked in for a call with our team and I just wanted to quickly touch base. Are we still good for [time]? Just want to make sure we've got you locked in."*

*Once confirmed:*

*"Perfect. I'm sending over a short resource right now just go through that before your call and you'll be in a great position to get everything out of the session. Does that work for you?"*

## THE NO-SHOW PROTOCOL

- 1 Immediately after no-show: call and leave a warm, personalised message
- 2 Send a personalised SMS referencing something specific from their application or initial call
- 3 48 hours later: send a second touchpoint with a specific resource or insight
- 4 Day 5: final outreach call warm, not salesy "I just wanted to check in"

# 12 Real Call Breakdown

Study how a strong setter moves through the stages, what questions they use, and what makes the call work. Every element here reflects real patterns from real calls generalised so you can apply them to your own conversations.

## ● PHASE 1 THE OPEN (0-60 SECONDS)

### HOW IT OPENED

The setter opened by confirming the lead was still interested in solving their problem. This got the first yes immediately and set the frame for everything that followed.

The lead had seen the content before but had not taken action. Rather.

**ANNOTATION: Opening with the priority check + time gap question gives you the entire emotional context of the call in 90 seconds.**

## ● PHASE 2 THE WHY (1-4 MINUTES)

### SURFACING THE REAL PAIN

The lead was currently in a situation that was no longer sustainable physically, financially, or emotionally. The setter did not rush past this. They paused. Asked a follow-up:

"And how long has that been the situation?"

Then: "What impact is."

**ANNOTATION: Emotional impact questions early create urgency that makes the next call feel necessary, not optional.**

## ● PHASE 3 GOALS & BOOKING

### GETTING THE NUMBER AND THE EMOTION

When asked about their target, the lead gave a number. The setter immediately followed with: "And where are you now?" Then: "So that additional income what would that change for you?"

The lead described wanting to contribute equally, support.

**ANNOTATION: The why us question at the end is a commitment device. People who can articulate why show up. People who cannot, often don't.**

# 13 Common Pitfalls

Every pitfall below has been observed on a real setting call. Study them. Notice them in your own calls. Fix them one at a time even improving one changes your numbers significantly.

## 01 PITCHING THE PROGRAMME

**THE MISTAKE:** Explaining features, certifications, and programme details during a 6-minute setting call.

**THE FIX:** Your job is to sell the next call, not the programme. Leave the details to the closer. Tease the value don't deliver it.

## 02 FLAT MONOTONE ENERGY

**THE MISTAKE:** Mirroring the lead's low energy and letting the call drift with no direction or emotion.

**THE FIX:** You lead the energy. If they are flat, be warmer and more curious than they are. Energy is contagious both ways make sure it's going in the right direction.

## 03 ACCEPTING VAGUE ANSWERS

**THE MISTAKE:** Moving on when someone says "I'm just checking it out" or "not sure yet".

**THE FIX:** Probe immediately. "What made you check it out?" is always the next question. Vague answers contain the real story. Dig.

## 04 SKIPPING THE WHY US QUESTION

**THE MISTAKE:** Booking the call and ending without getting the lead to verbalise why they are interested.

**THE FIX:** End every call with the why us question. Leads who say it out loud show up. Leads who don't, often ghost.

## 05 NOT SENDING THE PRE-CALL RESOURCE

**THE MISTAKE:** Booking the call and letting the lead arrive cold without any context or preparation.

**THE FIX:** Send the pre-call resource before you hang up. Confirm they received it. A warm lead closes at a dramatically higher rate.

## 06 CALLING TOO LATE

**THE MISTAKE:** Seeing a new booking and calling 45 minutes later because you were busy.

**THE FIX:** Speed to lead is non-negotiable. 5 minutes. Signal to the team you are dialling. First to move, first to earn.

## 07 QUALIFYING WITHOUT FRAMING

# 14 Quick Reference

Keep this open before every dial session. Read it. Reset. Then go.

## BEFORE YOU DIAL

- Review the offer know it cold, know why it works
- Set your intention: I am here to help people, not fill a quota
- Check your energy flat? Go for a 5-minute walk first
- Know your target: 3 quality sets today
- Phone away. Distractions kill tonality.
- Signal the team when you start dialling a lead
- Contact every new booking within 5 minutes

## DAILY KPIS

|                                     |  |
|-------------------------------------|--|
| <h3>5min</h3> <p>SPEED TO LEAD</p>  | <h3>3</h3> <p>SETS PER DAY</p>               |
| <h3>1</h3> <p>CALL REVIEW DAILY</p> | <h3>100%</h3> <p>PRE-CALL RESOURCES SENT</p> |

## CREDIT QUICK REFERENCE

| SCORE                 | ACTION             |
|-----------------------|--------------------|
| 600+                  | Green Book         |
| Below 600 + capital   | Book + communicate |
| Below 600, no capital | Do Not Book        |

Card limit is separate from score. Always ask for both.  
 Credit card: 2k MAXIMUM hard limit, no exceptions.

## THE IDEAL SET MENTAL CHECKLIST

- Problem awareness** Prospect has named their problem and described why it matters to them personally
- Emotional impact** Shown frustration, urgency, or desire to change not just surface acknowledgement
- Vehicle buy-in** Believes this is the right path to their goal
- Desire for help** Said in their own words they want support, guidance, or a faster path
- Brand trust** Expressed positive familiarity with the brand or owner

## POWER LINES COMMIT TO MEMORY

- " Are you still looking to [their goal] or is that no longer a priority?"*
- " How long have you been in that situation? [then silence]"*
- " What made you draw the line in the sand and actually book today?"*
- " Does that mean you're currently not on track to do that?"*
- " So that additional [X] what does that actually allow you to do?"*
- " Are you in a place where you're willing to be a little uncomfortable?"*
- " Why do you feel we'd be a good fit for you specifically?"*
- " That's an interesting question where does that come from? [on price]"*

## THE 6 STAGES AT A GLANCE

| # | STAGE | CORE ACTION |
|---|-------|-------------|
|   |       |             |

# 15 Reading Leads in 30 Seconds

By the time a lead has finished their first two sentences, you should know what kind of call this is. Warm, cold, or resistant. Each requires a different approach from the very first word. Here is how to read it fast.

## THE THREE LEAD TEMPERATURES

### Hot Lead

**Signals:** Gives specific goals immediately. Mentions they've been watching content or done research. Has a clear urgency. Answers directly.

**Approach:** Move quickly. They are ready to be booked. Do not over-qualify you are confirming, not building. Get to the commitment and book fast.

### Warm Lead

**Signals:** Interested but vague. Says things like "I've been thinking about it" or "I'm looking into options." No clear urgency yet.

**Approach:** Spend more time in the Why stage. Surface the trigger. Find the real reason they are looking. Once you have it, the rest moves naturally.

### Cold Lead

**Signals:** Short answers. Low energy. "Just checking it out." Doesn't remember booking.

**Approach:** Do not try to push into the framework immediately. Ask: "What made you look into this in the first place?" Get curious. One real answer changes the entire energy of the call.

### ♦ READING THE ENERGY ON THE FIRST QUESTION

Ask: "Are you still looking to [their goal], or is that no longer a priority?"

**Energetic yes:** Hot or warm lead. Move with purpose.

**Hesitant or vague:** Warm to cold. Go to curiosity mode. "What made you look into this?"

**Confused or dismissive:** Cold lead. Do not proceed robotically. Get them to re-engage before moving forward.

Reading this in the first 30 seconds saves you from treating every call the same way which is the fastest way to lose warm leads and waste time on cold ones.

### THE DEFAULT RULE FOR COLD LEADS

**Never give up on a cold lead in the first 2 minutes. The ones who open slowly are often the most committed once you find their trigger. One real answer changes everything.**

# 16

## Five Questions That Open Leads

These five questions have one job: get the lead to tell you something real. Not a surface answer. Not "I just want to earn more." The real reason, in their own words. Master these five and your discovery stage will never go cold.

Q 1

**"What made you look into this in the first place?"**

Finds the trigger. Works on any lead at any temperature. Opens doors that nothing else does.

Q 2

**"How long have you been in that situation?"**

Time-stamps the pain. Makes vague discomfort into a specific reality. Two years feels different to "a while."

Q 3

**"And do you enjoy it, or is there something about it that pushed you to explore something different?"**

Creates the opening for honest conversation. Almost nobody says "I love it." The "but" that follows is the gold.

Q 4

**"What's been stopping you from making this move already?"**

Gets to the real bottleneck. Use this when someone has clearly been thinking about this for a while but hasn't acted.

Q 5

**"What would it actually mean for your life if you could pull this off?"**

Gets below the surface goal to the real emotional driver. Family, freedom, identity, legacy. This is what the closer uses to close.

### ◆ THE RULE OF ONE QUESTION AT A TIME

Never ask two questions in one breath. One question. Silence. Full answer. Then the next. Stacking questions signals you are following a script, not listening. Single questions with genuine curiosity behind them feel like a real conversation.

**The lead who talks most closes most.** Your questions create the space for them to do that.

### ● PRACTICE

#### THE FOLLOW-THE-EMOTION RULE

Whenever a lead uses an emotionally charged word, follow it immediately. "You said stressful. What does that actually look like for you?"

They described it as frustrating? "Why frustrating specifically?" Every emotional word is a door. Walk through it.

**The setters who find the real story are the ones whose leads show up already convinced.**

# 17 Getting Them to Sell Themselves

The most powerful selling a setter can do is the kind where they are not selling at all. When a lead says out loud, in their own words, why they want this and why now is the right time they have sold themselves. Your job is to create the conditions for that to happen.

## ▶ THE SELF-SELL SEQUENCE

### **Step 1 Get the goal in their words:**

*"What would success actually look like for you 12 months from now?"*

Let them describe it in full. Do not summarise or rush.

### **Step 2 Make the gap emotional:**

*"And where are you right now, compared to that?"*

*"So that gap what does closing it actually allow you to do that you can't do today?"*

These questions make the gap feel real. They are not describing a number. They are describing their life.

### **Step 3 Get them to verbalise the why:**

*"Based on what you've told me, why do you feel this is the right move for you right now?"*

Let them answer. Whatever they say is the exact thing the closer will use to close the deal. Treat this like gold. Write it down.

### **Step 4 Reinforce their answer:**

*"I'm glad you said that. Because that's exactly the kind of person this is designed for."*

## ◆ THE PRINCIPLE BEHIND THIS

People believe what they hear themselves say more than anything a setter tells them. When a lead articulates their own reason for wanting this, they arrive to the closing call already sold. They are not going to convince themselves out of something they already convinced themselves into.

**Your job in the Goals stage is not to tell them why this is a good idea. It's to ask the right questions so they tell you.**

# 18 Financial Qualification Mastery

The financial qualification stage is where most setters lose confidence. They either skip it entirely or make it sound like a credit check. Here is how to handle money conversations naturally, without resistance.

## READING THE FINANCIAL HESITATION

### HESITATION TYPE 1 "I'M NOT SURE"

Usually means they have money but are unsure if this is worth it. Don't address the financial question yet. Go back to desire. Re-establish the value before you revisit numbers.

### HESITATION TYPE 2 "IT'S A LOT"

You haven't dropped the price as a setter so they're imagining the number. Reframe immediately: "What I can tell you is the investment varies depending on what fits you. Let's not let an imagined number get in the way of a real conversation."

### HESITATION TYPE 3 "I DON'T HAVE IT"

Ask about the card limit specifically. People often say they don't have savings but have significant credit available. Never accept "I don't have it" without checking all three sources.

### HESITATION TYPE 4 AVOIDANCE

They redirect or change the subject when money comes up. This almost always signals financial anxiety, not absence of funds. Come from warmth: "I'm not here to put anyone in a bad spot. I just need to understand where you are so we can build the right plan."

## ► THE WARM TRANSITION INTO QUALIFICATION

*"Before I book you in, I just want to make sure I'm setting you up properly. The people who get the most out of this come in with a plan. Can I ask you a few quick questions?"*

*"What do you have available to invest in yourself right now?"*

*"And what's your credit score roughly?"*

*"And the limit on your credit card?"*

Framing it as "setting you up properly" removes the interrogation feeling. You are not checking if they can afford it. You are making sure they get the right experience.

# 19 Advanced Commitment Scripts

Getting a lead to commit to change before the closing call is one of the highest-leverage things a setter does. These scripts go beyond the basics. Use them when the standard commitment language doesn't fully land.

## ▶ WHEN THEY ARE ON THE FENCE

*"I'm going to be honest with you. The people who show up to this call and get the most out of it are the ones who come in having already made a decision in their own mind that enough is enough."*

*"Are you that person? Or are you still in the exploration stage?"*

If they say exploration: *"That's completely fine. But let me ask: what would it take for you to get out of the exploration stage and into action? Because you've been exploring this for [their timeframe] already."*

## ▶ THE COMFORT ZONE CHALLENGE

*"Can I share something with you? The people who get results with this all have one thing in common. They reached a point where staying comfortable became more uncomfortable than making a change."*

*"Have you hit that point yet? Or are you still in a place where the discomfort of changing feels bigger than the discomfort of staying the same?"*

This question requires a real answer. Most leads who book a call have already crossed that line. Getting them to say it out loud cements the commitment.

# 20 Making the Zoom Irresistible

The way you describe the closing call determines whether the lead shows up open or closed, excited or reluctant. Most setters undersell it. Make it sound like the most valuable conversation they will have this week because it is.

## ▶ THE FULL BOOKING LANGUAGE

*"What I want to do is get you on a call with [closer name]. They are genuinely exceptional at what they do they've worked with people in exactly your situation and have a track record of getting real results."*

*"The call isn't a pitch. It's a deep-dive into your specific situation. They will give you a clear plan for where you should go from here and if we're the right fit, they'll walk you through what that looks like. If not, you'll still leave with more clarity than you came in with."*

*"The most valuable thing you can do right now is show up to that conversation fully committed. The people who get the most out of it are the ones who come in having already decided that they're done waiting."*

*"Does [time] work for you?"*

## ◆ WHAT EVERY BOOKING DESCRIPTION MUST DO

1. **Build genuine authority around the closer** not fake hype, real respect
2. **Frame the call as value, not a sale** they are receiving something, not being sold to
3. **Set an expectation of preparation** leads who come prepared show up differently
4. **Create anticipation** make them want to show up, not just agree to show up

## THE SHOW RATE RULE

**A lead who is excited about the call is a lead who shows up.**

**A lead who just agreed to a call is a lead who probably won't.**

**The booking language is the difference between those two outcomes.**

# 21 DM Setting Scripts

DM setting has one goal: move the conversation from a screen to a call. Not pitch. Not qualify. Not close. Just move. Every message you send should have a clear next step and a reason for the lead to respond.

## INSTAGRAM COLD DM THE OPENING

### ▶ OPENING DM FOR ENGAGED FOLLOWER

*"Hey [Name] noticed you've been engaging with the content. Quick question: are you actively trying to [achieve their goal] or just keeping an eye on things for now?"*

This works because it asks a question that forces a real answer. "Just keeping an eye on things" is an honest answer that still opens a conversation. "Actively trying" immediately qualifies them.

## INSTAGRAM / WHATSAPP WARM LEAD FOLLOW-UP

### ▶ DM FOR SOMEONE WHO WATCHED A STORY OR CLICKED A LINK

*"Hey [Name] saw you checked out [content / link]. Are you looking to [goal], or just curious about the space?"*

Simple, direct, and respectful of their time. No long openers. No pitches. Just a question that tells you where they are.

## RESPONSE HANDLING WHEN THEY SAY "JUST CURIOUS"

### ◆ THE DM RULES

- 1. Always end with a question** every message needs a clear response trigger
- 2. Never pitch in the DMs** the only close in DMs is getting them on a call
- 3. No more than 3 messages without a response** if they have not replied after 3, wait 48 hours then try a different angle
- 4. Keep it short** long DMs feel like marketing emails. Short ones feel like real people.

# 22 DM to Call Transition

Moving someone from a DM conversation to a booked call is where most DM setters lose momentum. They either transition too early, or they let the conversation drag until the lead loses interest. Here is the exact sequence.

## ▶ THE TRANSITION TRIGGER

You are ready to transition to a call when you have two things confirmed:

1. They have a genuine goal or problem
2. They have shown interest in solving it

Once you have both:

*"Based on what you've shared, it sounds like this is actually relevant for where you're at. I don't want to keep going back and forth over messages would it make sense to jump on a quick call so I can get a proper picture of what you're working with and see if we can actually help? It's 10 to 15 minutes."*

The key phrase is "I don't want to keep going back and forth." This frames the call as a convenience, not a sales step.

## ▶ WHEN THEY ARE HESITANT ABOUT A CALL

*"Totally fine if you prefer to keep it here for now. I'll ask you one more question: what specifically would make you feel like it's worth 10 minutes of your time?"*

Whatever they answer is your next message. Address it directly. Then ask again for the call.

## ◆ THE WHATSAPP BOOKING MESSAGE WHEN THEY SAY YES

"Perfect. I'll send you a link to pick a time that works. Just one quick heads-up the person you'll be speaking with is [closer name] and they're genuinely good at what they do. Show up with your camera on and be ready to be honest about where you are. That's the only thing that makes these calls useful."

**This pre-frames the call, builds authority for the closer, and sets an expectation of engagement. All three are show-rate builders.**

## 23

## Objection: "How Much Is It?"

When a lead asks for the price during a setting call, there is always something behind the question. Never answer it directly. Find what is behind it first. Then you can respond to the actual concern rather than the surface question.

## WHY YOU NEVER DROP THE PRICE AS A SETTER

**Once the price is in their head, every single thing the closer says gets measured against it. The closer builds value across 45 minutes. You would be undoing that by giving a number in 30 seconds without any of the value built around it.**

## ▶ THE FULL RESPONSE SEQUENCE

**Step 1 Find what is behind it:**

*"That's actually a good question where does that come from? Is it that you have a specific budget in mind, or just wanting to know what you're getting into?"*

Listen. Their answer tells you what to address.

**Step 2a If they have a budget concern:**

*"I'd hate for a number to get in the way of something that could genuinely change your situation. We do have different levels of support, and what you need will depend on your specific goals. That's exactly what the call is designed to figure out."*

**Step 2b If they are just curious:**

*"Investment varies depending on what makes sense for you specifically. What I can tell you is it's designed to be accessible for the right people, and the call will give you a clear picture. Does [time] work for you?"*

**Step 3 If they push further:**

*"Can I be honest? I don't want to throw a number at you before I even know what you need because it would mean nothing without the context. Give the call 30 minutes and you'll have every answer you need."*

## 24

## Objection: "Need to Think"

When a lead says they need to think about booking a call, there is almost always a specific concern behind it. Find the concern. Handle the concern. Then re-offer the booking. Do not let the call end without knowing what they actually need to think about.

## ▶ RESPONSE SEQUENCE

**"Of course. What specifically do you want to think through?"**

Wait. Do not fill the silence. Most leads will either name the real concern or realize they don't have a concrete one.

**If they name a concern:**

*"That makes sense. Let me address that right now, because the call is actually the best place to get that fully answered by someone who deals with this every day."*

**If they stay vague:**

*"Here's what I find: when people say they need to think about it, it's usually that something hasn't been answered yet. What's the main thing you're uncertain about?"*

**The pattern interrupt:**

*"Here's the thing about the call you're not committing to anything by showing up. You're just giving yourself the information to make the best decision. That's what you'd be thinking about it to get to anyway. So why not get there faster?"*

## ● INSIGHT

## THE CALL AS A THINKING TOOL

Reframe the closing call as the thinking process, not a decision they're making. "The call IS the thinking. It's the clearest 30 minutes you can spend on this right now." This removes the psychological hurdle of "I need to decide."

**Most people who need to think are actually trying to avoid making a decision without enough information. Give them the information. That's the call.**

## 25

## Objection: "Not Ready Yet"

This objection almost always means one of three things: they haven't felt enough pain yet, they don't believe they can do it, or they are waiting for a circumstance that may never arrive. Your job is to figure out which one and address it directly.

**NOT READY  
BECAUSE:  
NOT ENOUGH  
PAIN**

Go back to the Why stage. "What would need to get worse before you felt ready? Because I've seen people wait for that moment and by the time it arrives, they wish they had moved sooner."

**NOT READY  
BECAUSE:  
DOUBT IN  
THEMSELVES**

"Can I ask what 'ready' looks like to you? Because from what you've described, you clearly know what you want. What's missing?" Most will say confidence or certainty. Those are built through action, not waiting.

**NOT READY  
BECAUSE:  
WAITING FOR  
CIRCUMSTANCES**

"What specifically needs to change for you to feel ready? Give me the one thing." Once they name it, explore it: "And when does that thing realistically arrive? Because if it's six months away, what happens in those six months?"

► **THE READY QUESTION**

*"Here's a question for you: have you ever been ready for anything important? Starting a job, making a big move, any major decision? Or did you do it anyway because the cost of not doing it was too high?"*

Almost everyone will say they weren't fully ready. That's the point.

*"Ready isn't a feeling. It's a decision. And the only thing that creates it is taking the step. The call is the step."*

# 26 Objection: "Tried Before"

Past failure is a real objection. Honour it before you reframe it. A lead who has invested before and not gotten results is operating from genuine caution. They need to feel understood before they will open up to a new possibility.

## ▶ THE SETTER'S RESPONSE SEQUENCE

### **Step 1 Honour it:**

*"I actually respect that. It tells me you've taken this seriously before, and that you know what you want you just haven't found the right vehicle yet."*

### **Step 2 Diagnose what actually failed:**

*"What happened with the last one? Was it the support, the content, the community, or something else?"*

Let them answer fully. Whatever they say is what to position the call against.

### **Step 3 Reframe the attempt:**

*"So it wasn't that growth doesn't work for you. It's that that particular approach didn't have [what they said was missing]. That's not a failure on your part. That's information."*

### **Step 4 Bridge to the call:**

*"This is exactly why the call is worth 30 minutes. Because [closer name] has seen every version of that situation and knows exactly what the difference is. The least you can do is hear what they say. If it doesn't make sense, you walk away with nothing lost."*

## THE RULE ON PREVIOUS INVESTMENTS

**Never say "this is different." Show them it is different by asking about what failed and addressing it specifically. "Different" is a claim. Specificity is proof.**

# 27 Objection: "No Time"

Everyone has time for what they prioritise. When someone says they don't have time, they are usually saying one of two things: they are genuinely overwhelmed, or they don't see the value clearly enough yet. Handle which one you are dealing with.

## GENUINELY OVERWHELMED

"I hear you your plate is full. Can I ask: what does your situation look like in 3 months if nothing changes? Because the goal of the call isn't to add more to your plate. It's to remove things from it permanently by getting the income side handled."

## DOESN'T SEE VALUE YET

"What would make the 30 minutes feel worth it to you? Because I can tell from what you shared earlier that the [their goal] isn't optional for you. This is the fastest path to making it happen."

### ▶ THE REFRAME

*"You said you've been in this situation for [X months]. In that time, how many 30-minute investments have you made specifically in solving this problem?"*

They will almost always say none or very few.

*"So the time problem isn't really about 30 minutes. It's about whether this is actually a priority. And based on what you just told me, it clearly is. So let's protect 30 minutes for it."*

*"I've got tomorrow at [time] or [time]. Which works better?"*

### THE SETTER'S RULE ON TIME OBJECTIONS

**When someone says they have no time, they are really telling you the value hasn't been made clear enough yet. Your job is to make the call feel like the most valuable 30 minutes they can spend this week. Make it feel urgent, specific, and genuinely valuable.**

## 28

# Advanced Show Rate System

A 70%+ show rate is not an accident. It is a system. Every step below contributes. Skip any one and your show rate drops. Build the habit of doing all seven consistently and your pipeline becomes predictable.

## THE 7-POINT SHOW RATE SYSTEM

### 1. SPEED

Contact within 5 minutes. Every minute of delay costs show rate. The lead is at peak engagement the moment they book. Catch them there.

### 2. COMMITMENT

Get a genuine commitment on the call. Not just "yes, I'll show up." They need to feel invested in the outcome of the Zoom, not just scheduled for a time slot.

### 3. PRE-CALL RESOURCE

Send it before you hang up. Confirm they received it. A lead who has engaged with the content is already partially sold. This is not optional.

### 4. SAVE YOUR NUMBER

Get them to save your name in their phone while they are on the call. When your reminder message comes in, they know who it is from. Saves your number = shows up.

### 5. DIARY LOCK

"Can you check right now that nothing clashes?" This small step creates a psychological lock. Once they physically check their calendar, the time is real.

### 6. CONFIRMATION CALL

Book a 2-minute confirmation call for the day before. "I'll call you at [time] tomorrow just to make sure everything is set." Every confirmation call increases show rate significantly.

### 7. PRE-CALL MESSAGE

On the day of, send a warm personalised message an hour before. Reference something specific from the setting call. Makes it feel personal, not automated.

## 29

# The 30-Day Follow-Up Sequence

Old leads are not dead leads. A lead who did not convert 3 months ago is a lead who was not ready then. Circumstances change. Pain grows. And if you are the person who stayed in touch in a genuine, human way, you are the first call they make when they are ready.

**DAY 0  
SAME DAY**

Personalised message after the set. Reference something specific they said. "You mentioned [specific detail]. That stuck with me. The call on [date] is going to be good."

**DAY 1  
CONFIRMATION**

Quick check-in call or message. "All set for tomorrow?" If they confirm, perfect. If they don't respond, call before the Zoom.

**DAY 3  
POST-CALL**

If they no-showed or the call didn't close, reach out warmly. "I was thinking about what you shared about [their situation]. Wanted to check in." Not salesy. Human.

**DAY 7  
VALUE DROP**

Send something useful tied to their specific goal. A piece of content, a case study, a short insight. Not a follow-up message. Genuine value.

**DAY 14  
RE-OPEN**

"It's been a couple of weeks since we spoke. Has anything changed with [their situation]?" Short. Direct. Gives them an easy re-entry point.

**DAY 30  
FINAL CHECK**

"Last check-in from me for a while. You mentioned wanting to [their goal]. Still working toward it? The door is always open." Then move on. Some come back months later. The door stays open.

**THE MESSAGE RULE**

**Every follow-up message must reference something specific from their initial conversation. Generic messages get ignored. Personal ones get replies. Take 20 seconds to make it specific.**

## 30

## No-Show Recovery Playbook

A no-show is not a dead lead. It is a lead whose urgency has cooled and whose trust needs rebuilding. The way you respond in the first 30 minutes after a no-show determines whether that lead ever comes back.

## IMMEDIATE RESPONSE PROTOCOL

- 1 **Call immediately** within 5 minutes of the missed Zoom. Do not send a message first. Your voice signals you took this seriously.
- 2 **If voicemail:** "Hey [Name], it's [Your Name] I noticed we missed each other on the call today. No worries at all. I know life happens. I just wanted to make sure you're okay and see if we can reschedule. Give me a call back when you get a chance."
- 3 **If they answer:** Warm tone. No frustration. "Hey, I was just thinking about you we missed our call today, everything okay?" Let them explain. Then re-offer the booking.

## ▶ THE PERSONAL MESSAGE SEND WITHIN 1 HOUR

*Never use a template. Write something specific.*

*"Hey [Name] missed you on the call today. I remembered what you shared about [specific detail from the setting call]. I genuinely think the conversation would have been useful for you. If you want to reschedule, just reply and I'll make it work."*

A message that references something specific tells them: this is a real human who paid attention. That changes the response rate completely.

## ◆ THE NO-SHOW PSYCHOLOGY

Most no-shows are not because the lead was never interested. They are because:

1. The dopamine from the setting call faded and doubt crept in
2. A life event disrupted their routine
3. They felt the call was going to be a sales pitch

**Address whichever one you think applied, and re-offer. Never ghost a ghost. The cost of one personalised message is 2 minutes. The cost of losing the lead is real.**

# 31 High-Intent Lead Playbook

A high-intent lead is a gift. They are ready, motivated, and already sold on the direction. The danger is overworking a lead who just wants to be booked. Here is how to recognise and handle a hot lead without slowing them down.

## SIGNALS YOU HAVE A HIGH-INTENT LEAD

- Gives you specific goals without prompting
- Mentions they have researched multiple options or been following the content
- Has a clear timeline and urgency
- Answers your questions directly without deflecting
- Asks about the programme or process proactively

### ◆ THE HIGH-INTENT PROTOCOL MOVE EFFICIENTLY

With a high-intent lead, the worst thing you can do is over-qualify them or run a standard-length call when they are ready in 4 minutes. Here is the efficient path:

1. Confirm the goal and the urgency (2 min)
2. Quick qualification: capital, score, card limit (2 min)
3. Commitment language: one solid exchange (1 min)
4. Book the call immediately and run the full tie-down sequence

**Do not create doubt in a mind that had none. Get them to the call before they overthink it.**

### ▶ THE FAST-TRACK CLOSE

*"Based on everything you've told me, you sound like exactly the type of person this is built for. Let me get you on a call with [closer name] right now and get this moving."*

*"I've got [time] or [time] which one works?"*

No long pitch. No over-building. They are already there. Walk them through the door.

## 32

# Low-Intent Lead Playbook

A low-intent lead is not a bad lead. It is a lead whose urgency has not been surfaced yet. Your job is to find the trigger the real reason they raised their hand and build enough momentum for them to say yes to a call.

## SIGNALS YOU HAVE A LOW-INTENT LEAD

- Vague or non-committal answers ("just looking into it")
- Does not remember booking or seems surprised you called
- Answers with one-liners and doesn't volunteer information
- Says they have time to figure things out

### ▶ THE CURIOSITY UNLOCK

*"Totally fine. A lot of people I speak to are in the same place just starting to look into things."*

*"Can I ask one thing: what specifically made you look into this? Even if it's vague, I'm just curious what was going on when you first came across it."*

This question is non-threatening and invites a genuine answer. Low-intent leads will almost always have a real trigger. They just haven't been asked for it directly yet.

*Once they give you the trigger, treat it like gold:*

*"That's actually really interesting. So [restate their trigger]. How long has that been the situation?"*

Now you are in the Why stage, and the call has a direction.

### ◆ THE LOW-INTENT RULE

Never decide a low-intent lead is not worth pursuing in the first 2 minutes. The best sets come from leads who opened slowly. Patience, genuine curiosity, and one good question can completely change the energy of a call. Give it the time it needs.

## 33

# Setter to Closer Handoff Protocol

The handoff is where sets become closes or don't. A closer who walks into a call blind is fighting uphill from the first second. A closer who has everything they need can close from minute one. The handoff is a setter's final contribution to every deal.

## WHAT THE CLOSER NEEDS EVERY SINGLE TIME

|                          |  |
|--------------------------|--|
| <b>LEAD INFO</b>         | Full name, call time, timezone. No ambiguity. The closer should never have to search for basic information in the notes.                                   |
| <b>CURRENT SITUATION</b> | What they are doing now. How long they have been in it. Whether they enjoy it or not. The real picture, not just the job title.                            |
| <b>THE GOAL</b>          | Their stated income goal or life goal. In their exact words if possible. Not a paraphrase. Their words are what the closer uses to close.                  |
| <b>THE TRIGGER</b>       | What made them take action now. This is the most important field in the notes. The trigger is the emotional lever the closer uses in the commitment stage. |
| <b>FINANCIALS</b>        | Savings available. Credit score. Card limit. All three. Never leave one blank. The closer builds the payment plan from this information.                   |
| <b>INTENT LEVEL</b>      | 1 to 5. How ready are they? This tells the closer how much work to do on urgency vs how quickly to move to the close.                                      |

### ♦ THE NOTES STANDARD

If the closer reads your notes and has everything they need to close the call without asking discovery questions from scratch you have done your job perfectly. That is the standard. Every set. Every time.

**The setter who sends elite notes consistently is the setter who earns elite commissions.**

## 34

# Gabriel's Framework: Pain vs Cost

This framework from Eni is one of the most valuable diagnostic tools in the setter's toolkit. Misidentifying which type of prospect you are speaking to leads to the wrong approach and a lower show rate. Get this right and every stage that follows becomes sharper.

## THE TWO PROSPECT TYPES

### PAIN PROSPECT

**Definition:** They are actively hurting. The current situation is no longer acceptable. There is frustration, urgency, and emotional investment in the outcome.

**Language:** "I'm stuck." "I need to make a change." "I can't keep doing this."

**Approach:** Go deep on the pain. Time-stamp it. Let it sit. Then flip to vision. The contrast between pain and possibility is what drives them forward.

### COST PROSPECT

**Definition:** Things are okay. But there is awareness of what is being left on the table. The situation is comfortable enough that urgency is not automatic.

**Language:** "I'm doing alright." "I just want more." "Things are fine but..."

**Approach:** Show the cost of staying comfortable. Calculate what they are leaving on the table per month, per year. Make the opportunity cost feel real.

## ► CONVERTING A COST PROSPECT TO URGENCY

*"I hear you things are going okay. Let me ask you something though: what is the gap between where you are right now and where you want to be worth to you over the next year? Because if that gap is [estimated number], the question isn't whether to close it. It's whether you're okay leaving it open."*

*"What are you losing every month you stay in this position? Not just income opportunity, experience, trajectory. What's the number?"*

Cost prospects close when they calculate the cost of inaction. Give them the numbers to do that math.

## 35

# Gabriel's Framework: Pre-Install Mastery

The three pre-installs are what separate a set that closes from a set that shows up but doesn't convert. If even one of the three is missing, the closer faces unnecessary resistance in stages where they should be building momentum.

## THE THREE PRE-INSTALLS IN DETAIL

### PRE-INSTALL 1 PROBLEM AWARENESS

**What it means:** The prospect has articulated their problem in their own words. Not just acknowledged it. Named it, described it, and said why it matters to them personally.

**Without it:** The closer must do the entire pain excavation stage without any foundation. The lead arrives cold to their own problem.

**How to install it:** "Walk me through what your situation actually looks like right now, day to day." Let them describe it. Do not summarise for them. Make them say it.

### PRE-INSTALL 2 VEHICLE CLARITY

**What it means:** The prospect understands what they are being offered and believes it is the right path for them. They may not know the details yet, but they believe the vehicle makes sense.

**Without it:** The closer has to first sell the concept before selling the programme. Two jobs instead of one.

**How to install it:** "What specifically are you hoping this kind of support helps you do?" Let them articulate the fit in their own words.

### PRE-INSTALL 3 BRAND TRUST

**What it means:** The prospect has positive familiarity with the brand, content, or story. They like what they've seen. They relate to it.

**Without it:** The closer is a stranger. Trust has to be built from zero.

**How to install it:** "What was it about the content that made you want to find out more?" Even "I like the energy" is brand trust. Surface it and reinforce it.

## THE PRE-INSTALL CHECK

**Before you book: do you have all three? If not, you are sending the closer in with one arm tied behind their back. Spend one more minute in the right stage and get what is missing.**

# 36 Setter Vocabulary

The words you choose signal who you are. Words that hedge signal uncertainty. Words that lead signal conviction. Audit your language weekly. Small changes compound into a fundamentally different presence on every call.

## POWER LINES COMMIT TO MEMORY

*" Are you still looking to [their goal], or is that no longer a priority?*

*" What made you look into this in the first place?*

*" How long have you been in that situation?*

*" Does that mean you're not currently on track for that?*

*" So that additional [X] what would that actually allow you to do?*

*" Are you in a place where you're willing to be a little uncomfortable?*

*" Why do you feel we'd be a good fit for you specifically?*

*" That's an interesting question where does that come from?*

*" The call is the thinking. It's the fastest 30 minutes you'll spend on this.*

*" I've got [time] or [time] which one works better?*

# 37 Advanced Tonality Exercises

Tonality is a skill like any other. You train it. These exercises are specifically designed for setters and can be done daily in under 10 minutes. Do one before your dial sessions. Your first call of the day will sound like your best call of the week.

## EXERCISE 1 THE PRIORITY CHECK DRILL

### EXERCISE

#### WARM UP THE KEY QUESTION

Say the following out loud five times, each time with a different tone: warm, curious, direct, enthusiastic, calm authority.

"Are you still looking to [goal], or is that no longer a priority for you?"

Record yourself once. Listen back. Which version sounds.

## EXERCISE 2 THE PAUSE DRILL

### EXERCISE

#### HOLDING THE SILENCE

Ask a question out loud. Then count to five in your head before saying anything else. Just hold the space. Do this with every question in the framework.

The discomfort you feel in that silence is exactly what leads feel. And.

## EXERCISE 3 THE ENERGY CHECK

### BEFORE YOUR FIRST CALL OF THE DAY

Stand up. Say out loud: "I'm about to have a conversation that could change someone's life. My energy matters. I am warm, curious, and genuinely here to help."

It sounds simple. It works. What you tell yourself in the 2 minutes before a call shows up in the first 30 seconds of the call. The leads feel it before you say a single word.

## 38

# Setter Daily Routine & KPIs

Setters who have a structured daily routine outperform setters who react to whatever comes in. Structure creates consistency. Consistency creates show rate. Show rate creates income. Here is the daily system.

## THE DAILY SETTER ROUTINE

### MORNING SETUP

Review the offer. Know it cold today not just in general. Check the lead pipeline. Identify new bookings. Signal to team when you begin dialling. Phone away. Quiet space. Water.

### SPEED TO LEAD BLOCK

Contact every new booking within 5 minutes. This is not a suggestion. This is the single highest-leverage habit in your entire routine. First to move, first to earn.

### DEEP WORK DIAL BLOCK

2 to 3 hours of focused dialling. No split attention. Quality calls require presence. Three strong sets in a focused block beats seven distracted ones.

### CALL REVIEW BLOCK

Listen back to one call per day. Minimum. Not to beat yourself up. To find the one thing you'll do differently tomorrow. One insight per day compounds into elite performance in 90 days.

## DAILY KPIS

**5min**

SPEED TO LEAD  
TARGET

**3+**

QUALITY SETS PER  
DAY

**70%**

SHOW RATE  
TARGET

**1**

CALL REVIEWED  
DAILY

### THE SETTER'S SUCCESS FORMULA

**3 strong sets per day x 5 days x 70% show rate = 10+ closing calls per week.**

**At a 30% close rate, that is 3 deals per week.**

**The math only works if you own every variable in it.**

## 39

# Call Recording Review Framework

Listening to your own calls is the highest return investment a setter can make. One call listened to carefully produces more growth than ten calls made blindly. Here is the exact framework to review a setting call in under 15 minutes and extract maximum value from it.

## THE 6-QUESTION CALL REVIEW

- 1 **The Open:** Did I come from authority or apology? Did I get the early yes's? Did the lead feel the call was about them or about me?
- 2 **The Why:** Did I get the real trigger? Did I follow the emotional words? Did I time-stamp the pain or move past it?
- 3 **The Goals:** Did I get the number and the emotion behind it? Did they describe the gap in their own words or did I summarise it for them?
- 4 **The Qualification:** Did I get all three numbers? Was the money conversation natural or awkward? What did my energy do when money came up?
- 5 **The Commitment:** Was their yes real or polite? Did I push when I heard "I think so"? Did they commit to discomfort specifically?
- 6 **The Booking:** Did I run all 6 tie-down steps? Did the lead sound excited about the call or just agreeable? Did I ask the why us question?

### ◆ THE ONE-THING RULE

After every review, write down one specific, actionable change you will make on the next call. Not five things. One. Implement it consistently for a week before adding another. Single-skill focus compounds faster than trying to fix everything at once.

# 40

## The Setter's Identity Stack

Read these before every dial session. Not as affirmations you are hoping to believe. As truths you have decided to operate from. The setter who internalises these calls differently from the one who doesn't.

- 01 **"Every lead is closable."** My job is to find their trigger, not decide their outcome before I dial.
- 02 **"I am the first impression of this business."** How I show up on this call is how the brand shows up. I take that seriously.
- 03 **"My job is to sell the next call, not the programme."** I stay in my lane and do my job brilliantly. The closer does theirs.
- 04 **"Speed is money."** Every minute I delay contacting a lead costs real revenue. I move immediately, always.
- 05 **"I lead the energy."** If I am flat, they will be flat. I decide the energy of the call from the first word.
- 06 **"Asking is more powerful than telling."** Every question I ask is worth more than any statement I make.
- 07 **"A great set is half the close."** What I do in this 6 minutes shapes everything the closer has to work with. That matters.
- 08 **"I never ghost a ghost."** One personalised follow-up is always worth the 2 minutes it takes. Some of the best outcomes come from leads who needed a second chance.
- 09 **"I am genuinely here to help."** When people feel this, resistance drops. And I mean it every time I dial.
- 10 **"I get better every call."** One review per day means I compound faster than everyone who skips it.

## 41

# Extended Call Breakdown Pt 1

A deeper breakdown of a high-converting setting call. This goes beyond the original call breakdown and annotates every decision point in detail, including where most setters would have made a different choice.

## ● THE OPEN (0-60 SECONDS)

### THE PRIORITY CHECK DONE CORRECTLY

The setter called within 3 minutes of the booking. Lead answered but seemed distracted. The setter didn't apologise or ask if it was a good time. They went straight to the priority check:

"Hey [Name], I'm calling because I can see.

**ANNOTATION: The priority check done immediately removes the "is this a good time?" dynamic entirely. The lead is now confirming their intent, not deciding whether to engage.**

## ● THE WHY (90 SECONDS TO 4 MINUTES)

### FOLLOWING THE EMOTIONAL SIGNAL

Lead said they had been in their current situation for "a few years." The setter slowed down: "A few years how long specifically?"

Lead said three years. The setter paused for two seconds. Then: "Three years. And what impact.

**ANNOTATION: Time-stamping + the impact question + silence. That three-part sequence surfaced the real emotional driver in under 90 seconds. No script. Just listening and one follow-up.**

## 42

# Extended Call Breakdown Pt 2

Continuing from the previous page. The qualification, commitment, and booking phase of the same call. Annotated at each inflection point where the setter's decision made the difference.

## ● QUALIFICATION (4-7 MINUTES)

### THE WARM TRANSITION INTO MONEY

The setter said: "Before I book you in, I just want to make sure I'm setting you up right. Quick question what do you have available to invest in yourself right now?"

The lead hesitated. The setter didn't fill.

**ANNOTATION: The frame before the qualification question is as important as the question itself. "Setting you up right" is completely different from "checking if you can afford it."**

## ● COMMITMENT & BOOKING (7-10 MINUTES)

### THE WHY US CLOSE

After the booking was confirmed and all 6 tie-down steps were completed, the setter asked: "Before I let you go I know there are other options out there. Why do you feel this specifically is a good fit."

**ANNOTATION: The why us question is not a formality. It is a commitment device. When someone says out loud why they want this, they believe it more completely than if you told them. That belief is what makes them show up.**

## 43

# The Setter's Creed

These are not things you aspire to. They are things you decide to be true about yourself as a setter. Read them. Live them. Let them shape how you show up on every single call.

- 01** I am the foundation of every deal. The closer gets the glory. I get the deal started. Both are indispensable. I know my role and I play it with everything I have.
- 02** I lead with genuine curiosity. I am not following a checklist. I am having a real conversation with a real person. My questions come from caring about the answer.
- 03** I move fast. Speed is not urgency for its own sake. Speed is respect for the lead's attention and for my own income. I move within 5 minutes, every time, without exception.
- 04** I never decide a lead's outcome for them. My job is to find the yes, not assume the no. Old leads, cold leads, resistant leads. Every single one gets my full effort.
- 05** I send elite notes. The closer deserves to walk in with everything they need. Every field filled. Every detail captured. Because what I send is what closes the deal.
- 06** I review my calls. Not to beat myself up. To grow. One call reviewed per day means I am a different setter in 90 days than I am today. I take that seriously.
- 07** I hold the energy. Whatever state the lead is in, I lead them out of it. My certainty and warmth are not options. They are the product I bring to every call.
- 08** I believe in what I sell. If I do not believe this changes lives, the lead will hear it in my voice. I study the results. I build the conviction. Every single day.

# 44 SBS Setter Philosophy

Everything in this Bible is built on one core idea: the setter is not a gatekeeper or a filter. The setter is the starting point of every transformation. Get that right and everything else follows.

G A B R I E L

*I built this system because I watched what happened when setters treated their role as small. They dialed without intention. They booked without qualification. They sent the closer in blind. And the closer had to.*

## ◆ THE THREE LEVELS OF SETTER DEVELOPMENT

**Level 1 Mechanical:** Follows the framework, asks the questions, books the call. Gets results but is inconsistent. Every call feels like work.

**Level 2 Relational:** Builds genuine connection in 6 minutes. Finds the real trigger. Sends elite notes. Show rate goes up because leads feel the setter cared. Income scales.

**Level 3 Instinctive:** The framework is invisible. Every call feels like a natural conversation because the identity is fully installed. Reads leads automatically, adjusts in real time, and sends closers into deals they want to be on.

**SBS is designed to take you from Level 1 to Level 3 faster than anything else.**

## THE FINAL PRINCIPLE

**The closer gets the glory. The setter gets the deal started.  
Both are essential. Neither works without the other.  
Own your half. Do it brilliantly. That is the Sales Belief System.**

SALES BELIEF SYSTEMS

# Go Book Something.

THE SETTER IS WHERE THE DEAL BEGINS

*"I begged for one shot and promised I'd outwork anyone.  
That decision changed my life. Give every lead the same  
energy because you never know which call changes  
theirs."*

GABRIEL ASARE SALES BELIEF SYSTEMS