

Retreat Sales Call Script Flow

1. Welcome & Connection (2–3 min)

- “Hi [Name], I’m so glad we’re connecting today.”
- “Before I share details, I’d love to hear from you—what inspired you to explore a retreat right now?”

(Listen deeply, reflect back their words. Build trust.)

2. Uncover Their Needs (5–7 min)

Ask open questions to let them share what they’re really looking for:

- “What feels most present in your life right now that has you craving a retreat?”
- “Have you been on a retreat before? What was that experience like?”
- “If you could design your dream retreat, what would it look and feel like?”

(Anchor their desires—they’ll be easier to connect to later.)

3. Share the Vision (3–5 min)

- Reflect their needs back: *“You mentioned you’re craving more [rest / community / clarity]—that’s exactly what this retreat is designed to support.”*
 - Walk through retreat highlights (location, lodging, meals, workshops, transformation).
 - Paint the picture: *“Imagine waking up to [describe environment] and having the space to finally [their goal].”*
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4. Check Alignment (2 min)

- “From what I’ve shared, do you feel this retreat could be a fit for what you’re looking for?”
(If yes → move forward. If hesitation → go to objection handling.)
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5. Handle Objections (as needed)

Here’s where you ask gently and coach them through:

- **“I need to think about it.”**
👉 “Of course. On a scale of 1–10, how close do you feel to being ready? What would make it a 10?”
 - **“I can’t afford it.”**
👉 “If money wasn’t an issue, would you be excited to join? Would a payment plan help? Or even exploring support from a partner/family?”
 - **“I’m not sure it’s the right fit.”**
👉 “I appreciate that—can you share what part you’re unsure about: me as your guide, the group experience, or the retreat itself?”
 - **“I need to talk to my partner.”**
👉 “Of course. Do they know how important this is to you? What do you think they’ll say? I can also send a video/outline to help share the vision.”
 - **“Now’s not the right time.”**
👉 “What do you think will change in a few months compared to now? Sometimes the best time is actually when life is busy—because that’s when we most need the reset.”
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6. Close the Invitation (2–3 min)

- “Based on what you’ve shared, I truly believe this retreat is the space for you to [their desired result].”
- “Here’s the link to secure your spot: 👉 [Insert booking link].”
- “Spots are limited, so if you’re feeling the pull, I recommend grabbing yours today. Would you like me to walk you through the steps?”

(Optional: Offer deposit if they need more flexibility.)

7. End with Warmth (1–2 min)

- “Whatever you choose, I honor your process. I know retreats can be life-changing, and I’d love to share this journey with you.”
- “I’ll follow up in a couple of days if I don’t hear back—sound good?”