



AZ MEDIA SALES ACADEMY

Framework Over Script

Master the route. Stay present. Never sound processed.

CORE PRINCIPLE

Know where the conversation needs to go without sounding like you are reading directions.

A script can teach the route. The framework is the permanent skill. The owner should feel heard - not processed.

The conversation rhythm

CALL RHYTHM

ASK → LISTEN → ACKNOWLEDGE → RESPOND → CLARIFY OR DEEPEN

- Do not stack questions like an interviewer.
- Respond to what the owner actually says.
- Use natural reactions, observations, and pauses.
- Keep the purpose of the stage while adapting your language.
- Do not rush to fill silence.
- Never sound as though the next line matters more than their answer.

Sound Like a Person

PATTERN INTERRUPT

Break the pattern of every robotic salesperson who called before you.

Framework-based selling is responsive. You know the destination, but the owner's answer determines the next sentence.

What stays consistent

- The purpose and order of each call stage.
- The revenue math, using the owner's numbers.
- The value-preserving transition: 'What I can do for you is...'
- The minimum \$10,000 monthly revenue qualification.
- The assumption of the closest available appointment.

What stays flexible

- Your exact opener and wording.
- How you acknowledge what the owner says.
- Which discovery questions are necessary.
- Whether you deepen the problem before positioning.
- The language used to reframe resistance.

Framework, Not Rebuttal Scripts

RESPONSE FLOW

Acknowledge → Clarify → Reframe → Restore value → Continue.

Acknowledge

Show the owner they were heard.

Clarify

Identify what they actually mean when it is unclear.

Reframe

Change how they are viewing the call, problem, or next step.

Restore value

Reconnect to the diagnosed business impact when useful.

Continue

Ask one purposeful question and return to the proper stage.

EXAMPLE - ADAPT NATURALLY

“Yeah, I totally understand. I’m not even sure this would be a fit for you yet. Before I get you off the phone, can I ask you one more question?”