
Discovery Call Script Pack

The 20-minute call framework that turns leads into clients

BRIXFIT

A free playbook by BrixFit

Built for online and hybrid fitness coaches

brixfit.app

20

MINUTE SCRIPT

Most fitness coaches lose sales not because their coaching is bad, but because their discovery calls ramble. This pack gives you a word-for-word 20-minute framework: what to say, what to ask, how to present your price, and exactly how to close. Print the pre-call prep sheet, follow the phases, and the call runs itself.

BEFORE THE CALL

Pre-Call Prep: The 10 Minutes That Win the Call

Never walk into a discovery call cold. Ten minutes of preparation beats thirty minutes of improvisation.

Pre-Call Prep

- ☐ Open the lead's form submission and read every answer
- ☐ Read your BRIXO AI lead brief (5 Lead Intel briefs free every month) — note the lead's top 2 motivations and top 2 concerns
- ☐ Write down one personalised opening line referencing something from their form ("I saw you mentioned...")
- ☐ Decide which program you will recommend if they are a fit (have the name and structure ready)
- ☐ Know your price and package options by heart — never fumble or "check and get back"
- ☐ Have your booking/payment next step ready (what happens the moment they say yes)
- ☐ Test your audio and video; join 2 minutes early

TIP

The BRIXO AI brief is your unfair advantage. Walking in already knowing what matters to the lead makes the first 2 minutes feel personal instead of generic — and personal closes.

THE SCRIPT

The 20-Minute Script

Stick to the clock. Each phase has a job. The exact words are starting points — say them in your own voice, but do not skip the phase.

Phase 1: Opening and Rapport (0-2 minutes)

Job: Make them comfortable and set the agenda. You lead the call.

Say (adapt freely):

TIP

"Hey [name], great to meet you! Thanks for filling out the form — I read through it, and I have a good picture already. Here's how the next 20 minutes will go: I'll ask you a few questions about where you are and where you want to be, then I'll tell you honestly whether and how I can help, including exactly what it costs. No pressure either way. Sound good?"

Do: Smile, use their name, reference one detail from their form within the first 60 seconds.

Don't: Start with your qualifications, your story, or your program. This phase is about them.

Phase 2: Discovery (2-10 minutes)

Job: Understand their situation deeply. You talk 20%, they talk 80%. Ask, then listen — really listen, and take notes.

Ask these 8 questions, in this order:

- 1 "What made you reach out now, as opposed to 6 months ago?" (Finds the trigger — the trigger is what makes them buy.)
- 2 "Where are you right now with your fitness — be brutally honest?" (Gets the real starting point.)
- 3 "Where do you want to be 6 months from now? Describe it like it's already happened." (Gets the vivid goal.)
- 4 "What have you tried before, and what happened?" (Reveals past failures — do not repeat them.)
- 5 "What do you think has been stopping you?" (Reveals the real obstacle: knowledge, accountability, consistency, time.)
- 6 "On a scale of 1 to 10, how important is fixing this to you right now?" (Below 7: they are not ready. 8+: they will buy if you show the path.)
- 7 "Have you worked with a coach before? What did you like and not like?" (Tells you exactly how to position yourself differently.)
- 8 "If we solve this in the next 6 months, what changes in your life beyond fitness?" (Connects the goal to identity — this is the emotional close fuel.)

After question 8, summarise back:

TIP

"So if I'm hearing you right — you're at [current state], you want [goal], what's stopped you is [obstacle], and fixing this is a [number] out of 10 for you. Did I get that right?"

When they say yes, you have earned the right to present. Do not present before this moment.

TIP

The person asking questions controls the call. If you find yourself talking more than the lead during discovery, stop and ask another question.

Phase 3: Presenting Your Program (10-15 minutes)

Job: Connect YOUR program to THEIR words. Never present features — present outcomes tied to what they just told you.

Say (adapt freely):

TIP

"Based on everything you just told me, here's what I'd recommend. You'd start with [program name], which is built for exactly your situation — [their obstacle]. In the first 30 days we'd focus on [their priority], and you'd check in with me [frequency] through the app so nothing slips. Here's what your week would actually look like..."

Then paint one week: "Monday you open the app, your workout is there with videos for every exercise. Wednesday you do your check-in — takes 2 minutes. Friday I review everything and adjust. You always know what to do next."

Rules for this phase:

- Reference their answers at least 3 times ("like you said about your schedule...").
- Mention the app, the check-ins, and your personal review — these three are what separate coaching from a PDF.
- Keep it under 5 minutes. Longer presentations create objections; shorter ones create desire.

Phase 4: Price and Packaging (15-18 minutes)

Job: State the price clearly, once, then stop talking.

Say (adapt freely):

TIP

"So the program is [package name]. It's [duration], and the investment is [price] for the full [duration / per month]. That includes your personalised training and nutrition plan in the app, [check-in frequency] check-ins with my review, messaging with me directly, and [any extras]. Most clients stay [typical duration] because that's how long real change takes."

Then ask: "How does that sound?"

Rules:

- Say the price as a single confident sentence. No apologising, no justifying, no rushing.
- After you ask "how does that sound?", WAIT. Silence is where decisions happen. Do not fill it.
- If they say it's fine, move to the close immediately. If they object, use the handlers below — never drop your price on the spot.

TIP

The coach who discounts on the call trains the client to negotiate everything later. Hold your price; add value instead.

Phase 5: The Close (18-20 minutes)

Job: Ask for the decision directly. Vague endings ("think about it, let me know") kill sales.

If they are positive, say:

TIP

"Perfect. Here's what happens next — I'll send you the onboarding link right after this call. It takes about 10 minutes: a few forms, then your app is set up and your first week's program lands within [timeframe]. Ready to get started?"

If they hesitate, say:

TIP

"Totally fine to think it through. What specifically do you want to think about — the program, the timing, or the investment? Let's talk through that one thing now."

If they say yes: send the onboarding link within 10 minutes of hanging up, while the excitement is fresh. Message them: "Link sent! Do the forms tonight and I'll have your first week ready by [day]."

If they say no or maybe: do not chase on the call. Move them to your follow-up sequence (next section) and end warmly: "No problem at all, [name]. I'll send you [free resource] anyway — and if anything changes, you know where to find me."

OBJECTIONS, HANDLED

Objection Handlers: Word-for-Word Responses

Objections are not rejections — they are requests for more certainty. Stay calm, validate, then answer.

1. "It's too expensive."

TIP

"I hear you — it's a real investment. Can I ask: compared to what? Most of my clients tried [gym memberships / apps / doing it alone] first, which cost them [time/money] without the result. What you're paying for here isn't workouts — it's [their goal from discovery] with someone making sure you actually get there. Would it help if I walked you through exactly what the [price] covers?"

2. "I need to think about it."

TIP

"Of course — it's a big decision. So I can actually help you think it through: what part do you want to think about? The program itself, whether now is the right time, or the investment?"

(Then handle whichever one they name. "Think about it" is never the real objection — the real one is hiding behind it.)

3. "I tried coaching before and it didn't work."

TIP

"I'm sorry that happened — that's frustrating. What specifically didn't work? [Listen.] Here's what I do differently: [tie directly to their complaint — e.g. 'my check-ins are personal, not automated; I review every one myself']. Would it help if I showed you what a week of check-ins looks like inside the app?"

4. "I'm not sure online coaching works for me."

TIP

"That's a fair question. Here's the honest answer: online coaching works when three things are in place — a program built for you, check-ins you actually complete, and a coach who reviews them. That's exactly the system: your plan in the app, [frequency] check-ins, and me reviewing every one. The clients it doesn't work for are the ones who want someone standing next to them in the gym — is that what you're looking for, or is the structure what you need?"

5. "The timing isn't right."

TIP

"I respect that. Can I ask — when would the timing be right? [Listen.] Here's what I've seen: the 'right time' usually comes after the trigger that made you book this call gets worse, not better. You told me this is a [number from discovery] out of 10 for you right now. What would need to change for it to make sense to start this month instead of later?"

TIP

Never argue with an objection. The pattern is always: validate ("I hear you") > question (find the real concern) > answer with THEIR words from discovery.

AFTER THE CALL

Post-Call Follow-Up Sequence

The fortune is in the follow-up. Most coaches send one "just checking in" and quit. Run this instead.

Within 1 hour (send the resource you promised + the next step):

TIP

"Hey [name], great talking! Here's the [resource/guide] I mentioned: [link]. And here's the onboarding link whenever you're ready: [link]. Any questions at all, just reply here."

Day 2 (one personal nudge, reference the call):

TIP

"Hey [name], thinking about what you said about [their obstacle] — I actually [share one quick tip or insight related to it]. No pressure on the program, just wanted you to have this."

Day 5 (the direct check-in):

TIP

"Hey [name], quick one — have you decided against the program, or is it still the timing? Either answer is totally fine, I just don't want to keep following up if you've moved on."

Day 14 (final value touch, then release):

TIP

"Hey [name], last message from me — I put together [a short video / voice note / tip] on [their goal] that I thought you'd find useful: [link]. If you ever want to pick this back up, the door's open."

Run this inside BrixFit: put every post-call lead in your pipeline with a follow-up reminder on each step. The CRM is free with unlimited leads — there is no reason a warm lead ever goes quiet because you forgot.

TIP

"Just checking in" messages get ignored. Every follow-up must contain either value (a tip, a resource) or a direct question. Never neither.

WORKSHEET

Your Pre-Call Prep Sheet

Print this page. Fill it in before every call. Ten minutes, every time.

Pre-Call Prep Sheet

Fill in each line before the call starts. Keep this in front of you during the call.

WRITE YOUR ANSWERS BELOW

Lead name:

Date / time of call:

How they found you (Instagram, referral, form):

Their stated goal (from form):

Their biggest obstacle (from form or AI brief):

BRIXO AI brief — top 2 motivations:

BRIXO AI brief — top 2 concerns:

My personalised opening line:

Program I will recommend:

Package + price I will quote:

Their importance score (ask in discovery, fill during call):

Objection I expect + my response:

Next step if they say YES (onboarding link ready?):

Follow-up date if they say MAYBE:

BRIXFIT

ABOUT BRIxFIT

Start free on BrixFit

BrixFit is the all-in-one coaching-business platform for fitness coaches — lead CRM, coaching delivery, client progress, communication and AI assistance in one place.

START FREE — NO CREDIT CARD

- ✓ Lead CRM 100% free with unlimited leads (limited-time offer)
- ✓ Free plan: up to 3 active clients, no credit card
- ✓ Custom forms with conditional logic, Board / List / Grid lead views, n8n automation
- ✓ Workout + nutrition builders with 10M+ food database and 1500+ exercise library
- ✓ 5 BRI XO Lead Intel + 3 AI Health Insights free every month
- ✓ Free done-for-you migration from any platform. No lock-in.

Start free at brixfit.app

Or book a free walkthrough — we will set it up with you.