

The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

MODULE 4: PART 2

CREATING RAPPORT AND FINDING NEED



Being real, connecting, creating rapport

Asking questions to find out:

- Why they are interested
- What pain or problem they have

Rapport and finding need often happen together

Heart-Centered Sales Process

Connect/Create Rapport
Find Need
Build Value
Discover/Connect with Desire
Address/Resolve Objections
Make Invitation/close
Follow-up

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Heart-Centered Sales Process

**Connect/Create Rapport
Find Need**

Build Value

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Soulful Sales Code

Rapport and
Finding Need:

60%



**Rapport
Find Need**



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Rapport: the chocolate sauce of sales

Heart-Centered Sales Process

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**Hey,
where's
~~my~~ MUM!
chocolate?**



Rapport: the chocolate sauce of sales



Heart-Centered Sales Process



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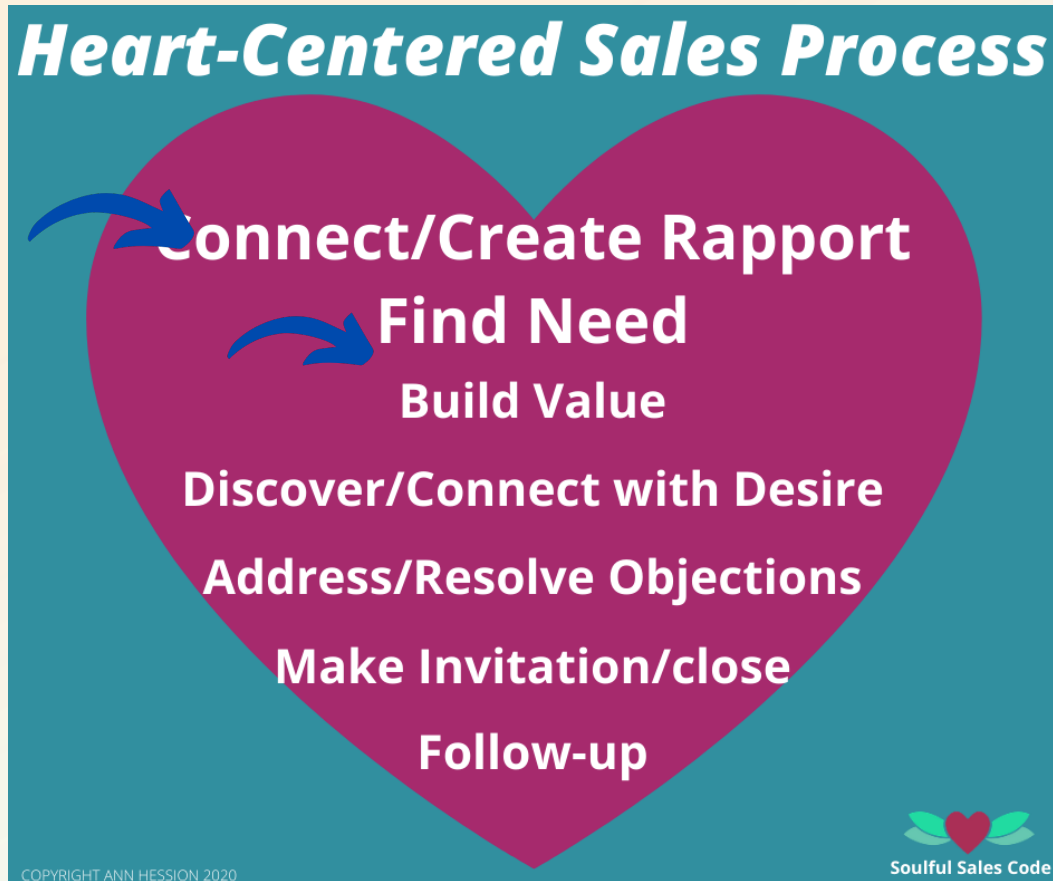
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Rapport focus...



- What's going on
- Are they still with you
- What concern or question came up
- Be a real human being with them
- Don't go further until you re-establish rapport
- Probably will involve finding out more about what they need

