

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

MODULE 5: PART 1

MAKE INVITATION / CLOSE THE SALE



Heart-Centered Sales Process



Heart
Centered
Sales
Process

**THIS IS NOT
LINEAR**



Heart-Centered Sales Process

Connect/Create Rapport

Find Need

Build Value

Discover/Connect with Desire

Address/Resolve Objections

Make Invitation/close

Follow-up



COPYRIGHT ANN HESSION 2020



Soulful Sales Code

Some Other
Sales
Trainings
focus mostly
on this alone!



If you've been
doing it this
way...

Asking for the sale is

- easy
- natural
- next natural piece in the flow of the conversation

Heart-Centered Sales Process

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

COPYRIGHT ANN HESSON 2020



Soulful Sales Code



SOULPRENEUR SUCCESS CODE

Copyright Ann Hession 2020

Make invitation / “close”

- 65% of the time, sales people fail to ask for the sale...
- And they don't even realize it!
- You can be having a great conversation – and still fall short by leaving out this essential piece



Especially for heart-centered entrepreneurs...

Actually asking to be paid

- Subconscious blocks and concerns
- Can cause us to skip over this part without realizing we're doing it!
- Be left wondering, what happened?
- All that was missing was a direct invitation!



Make invitation / “close”

When?

How?



Make
invitation /
“close”
When

When?

- Rapport!
- You’ve found their need(s)
- They’ve seen value
- They’ve expressed desire
- You may or may not have already addressed objections – some objections may not arise until after you invite them to purchase

