

# My Heart-Centered Sales Conversation

Remember: **GREEN LIGHT, RED LIGHT, YELLOW LIGHT:**

## Guide Post #1:

Find out WHY they asked, why did they “raise their hand” to find out more about what you do?

Example:

“I’d love to tell you more, but first let me ask, what interests you about it?”

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Ask more questions *if needed*, until you feel clear about what their interest is.

My go to questions:

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## LISTEN

## Guide Post #2:

Find out what matters to them about the reason they said they were interested

Ask questions to find out if this is something important to them, and if so, specifically why is it important? How is this affecting their life?

My go to questions:

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## LISTEN

### Guide Post #3:

**Find out what they want, what result they want instead of how it is now, and if they are willing and motivated to do something to get that now**

*Interest does not equal Urgency or Motivation*

My go to questions:

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## LISTEN

### Guide Post #4:

**This is where you finally get to Tell Them More!**

Two recommended ways to do this:

1) Use the template as follows:

"I work with \_\_\_\_\_ who struggle with \_\_\_\_\_.

I help them \_\_\_\_\_ so they can \_\_\_\_\_.

- 2) Tell a **SHORT and HIGHLY RELEVANT** story about results that someone has gotten from working with you. Only do this if the story is relevant to the person you are talking with – and that means the person in the story should have had a problem or issue that is similar to the problem your prospective client is facing, and/or got the results this prospective client wants.

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## Guide Post # 5

(IF the conversation was NOT an acknowledged "sales conversation" from the beginning, but started out as some other conversation)

ACKNOWLEDGE THE CHANGE IN THE CONVERSATION, AND GET THEIR PERMISSION TO MOVE FORWARD

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