

My Heart-Centered Sales Conversation

“What do you do?”

“You know how...?”

The Guide Posts -- 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?”

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

My go to questions:

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:

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:

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, a more detailed or customized version of the response to "What do you do?" (above at top of workbook), which is customized to what this particular person has shared with you:

"I work with people like you who are _____ (dealing with / faced with / struggling with) _____ (their issue). Using _____ (your process, or methodology, or program, etc) I help them - _____ (release / move past / get in touch with / learn how to / uncover / move from X to Y -- pick language that makes sense for what you offer). Most people report _____ (results that you have seen).

Write one version of this here:

- 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.

Write at least one story here – over time you will create many different stories you can share!
