

Creating a Sales System

1. Building Rapport - what will you learn (and teach) to improve this?

2. Discover their Purpose – Write up a sample up front conversation

3. Pain/Pleasure – Write at least five sample questions to get to their pain/pleasure.
Write a couple of follow-up questions that go deeper as well

4. Budget – Write a couple of sample questions to discover their budget

Creating a Sales System

5. Decision – Write a couple of sample questions to discover HOW they go about making decisions like this one.

6. Presentation – Write out your presentation format, including tools like product/service lists, displays, etc. Write a few sample statements or questions that are valuable.

7. Closing – Write out questions/statements to use in the closing process

8. Post Purchase Follow-up – Write out what you will do to ensure follow-up