

SALES SCHOOL

USE THIS WORKSHEET TO HELP YOU OPTIMIZE YOUR SALES PROCESS.



5. CLOSING

THE ART OF RELIEVING
BUYING PRESSURE



4. OBJECTIONS

THE ART OF OVERCOMING OBJECTIONS

THERE ARE 5 COMMON OBJECTIONS:

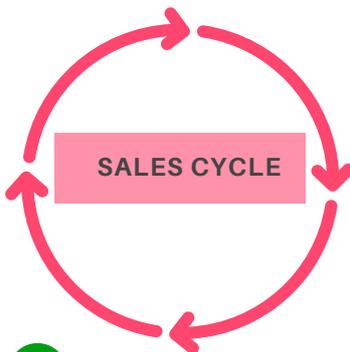
DECISION MAKER

ALREADY HAVE

LEGITIMACY

MONEY

NOT INTERESTED/ NOT AT THIS TIME



1. PROSPECTING

THE ART OF IDENTIFYING
YOUR CLIENT AVATAR.



2. QUALIFYING

THE ART OF REVEALING DIRECTION



3. PRESENTING

THE ART OF CONNECTING VISION AND VALUE

3 TYPES OF BUYERS

1

PEOPLE THAT **DONT**
KNOW THEY HAVE A
PROBLEM AND ARE
NOT ACTIVELY
SEARCHING FOR A
SOLUTION.

2

PEOPLE THAT **KNOW**
KNOW THEY HAVE A
PROBLEM AND ARE
NOT ACTIVELY
SEARCHING FOR A
SOLUTION.

3

PEOPLE THAT **KNOW**
KNOW THEY HAVE A
PROBLEM AND **ARE**
ACTIVELY
SEARCHING FOR A
SOLUTION.

MY REVENUE GOAL:

YOUR REVENUE GOAL \$ _____ DIVIDED BY PRICE OF YOUR OFFER \$ _____ = _____ (X)

(X) = NUMBER OF SALES YOU NEED.

MULTIPLY X (NUMBER OF SALES YOU NEED) BY 100 = _____ (Y)

DIVIDE Y BY 3 (INDUSTRY STANDARD CONVERSION RATE) = _____ (XX)

(XX) = NUMBER OF ACTIVE PEOPLE YOU NEED IN YOUR AUDIENCE TO HIT YOUR GOAL

MY REVENUE GOAL IS TO MAKE \$ _____

I WILL HAVE TO SELL _____ CLIENTS AT \$ _____

AND HAVE AN AUDIENCE OF _____ ACTIVE PEOPLE.

KH
KONNECTHER