

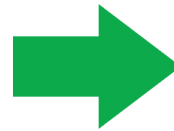
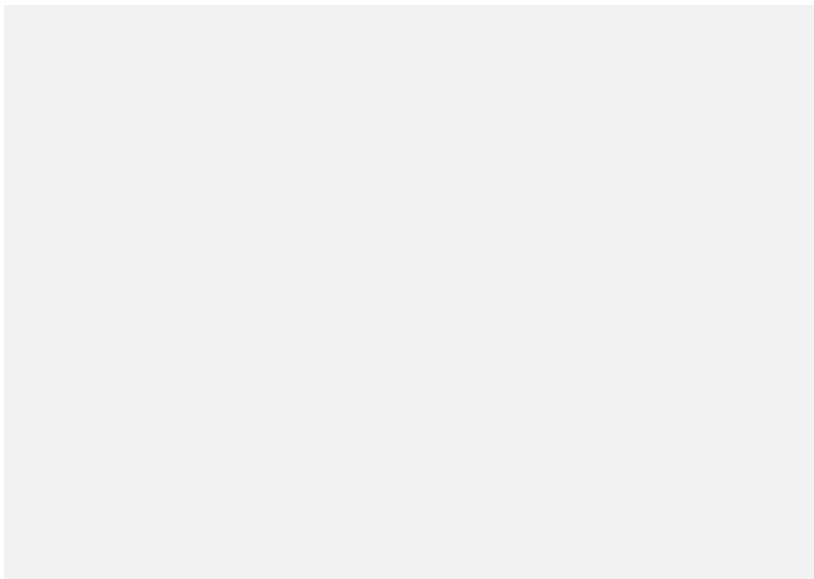
OUTLINING YOUR IDEAL SALES CONVERSATION

IDEAL SALES CONVERSATION:

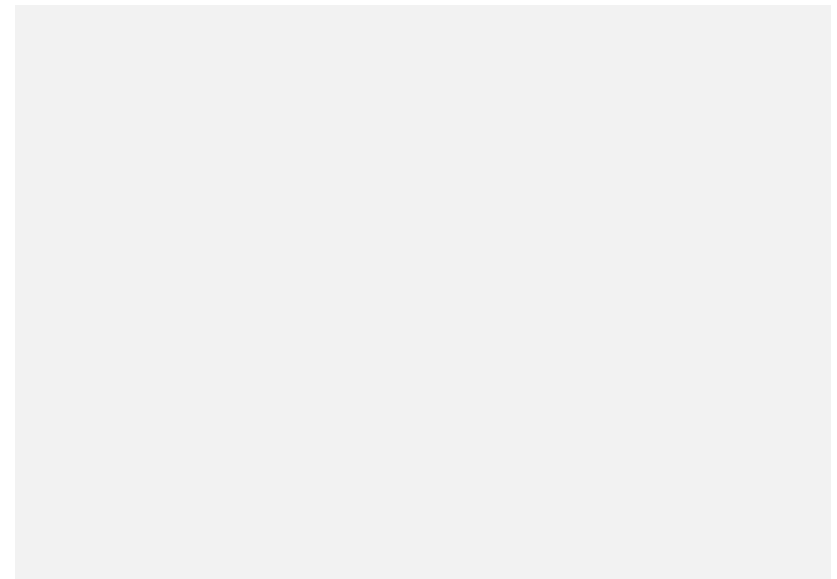
THE FORMULA

"Since I know you want [AFTER], then [PRODUCT/SERVICE] is obviously the next logical step..."

[AFTER]



[PRODUCT/SERVICE]



IDEAL SALES CONVERSATION

STEP 1

Under what circumstances will the right person almost always buy? Describe below.

Whom do you serve?

Where are they talking?

What are they talking about?



TIP

Use the "Because you did **X**, then **Y** is obviously the next logical step..." formula for finding the "**What.**"