

FIVE-STEP SALES PROCESS Script

1. Establish Rapport -

Remember, people who are like each other tend to like each other. Match and Mirror things like body language, gestures, breathing, head tilt, voice patterns.

2. Ask questions –

The questions you ask are directly related to the business of the person who you are. Talk their language. Ask questions in the language of their business

3. Find requirement/value –

Establish need - establish value. No need? Stop here. Find another client. There are plenty of clients to work with that have needs.

4. Link their Need or their Value to your Product or Service –

- Conditional close - "Is it fair enough..."
- What would happen if...
- Compared to.." (Contrast Frame)
- Because " I agree with you because..."
- Agreement Frame
- Fire Anchors
- Use strategies and language patterns

5. Close –

Ask for the sale! Chain anchors to handle objections.

- If no: (go to #3)
- If yes: Future pace. Fire the reassurance anchors! Get referral