

The Sales “Power Lunch” – Notes Page

Please use this page to take notes as you explore the concepts in the audio training program available at www.thenorthwestboardroom.com.

I. Earn The Right to Begin:

Be “Liked” by your prospect:

Like Them First (how can YOU demonstrate that you like and respect your prospect?)

Gifts (how can you fill your prospect’s “Emotional Bank Account?”):

Mirroring (how can you demonstrate your similarity to your prospect?):

Demonstrate Credibility

What are the “trappings” of expertise that will make sense to your prospect?:

II. Find out what they want:

What: _____

Why: _____

2nd Why: _____

The Titanium Wall

III. Tell Them that you have it:

Claim: _____

Evidence: _____

Value: _____

Agreement: _____

Questions:

Related Questions:

Unrelated Questions

Benchmark Numbers

Don't Hedge Everything

IV. Close for Business

What "Assumed Close" Questions might apply to your product?:

Misc. Notes: