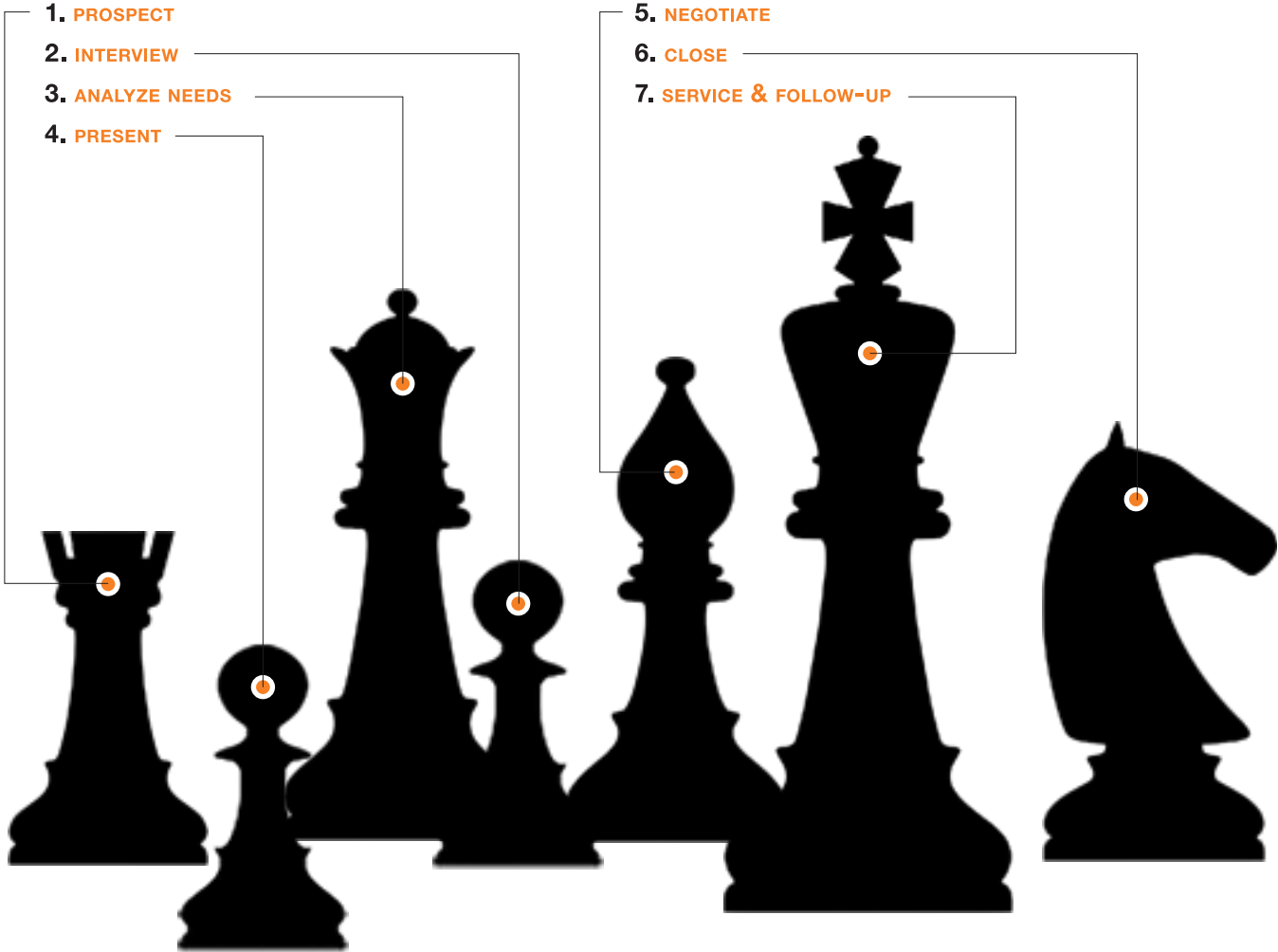


## THE SALES PROCESS

Assuming you've identified the features & benefits of your product/ service – and you've identified and defined your target market – the sales process begins...



### Throughout the sales process, the salesperson should be continually...

- Positively expectant
- Enthusiastic
- Asking questions
- Listening
- Qualifying the opportunity (for both parties)
- Discovering hot buttons (what's in it for them)
- Building rapport
- Establishing trust
- Developing credibility

- Developing a valuable relationship
- Addressing objections
- Planning next action steps
- Confirming understanding
- Asking for referrals
- Seeking additional opportunities to serve & sell
- Evaluating responses & results (positive/ negative)
- Affirming decisions (minimizing buyer's remorse)