



Motivating Sales Sequence

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Step 1: Get Their Attention

- Make a shocking and/or specific statement or ask a provocative question.

Notes

Step 2: Identify the Problem or Need

- Address the prospect, not the product. Identify the problem as it affects them.

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Step 3: Position your Product as the Solution.

- Explain how your product solves their problem. Stress the benefits they get.

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Step 4: Differentiate Yourself from Competitors

- Present your USP (unique selling proposition) to show how you're different.

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Step 5: Establish Credibility and Build Value

- List experience & guarantees. Show the product is worth more than the price.

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Step 6: Provide Proof (Statistics & Testimonials)

- Answer the instinctive question, "Why should I believe you?"

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Step 7: Close with a Call-To-Action

- Ask for the sale. Be specific explaining what you want the reader to do next.

Notes