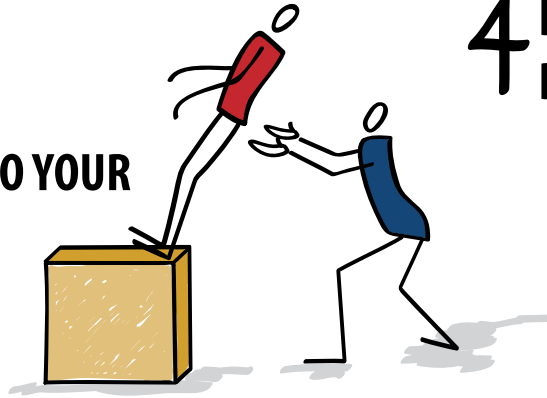
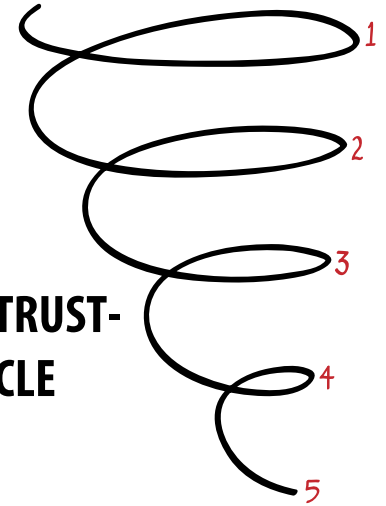


2.6 THE SALES CYCLE PROCESS

1 LEAD PEOPLE INTO YOUR SALES CYCLE BY BUILDING TRUST



4 DESIGN YOUR OWN TRUST-BUILDING SALES CYCLE



2 APPLY THE 6 KEYS TO CREATING CONNECTION



3 CONSIDER THE 6 CORE SELF-PROMOTION STRATEGIES

Written Exercise 6A

THE SIX KEYS TO CREATING CONNECTION

The Book Yourself Solid Sales Cycle works when you know your responses to these six keys. This exercise was created to ensure that the offers you are making in your sales cycle process are right on target.

Use the visual worksheet on the next page for the following exercise.

STEP 1: Who is your target client or customer? Describe what she is like. Get really creative with this one. List as many specific details as you can.

STEP 2: What are your potential clients looking for?

STEP 3: Where do your ideal clients look for you?

STEP 4: Describe the situations that are likely to drive potential clients to seek your services, products, and programs. When do they look for you?

STEP 5: Why should your potential clients choose you? (Don't you dare skip this one! Be bold! Express yourself fully. Remember, this is not the time for modesty.)

STEP 6: How do you want your potential clients to interact or engage with you? (Note: Establishing a line of communication is the first step in developing a relationship of trust.)

WRITTEN EXERCISE 6A

THE 6 KEYS TO CONNECTION



KNOW YOUR RESPONSES TO THESE SIX KEYS TO MAKE SURE THE OFFERS IN YOUR SALES CYCLE ARE ON TARGET

1 MY TARGET CLIENT
DESCRIBED IN DETAIL

2 WHAT THEY ARE LOOKING FOR
EXAMPLES OF WHAT THEY SEEK, NEED, WANT

3 WHERE THEY LOOK
WHEN THEY WANT THE SERVICE I PROVIDE

4 WHEN THEY LOOK
EVENTS LEADING UP TO NEEDING MY SERVICES

5 WHY THEY SHOULD CHOOSE ME
WHY I'M THE BEST CHOICE, WHY I'M UNIQUE

6 HOW I WANT THEM TO ENGAGE WITH ME
WHAT I WANT THEM TO DO

Written Exercise 6B

As you work on the following exercise, keep this in mind: you don't want to try to sell your products and services until your potential client has the opportunity to take advantage of one of your free offers. You want them to be excited about meeting you.

To do the following exercise, you are going to simply replace my example offerings with the appropriate offerings for you and your clients. Remember, your sales cycle will have as many stages as is appropriate for you and your business right now. You might only have three stages in your sales cycle at present, which is A-okay. It will evolve and grow as your business evolves and grows.

DESIGN YOUR OWN BOOK YOURSELF SOLID SALES CYCLE

Use the visual worksheet on the next page for the following exercise and create your own customized plan.

STEP ONE: What is your objective for each stage within the sales cycle? In other words, what do you want the client to do or what action would you like them to take? Write it in the first column in the visual worksheet.

STEP TWO: What is your strategy for encouraging them to take that action? For ideas, you can choose from the Book Yourself Solid 6 Core Self-Promotional Strategies.

WRITTEN EXERCISE 6B

THE SALES CYCLE

DESIGN A SEQUENCE OF TRUST-BUILDING PHASES THROUGH WHICH YOU WANT YOUR POTENTIAL CLIENTS TO MOVE



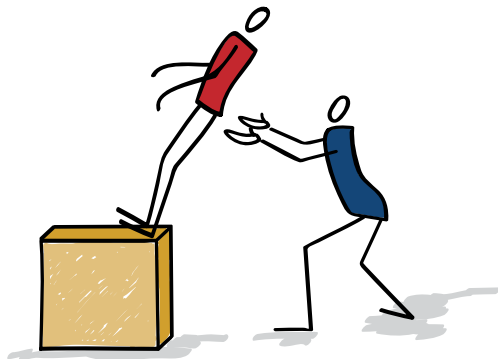
1 MY OBJECTIVE
(WHAT I WANT THE CLIENT TO DO)



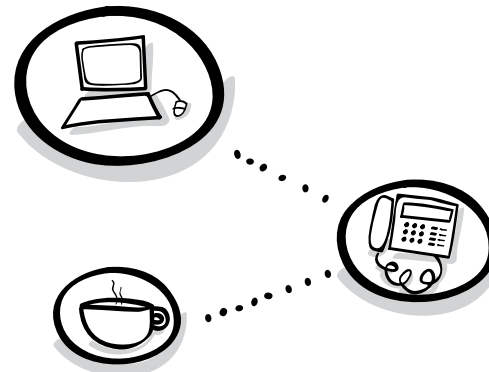
2 MY STRATEGY
(HOW I WILL ENCOURAGE THEM TO DO IT)

	1 MY OBJECTIVE (WHAT I WANT THE CLIENT TO DO)	2 MY STRATEGY (HOW I WILL ENCOURAGE THEM TO DO IT)
1 STAGE ONE		
2 STAGE TWO		
3 STAGE THREE		
4 STAGE FOUR		
5 STAGE FIVE		

 @jessalika



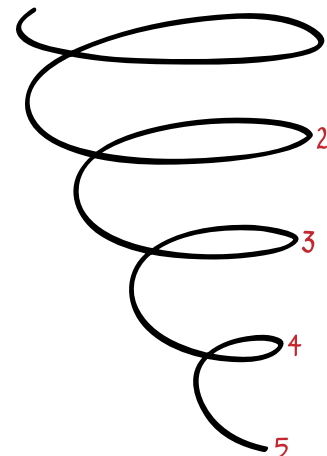
1 LEAD PEOPLE INTO YOUR SALES CYCLE BY BUILDING TRUST



2 APPLY THE 6 KEYS TO CREATING CONNECTION



3 CONSIDER THE 6 CORE SELF-PROMOTION STRATEGIES



4 DESIGN YOUR OWN TRUST-BUILDING SALES CYCLE

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