



The Prosperity Accelerator Sales System

with Nancy Matthews & Trish Carr

The Proven, Guided & Predictable Path to Prosperity



Know Your Clients Inside & Out

Take your time to answer these questions so that as you are listening to people talk, you will hear the clues and indications that they actually have a need or desire that you can fulfill.

The more you know about your ideal client and their day-to-day life, business and family and what they're experiencing, the better you'll be able to help them get what they want.

What's in their minds and hearts?	
They worry about	
They're frustrated by	
They dream of being / having	
What are their wishes / dreams?	
They tend to trust	
They tend to distrust	
Their highest value above all else	
They absolutely loathe	



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Regarding your product or service:	
My product or service is:	
What problem do you solve?	
How does your client describe the problem? <i>(Remember to consider the words THEY use to describe the problem.)</i>	
How does the problem affect other areas of their life? <i>(Consider all aspects of their lives impacted by the problem. Their home life, their relationships, their health, their social life.)</i>	
What do they say to themselves (often silently) about having this problem?	
What do they say to others about the problem?	
What's the COST to them of NOT having your solution?	
What are the BENEFITS for them in finally getting the results and transformation you provide?	



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The More You Know the Better!

What do you know about their buying style?	
They make decisions without needing approval from anyone else.	
They seek approval from spouse or partner before buying.	
They buy based upon recommendation(s) from others.	
They buy very quickly (mostly based on emotion).	
They are slow and methodical in their buying decisions.	

What else do you know about them?	
Lifestyle	
<ul style="list-style-type: none"> ➤ Favorite ways to relax ➤ Typical Saturday Night ➤ Favorite Sunday Activities ➤ Will Spend Good Money On ➤ Will Absolutely NOT Spend Money On 	
How They Consume Information	
<ul style="list-style-type: none"> ➤ Television ➤ Books <input type="checkbox"/> Print <input type="checkbox"/> Kindle <input type="checkbox"/> Audio ➤ Magazines ➤ Online Read / Research ➤ Podcasts ➤ Social Media ➤ Live Events 	