



**The Heart-Centered Sales Mastery Workshop**

**The Proven Formula for Increasing**

**Sales & Loving Every Minute of It!**

**The Heart-Centered Sales Formula**

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| **Perfecting the Art of Listening and Asking the Right Questions** |
| My product or service is: |
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| The solution it provides is: |
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| What words does my customer use to describe the problem? |
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| How is not having a solution impacting their day to day life? |
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| What are others saying to them about it? |
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| What else are they saying about the problem to themselves (in their mind) that they don’t easily share with others? |
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| What questions can you ask that will have them reveal if they have a problem in an area you solve?  In a casual, non-invasive way? |
| Example: Business Coach | Problem – Not Making Enough Money  Question: What fun trips or vacations have you taken lately?  Question: What’s your favorite thing about being an entrepreneur?  Questions: What’s your least favorite thing about being an entrepreneur?  Question: How’s business for you through the holidays? I know it can slow down for some. |
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**Revenue Model**

**Your Services, Products & Pricing**

How You Serve Them & How They Pay You

*“Determine exactly what you intend to give in return for the money you desire.”*

*~ Napoleon Hill*

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| **List Products Here**  (Physical as well as Digital Products) | **Pricing** |
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| **List Programs or Services Here**  Group Programs, 3 Month, Year-Long, Etc. | **Pricing** |
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| **List Packages Here**  i.e. Bundling of products, services and programs or other offerings | **Pricing** |
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**Funnelology:**

**Creating Funnels for Maximum Impact & Income!**

**Begin with the end in mind.**

**What is the OPTIMAL solution for your client?**

OPTIMAL

SOLUTION

Highest Price Point

Longest Term

Most Services

DOWNSELL

Medium Price

Includes Pieces of Optimal Solution

DOWNSELL #2

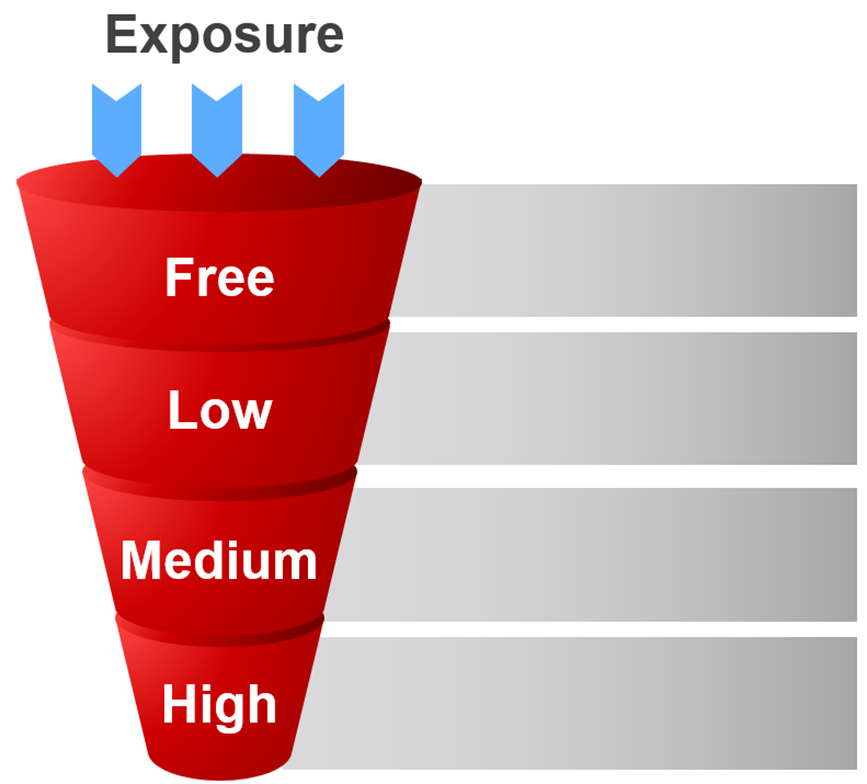
Lower Price

Includes Fewer Items

DOWNSELL #3

Lowest or Free

A Sample or 1 or 2 Pieces

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**The Heart-Centered Sales Formula**

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| **The “Magic Phrase” for Smooth Transition to the Sale** |
| Pre-Requisite: You have a high level of rapport, they have said, “Yes” several times and/or have been in agreement with you and have indicated they want a solution. |
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| The Magic Phrase Is … |
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| Notes & Inspired Ideas |
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**The Heart-Centered Sales Formula**

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| **Handling & Eliminating Objections**  *“Every sale has five basic obstacles: no need, no money,*  *no hurry, no desire, no trust.” ~ Zig Ziglar* |
| The three most common objections: |
| 1. I don’t have the time |
| 1. I don’t have the money |
| 1. I’m already working with someone |
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| **PRO TIP – FEEL, FELT FOUND** |
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