A close up of a logo

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**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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