

ANATOMY OF HEART-CENTERED SALES PROCESS



INITIAL SALES PROCESS

01



INITIAL FOLLOW-UP

- ✓ Connect & Build Rapport
- ✓ Remind where/how you met
- ✓ Be Interested in THEM

02



BE A GREAT INTERVIEWER

Ask Questions about THEIR lives in the areas you know your clients typically have challenges or unmet desires

03



MAGIC PHRASE TRANSITION

Once they've self-identified areas where you can add value – transition phrase – “I might be able to give you some ideas about that, would it be okay if I asked a couple of questions?”

04



QUESTIONS TO UNCOVER CHALLENGES

These are more specific questions to dial in to their level of pain or desire.
Find out what it's costing them to not have a solution
What they've tried before (that did or didn't work)
This will also reveal concerns and objections even before ever asking for the sale!

INITIAL SALES PROCESS



02



**BE A GREAT
INTERVIEWER**

Ask Questions about THEIR lives in the areas you know your clients typically have challenges or unmet desires

Perfecting the Art of Listening and

Asking the Right Questions

03



MAGIC PHRASE TRANSITION

Once they've self-identified areas where you can add value – transition phrase –
“I might be able to give you some ideas about that, would it be okay if I asked a couple of questions?”

Magic Phrase:

To get their permission to go deeper into their issue and demonstrate your expertise.

Only **AFTER** Building Rapport & They Have Self-Identified a Need

“I might be able to give you some ideas about that, would it be okay if I asked you a couple of questions?”



INITIAL SALES PROCESS

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**Now ... More Questions
Specifically Targeted to
Discover the Level of Pain
and/or Desire to for a Solution**

Building Relationship – Asking for the Sale

05



GIVE VALUE

Offer 1 or 2 tips or suggestions focused on identifying the root of their issue. Don't give too much advice here or they will not feel they need you and instead want to go implement what you shared first. The key here is identifying the problem area you will solve.

06



MAGIC PHRASE TRANSITION

Pre-Requisite: You have a high level of rapport, they have said, "Yes" several times and/or been in agreement with you and have indicated they want a solution. Transition Phrase – "Would it be okay if I now share how we can continue working together?"

Building Relationship – Asking for the Sale

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GIVE VALUE

Offer 1 or 2 tips or suggestions focused on identifying the root of their issue. Don't give too much advice here or they will not feel they need you and instead want to go implement what you shared first. The key here is identifying the problem area you will solve.

**This is where many of you
lose the sale.**

**You GIVE TOO MUCH before
getting paid!**

Building Relationship – Asking for the Sale

05



GIVE VALUE

Offer 1 or 2 tips or suggestions focused on identifying the root of their issue.

Don't give too much advice here or they will not feel they need you and instead want to go implement what you shared first.

The key here is identifying the problem area you will solve – not solving it right then.

06

MAGIC PHRASE
TRANSITION

**Would you it be okay if I share with
you now how we can continue
working together?**

(alternate)

**Would you like to explore how we
can continue working together?**



Let's

Practice