



7TH WORKBOOK



Sales Worksheet

BOSSSQUAD.TV |
SHEBUILDSBRANDS



7 Sales Steps:

1. Prospecting
2. Qualifying
3. Initial Mtg/Needs Discovery
4. Needs Analysis
5. Brand Demo/Story
6. Presentation
7. Influencer Approved
8. Purchase Approved
9. Negotiation
10. Closing



4 Closing Options:

1. The assumptive close
2. The option close
3. The suggestion close
4. The urgency close

01

Problem 1

02

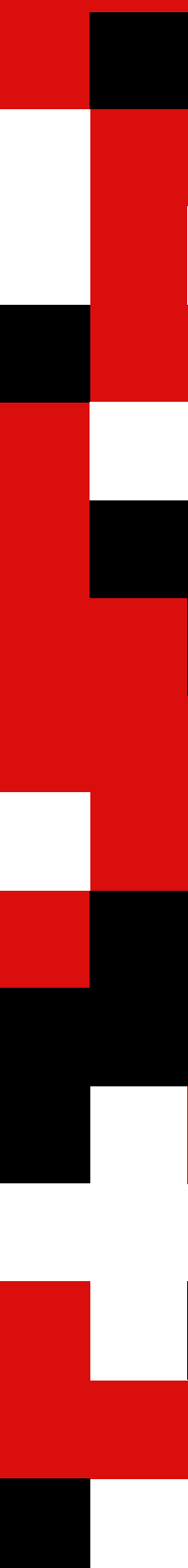
Problem 2


03

Problem 3

Problem

List 1-3 problems your company solves for your ICP.





The Utopia

List 3-5 ways your company proposes to solve them.

Solution 1

01

Describe how you envision to solve the problems you previously shared.

Solution 2

02

Communicate big value conveniences and be truly straight forward.

Solution 3

03

Be very clear so you can smoothly jump next to introducing your product.

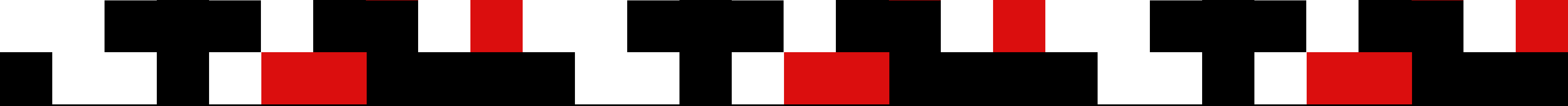


Value Proposition

Show your company's brand, product or service as the ultimate solution to these problems.

Go back to your Business Model Canva and be clear on the value proposition based on the sales problems you are solving.





Pricing

Explain the pricing method for each variation of your product or service.

Economy
Pricing

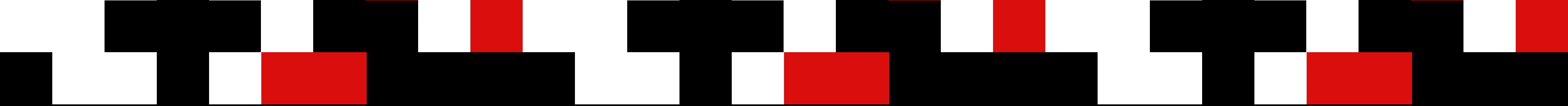


Price
Skimming



Premium
Pricing





Pricing

Explain the pricing method for each variation of your product or service.

Psychology
Pricing



Bundle
Pricing



Marketing
Penetration
Pricing



Where to Purchase

Illustrate on a map where your product or service is available for purchase. You can also use a table or a list of the online and physical stores where your product or service can be bought.





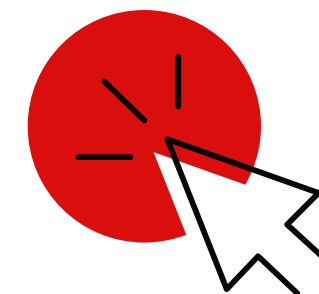
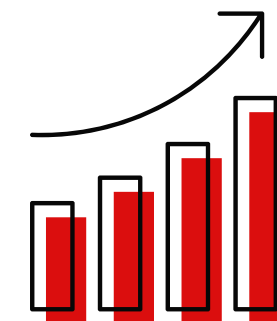
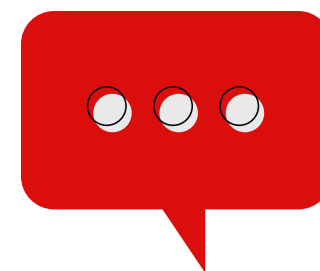
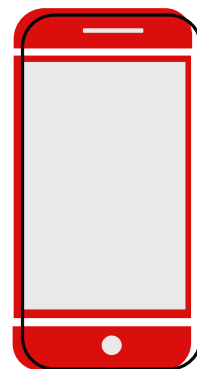
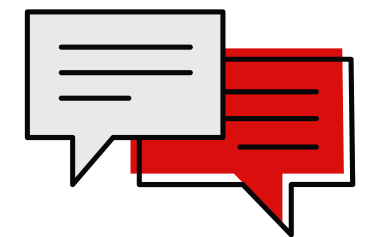
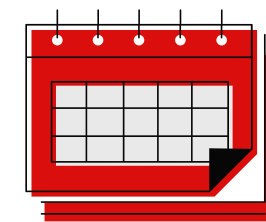
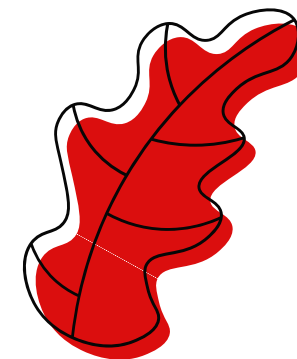
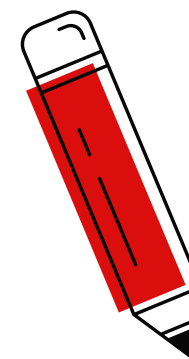
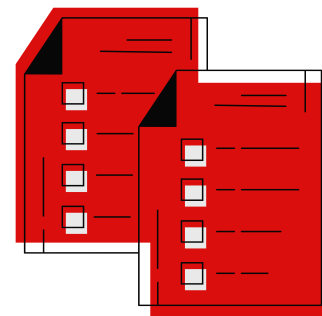
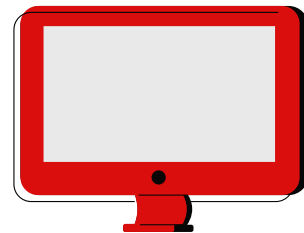
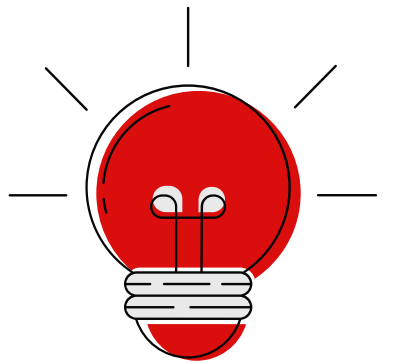
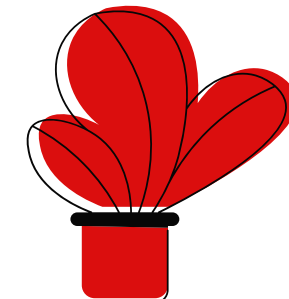
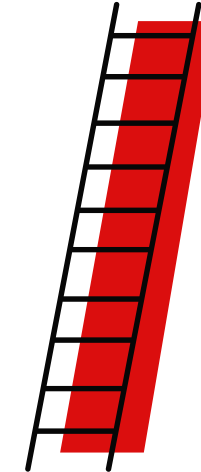
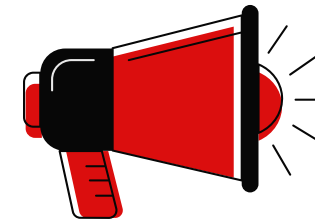
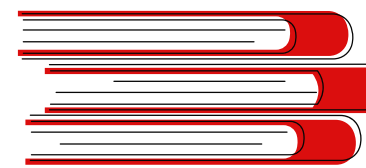
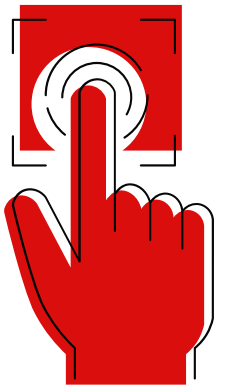
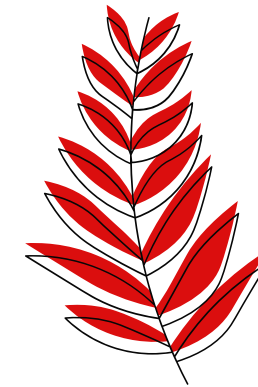
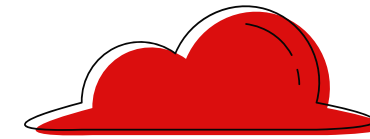
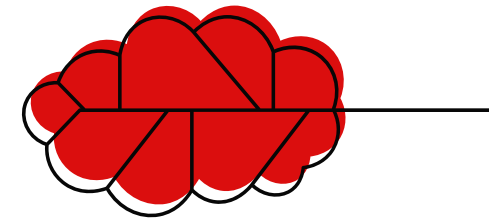
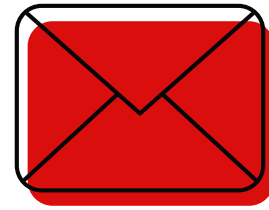
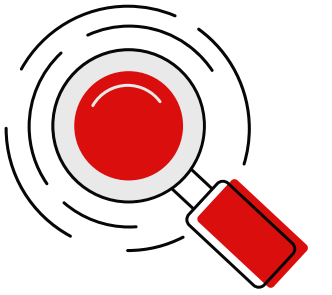
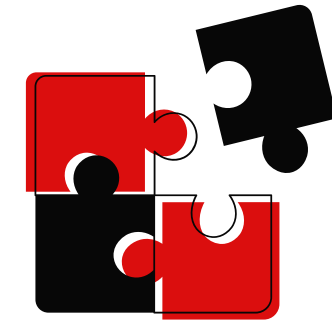
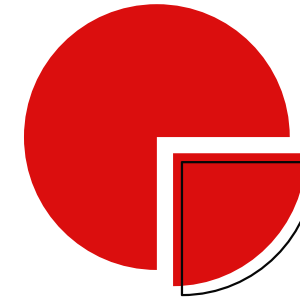
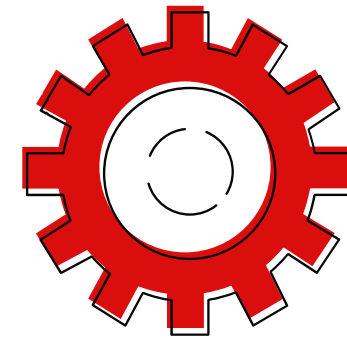
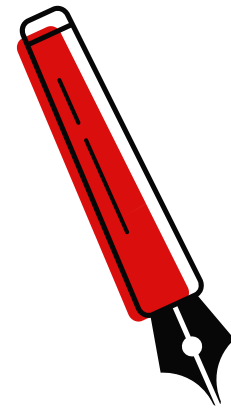
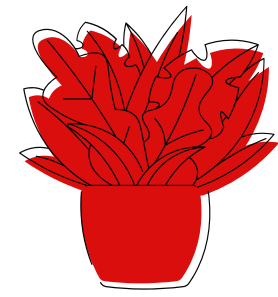
Call to Action

Guide your potential customers to take action.
Make your call-to-action statement clear.

To encourage them to take action, some call-to-action examples you may want to use are “Enjoy free shipping!”, “Sign up for a 30-day free trial”, or “Money-back guarantee” - anything to establish rapport and trust.

Free Resources

Use these free, recolourable icons and illustrations in your Canva design.



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