



# Sales Guide Worksheet

USE THIS WORKSHEET TO HELP YOU LISTEN AND LEARN DURING YOUR SALES CALLS AND IDENTIFY YOUR PROSPECTIVE CUSTOMER'S VISION FOR THEIR BUSINESS.

## CLIENT PROBLEMS

## CLIENT VISION

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Writing out your Problem/Solution in client language will help you identify terminology and key phrases to listen for on your upcoming sales calls. It will also help you address pain points and goals clients might have in language that resonates with them. These are important things to keep in mind as you're working on your marketing and brand outreach.