Sales Juide Nortsheet

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

Look at each of the problems you listed in your Problem/Solution worksheet.

Now, take a moment to think about your ideal client prospect. How would that prospect express that same problem? What language would they use? How would they express their need for a problem you can solve?

Write out each of your problems in prospective client's "language" below.

CLIENT VISION

Now, look at each of the solutions you wrote for the problems you solve in your Problem/Solution worksheet. Clients often don't speak in terms of the specific solution you offer. Instead, they focus on the vision they have for their business.

What they don't know, is that their vision can be achieved with the solution you bring to the table!

So in this next step, take a look back at all of your Solutions, and write out what a client's vision might be as it relates to your specific solution.



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CLIENT PROBLEMS CLIENT VISION



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.

