

Successful sales communication checklist

Your relationship with your prospect began far before you sat down to have this conversation, but it might be the first time you're talking, voice to voice.

You both might be a bit nervous and not quite sure into what the relationship could evolve, if anything.

Here's how to make this conversation a great experience for your prospect, while also showing them you have something uniquely valuable to bring to their work, their process, and their lives.

Here's a successful sales communication checklist:

Make an Emotional Connection:

Help them connect with the struggle they are experiencing right now, and get them to describe how that feels. Then, switch gears, and help them experience the turn-around. Tap into the vision, and have them describe how it feels if they were in the vision.

Exhibit Empathy:

Feel the feelings they are describing yourself and level with them about what you understand is the sensory experience of that emotion.

Offer Mirroring:

Tell them what you are hearing them say. Reflect back to them the points you understand them to be making and the feelings they are describing

Share Your Recommendations:

Offer specific recommendations as to how you could see partnering with them, according to what they described in their struggle and vision

Talk About How You Work With People:

Which of your programs do you think would be the right fit? Make sure you're enrolling them into something, rather than talking vaguely about what it would look like if they hired you.

A special piece of sales advice directly from my dad, who spent a lifetime in the field:

Name the price, then don't talk. According to Larry Berlin, say this mantra in your head, "The next person who talks loses. The next person who talks loses."

Set your intention for the call before getting on the line, and hone the appropriate energy to carry you through.

Try out a couple conversations using this checklist and let me know how it goes. I'm curious how to feel going INTO your next conversation with a fresh take on what this interaction could look like.

If you want help honing your sales communication, your message, your offers, or your visibility strategy, let's get on the phone.

[CLICK HERE](#) to schedule a complimentary Empowered Presence Consult Call with me.

We'll talk about:

- Where you are
- Where you want to be
- What might be some of the blocks that are keeping you from moving forward
- A roadmap to get you where you want to go