

10 Steps

TO FOCUS ON
BENEFITS TO
BOOST SALES

1

INSIGHTS

Explore and research what is important to your client, then map how your product or service fits with their needs.

2

RELEVANCE

Understanding your audience goals, pain points, and objectives enables you to align your relevance.

3

CURIOSITY

Ask questions and get to know the individual, establish a bond, and discover commonalities.

4

CLUES

Formulate questions to drive pertinent dialogue to uncover clues on where and how you can add value.

5

VALUE

Define and share the value you offer in conjunction with how the customer will benefit from your product or service.

6

PURPOSE

Lay the groundwork for a long-term relationship to earn their business.

7

OPPORTUNITY

Be of service in every communication, encounter, or meeting; always walk away with at least one actionable commitment you will perform.

8

TRUST

Stay true to your values. Be honest with your prospect if your product or service is not a good fit, or not at this juncture.

9

ENGAGEMENT

Focus on the customer's needs as you move them through the sales process: from awareness, to consideration, to the decision, and eventually to champions.

10

ELEVATE

Always do what you have promised and strive to exceed expectations.

RESOURCES:

Client Motivations - Webinar
Developing Relationships - Webinar
Demonstrate Sincere Interest - Podcast
Do What You Say You'll Do - Podcast