

# GET MORE CLIENTS

 CHECKLIST



*Fortune 500 Sales  
Secrets Revealed*

PETITE **2** QUEEN®

# GET MORE CLIENTS

## CHECKLIST



*Your time, resources, and money need to be leveraged in the most effective and efficient means possible.*

*Use this checklist for rapid results, with mid- and long-term sales growth.*

### CLIENT THINKING

What does your client want, need, or lack? \_\_\_\_\_

#1 pain point or area of concern? \_\_\_\_\_

Why does this matter to them? \_\_\_\_\_

So they can... \_\_\_\_\_

Incorporate your client why into your product or service unique selling proposition.

### IDEAL CLIENT AVATAR

What are the demographics of your ideal clients? \_\_\_\_\_

What are the psychographics of your ideal clients? \_\_\_\_\_

What is their monetizable pain? \_\_\_\_\_

### CLIENT JOURNEY

What is your client journey from initial spark to referral resource? \_\_\_\_\_

What are the associated activities of each stage of your client sales journey? \_\_\_\_\_

Include all touch points, areas of friction and gaps, and any influences.

### RELATIONSHIP RAPPORT

How do you demonstrate worthy intent when establishing a new relationship? \_\_\_\_\_

What are your discovery questions to learn their goals, objectives, and initiatives? \_\_\_\_\_

What is your client recovery plan? \_\_\_\_\_

**CORE COMMUNICATION**

What are the 5 things to which your prospect must say "HECK YES" to be an ideal client?

How do you use your prospect's personality code to build rapid rapport? \_\_\_\_\_

What are your top 10 objections? \_\_\_\_\_

**FOCUSED OUTREACH**

Where do your ideal clients hang out? \_\_\_\_\_

What are your planned cadence and methods of outreach? \_\_\_\_\_

How do you avoid or overcome ghosting? \_\_\_\_\_

**FOLLOW-UP FINESSE**

What are your follow-up value resources? \_\_\_\_\_

When and how will you leverage your voice, video, and resources for moving the sales conversation forward? \_\_\_\_\_

**POWERFUL PRESENTATIONS**

What are your stages, platforms, and settings for presenting to prospects? \_\_\_\_\_

How will you leverage presentation opportunities, build momentum, and close sales? \_\_\_\_\_

How do you use the 4 B's for a knock-out presentation? \_\_\_\_\_

**NEGOTIATION PROWESS**

What are your deal points? \_\_\_\_\_

How do you make smart trades for a win-win? And what are your smart trades? \_\_\_\_\_

How do you get out of a PICKLE? \_\_\_\_\_

**WINNING CLOSES**

What are your preferred types of closes and why? \_\_\_\_\_

How is your closing style working? Win/Loss Ratio? \_\_\_\_\_

What are your high success closing questions? \_\_\_\_\_

**NURTURE OPPORTUNITIES**

What are your client relationship check-ins? \_\_\_\_\_

How will quarterly business reviews increase retention and deliver more business with your existing clients? \_\_\_\_\_

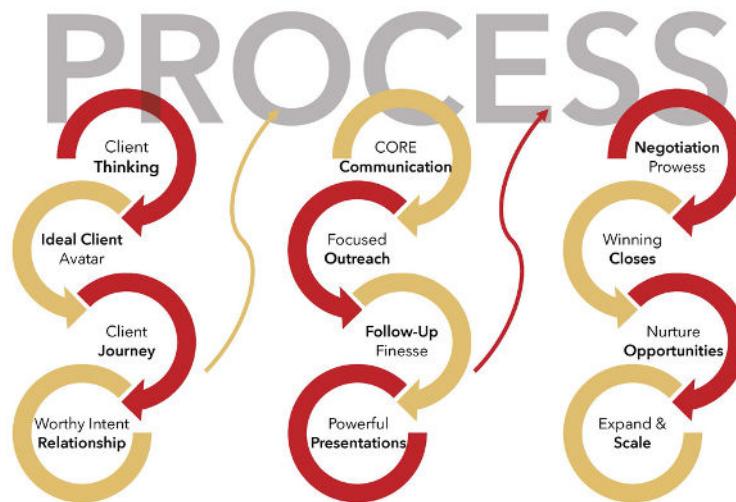
**EXPAND & SCALE**

How have you seeded referrals throughout your client journey? \_\_\_\_\_

Why is E.A.R. vital for successful referrals? \_\_\_\_\_

How will you expand your strategic partner & promoter network? \_\_\_\_\_

*This checklist is your competitive edge sales framework.*



*You may be wondering how an individual or a team starts to get this implemented on top of an already up-to-our-eyelashes busy schedule.*

*How long does it take and how does it work?  
What's the process?*

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*If you are ready to transform your business growth and income with a proven sales system delivered with LIVE training and support, go to [Petite2Queen Get More Clients.](#)*