Activity Sheet 10-A
Desire:
Building the Emotional Want
In Your Offer For, "Any"
_____ (product/service)

Taking "Any" product/service you represent, pick up the conversation as if you have just completed the "Presentation" step of the selling process, and write out a powerful word picture "Desire" statement. When you are down, go back and underline or circle each sensation part of the sentence (see, hear, smell, feel, taste):

(Remember – your sentence should speak to as many sensations as possible to stimulate the listener to live your scenario)

"If you were to proceed with my recommendations, here is what you will experience, _____
_____
_____
_

Activity Sheet 10-B
Desire:
Building the Emotional Want
In Your Offer For, "Your Leading"
_____ (product/service)

Taking "Your Lead" product/service you represent, pick up the conversation as if you have just completed the "Presentation" step of the selling process, and write out a powerful word picture "Desire" statement. When you are down, go back and underline or circle each sensation part of the sentence (see, hear, smell, feel, taste):

(Remember – your sentence should speak to as many sensations as possible to stimulate the listener to live your scenario)

"If you were to proceed with my recommendations, here is what you will experience, _____
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_____. Is that the scenario that you would like to have?

Activity Sheet 10-C
Desire:
Building the Emotional Want
In Your Offer For, "A New"
_____ (product/service)

Taking "A New" product/service you represent, pick up the conversation as if you have just completed the "Presentation" step of the selling process, and write out a powerful word picture "Desire" statement. When you are down, go back and underline or circle each sensation part of the sentence (see, hear, smell, feel, taste):

(Remember – your sentence should speak to as many sensations as possible to stimulate the listener to live your scenario)

"If you were to proceed with my recommendations, here is what you will experience, _____
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_____. Is that the scenario that you would like to have?