

Activity Sheet 12-A
Fine Tuning Your Sales Presentation Around The
Five Enhanced Selling Steps

Perfecting sales excellence is every sales professional's goal and the Five Steps of Selling, along with the conversational "Stacking-N-Linking" model help to attain that goal. Pair off with a sales professional as your role-playing coach and revisit all of the work accomplished thus far (through the first Eleven Mini-Seminars), and demonstrate perfect practice of the five selling steps.

Pick your favorite product/service and assume a client to present to and demonstrate your ability to flow conversationally through the selling process:

Product: _____

Prospect/Customer: _____

Five Steps of the Selling Process

- Step One: ATTENTION STEP**
- Step Two: INQUIR/INTEREST/NEEDS ANALYSIS STEP**
- Step Three: PRESENTATION STEP**
- Step Four: DESIRE/WANT STEP**
- Step Five: CLOSE/ORDER STEP**

ATTENTION: If there were a way to _____,
Would that be of interest to you? The reason that I mention this is _____
_____,
perhaps we can do the same for you. Would that be of interest to you?

INTEREST/INQUIRY/NEEDS ANALYSIS: In order to maximize time, may I ask you a few questions? Thank you, _____ **(Stack-N-Link)** _____.

PRESENTATION: Based upon what we have just discussed, what would it mean to you to be able to _____?
The reason I ask is that we, _____

_____.

DESIRE/WANT: That is the type of picture that you would like to see yourself in isn't it?

CLOSE/ORDER: Do you want to go with _____ or _____?
