



Discovering Your Value Prop

For questions call 630-768-3134 or email pathelpers@salesbabble.com

Answer the following to prepare for cold calling, trade-shows, follow-ups, meet-up groups and any situation where you need to quickly make a pitch that qualifies prospective clients. Confidence in sales comes with preparation!

What is the primary “thing” you provide your ideal clients?

What is the primary benefit the “thing” provides your ideal clients?

What is the primary pain or desire your ideal client’s experience?

Why would someone pay you for your product or service (what is it’s value)?

My opening statement is

My first question is

Three other questions I will ask to qualify prospects

- 1.
- 2.
- 3.

With the mindset **“How Can I Help”** you can develop your confidence in sales. Good Luck!

Be Yourself, Add Value, Make Sales

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