

GET MORE CLIENTS

 CHECKLIST



*Fortune 500 Sales
Secrets Revealed*

STRATEGIC
SALES
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? _____

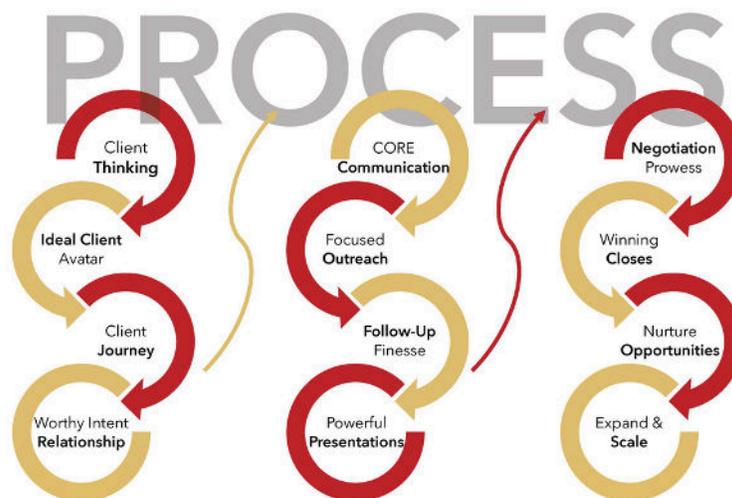
EXPAND & SCALE

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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