



Sales Script Worksheet

ENGAGE

Your first goal is to get someone to stop and talk to you. Be pro-active. Don't wait for someone to ask a question. Smile, make eye contact, grab their attention and draw them over by speaking to them first.

Write down several simple statements or questions that will compel a customer to stop and talk to you.

EXCITE

After you've captured their interest and they are listening, you must excite them about the benefits you offer. Benefits are what they get from using what you've got. The pitch should be about them and their needs. Benefits touch a nerve, feed an emotion, reduce fear, remove pain or solve a problem.

EDUCATE

Educate them about the features you offer. How it works, what it does, why it's great. Tell them why your company is the best choice. Ask some qualifying questions during the conversation.



ENCOURAGE

If they are interested and qualified now is the time to ask for action. What is your objective? Sell them something, sign them up for a free check up, ask them to watch a demonstration, a video, fill out a survey card, schedule an appointment, whatever it may be. Do not let them leave without getting their contact information.

EXIT

Remember that selling is a numbers game. If you're not selling, you need a lead. You must talk to a lot of people. Those not interested must be released. Avoid unproductive chitchat. While you spend ten minutes talking shop to a customer you are not going to close, ten hot prospects have walked past your booth. You could be missing the most valuable lead of the day. Have an escape plan. Thank the person for their time, shake hands, give them a brochure, say goodbye, disengage move to the next prospect.
