

 Worksheet

Sell More, Earn More

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Sell More, Earn More

Get organized, nurture your leads and close more sales

Nurturing Leads

- 1. **What questions do potential customers have before they buy from me?**
(product details, cost, warranty, social proof, etc)

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- 1. **How can I address those concerns?**
(email series, white paper, website, videos)

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- 1. **How can I offer more value as I educate potential customers?**
(send additional resources, showcase differences between our product and others, special offers, etc)

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Make the Offer

- 1. **What is my compelling offer?**

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1. When should I extend the offer?

(after they read the e-book, after a conference, when they initiate a call with a sales rep, etc)

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1. What does a prospect that is ready to buy “look like?”

(watched a video, read an e-book, etc)

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Close the Sale

1. How do customers buy from me?

(online, in person, sales team)

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1. Is this an easy way to buy?

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1. How can I make it even easier?

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*** Take some of the ideas you brainstormed above and choose 2-3 actionable items you can start implementing right away.**

1. What are the top 2-3 things I can do to improve my selling system?

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2
3