

 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)

1. How can I address those concerns?

(email series, white paper, website, videos)

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)



Make the Offer

1. What is my compelling offer?

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)

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

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



Close the Sale

1. How do customers buy from me?

(online, in person, sales team)

1. Is this an easy way to buy?

1. How can I make it even easier?

*** 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?

1

2

3
