

How to Structure a Sales Conversation

As you prepare for sales conversations, use the following seven steps as a rough guide. Remember to allow flexibility to follow your curiosity and explore issues the customer raises.

1. Small talk to build rapport

Start the conversation with topics that most people find easy to discuss, such as traffic, the weather, the meeting space, or a news story of mutual interest. Avoid topics that could be controversial, such as religion or politics.

2. Q X H V W L R Q V W R X Q F R Y H U W K H S U R V S H F W ¶ V Q H H G V constraints

Engage the customer in open -ended questions that allow them to define the problem. For instance, you might ask:

- x : K D W ¶ V \ R X U E L J J H V W F K D O O H Q J H U L J K W Q R Z "
- x Who else is affected by it?
- x How are you tackling it?
- x How well is that solution working for you?
- x If you could wave a magic wand and make the challenge go away, what would that look like?

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7. Follow -up

Be sure to follow up on your live conversation with a written message thanking the prospect for their time and confirming next steps.

Whether you send a handwritten note or an email message, avoid canned language. To make your thank -you sound genuine, include the following:

- x Thank you for the meeting
- x Something specific you appreciated about the conversation
- x If appropriate, answers to objections the customer raised
- x Next steps

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SUBJECT: Thanks for a great conversation

Sales Script Template

1. Small talk to build rapport

2. QXHVWLRQV WR XQFRYHU WKH SURVSHFWLRQV DQG EX\LQJ

3. Transition from describing the problem to exploring solutions

4. Your offer

Think Inc.
