

SALES WORKS

CHEAT SHEET

PRESENCE

The Rules

1. Have fun
2. Dare to Fail
3. Be a Good Sport
4. Take A Circus Bow



Make it EPIC!

Energy
Pacing
In the Moment
Commitment

LISTENING

Listen To Go Deep

1. Give physical attention: nod
2. Give verbal attention: grunt
3. Backtrack: Repeat key words you heard
4. Use 'W' Questions. Who? What? Where? When? How?

Lost? Overloaded? Don't know what to ask?
Say, "Tell me more."

Confused?
Ask, "What does that have to do with this?"

BLENDING

Send Signals of Similarity

Physical
Verbal
Emotional
Energy
Pacing

CONNECTION

Yes And

- Make your response connected to what they just said or did.
- Make the other person look good
- Literally start with "Yes! And..."
- Say Yes to everything for an hour
- Make statements instead of questions

Before Client Interaction

- Breathe
- Shake off tension. Take up space.
- Get in a good mood: listen to a good song, go outside, play a quick game
- Warm up your voice and face
- Practice listening and repeating

