MIND, MONEY, & MEANING

WITH BRYAN FRANKLIN & JENNIFER RUSSELL

SALES PROCESS SCORECARD

PHASE I - CURIOSITY: Are You Curious About _____?

Asked?	(yes)	(no)
Question Provocative?	(yes)	(no)
Customer experienced curiosity?	(yes)	(no)

PHASE II – DECISION MAKER: Aassuming you are the decision maker, and assuming we work together, is there anyone else we'd need to check with?

Asked?	(yes)	(no)
Answer Congruent?	(yes)	(no)
Customer experienced empowerment	(yes)	(no)

PHASE III – NEEDS & VALUE: So what you want is _____?

Asked?	(yes)	(no)
Asked at Peak?	(yes)	(no)
Used Correct Keywords?	(yes)	(no)

PHASE IV – READY TO ACT: Are you ready to do something about that now?

Asked?	(yes)	(no)
Customer experienced urgency?	(yes)	(no)

PHASE V – MONEY: Is $_____ an appropriate investment in order to have _____?

Asked?	(yes)	(no)
Used Correct Keywords?	(yes)	(no)
Customer experienced 'No Brainer;	(yes)	(no)

IS THERE ANYTHING ELSE YOU NEED TO KNOW BEFORE MAKING A COMMITMENT?

Asked?	(yes)	(no)
Customer experienced capability & a sense of having begun?	(yes)	(no)

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