



# 'Serve to Sell' ©

## Bonus Program Outline

Audio CD Program

***Have you 'served' your sales team with training that creates a great 'customer experience' and grows sales?***

***Who in your organization is in sales?***

**The 5 phases to buying and selling are:**

**1. The Greeting**

**2. Qualifying and Connection**

**3 Connect and Build Trust Tips:**

Be an \_\_\_\_\_

Be an \_\_\_\_\_

Prove your \_\_\_\_\_

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## AMERICA'S LEADING PROFIT AND CASH STRATEGIST



# 'Serve to Sell' ©

## Bonus Program Outline

Audio CD Program

3. Counseling

4. The Presentation

5. The Close

Assumption

Either Or

Puppy Dog

NOTES:

Horizontal lines for taking notes.

AMERICA'S LEADING PROFIT AND CASH STRATEGIST