



KATHRYN'S CORNER

*Drive. Resolve. Promise.*

WORKBOOK

# Sell From Your Why

*Close more sales by asking, not pushing*

A 4-week program with Kathryn Christensen



## WELCOME

# How to Use This Workbook

This workbook goes with your 4-week program for salespeople, direct sales and network marketing reps, and business owners who sell their own services. Each week, watch the lesson, work through these pages, and use the AI prompts at the back to stay on track between sessions.

## Your four weeks

| Week | Focus                           | You'll leave with                                                   |
|------|---------------------------------|---------------------------------------------------------------------|
| 1    | Know yourself                   | Clear answers about where you are and why this matters to you       |
| 2    | Set the goal                    | Goals that pass the nine-question check and a signed Goal Agreement |
| 3    | The Socratic Sales Conversation | The one skill this program is built around, put to work             |
| 4    | Make it stick                   | A daily six-task habit, a progress journal and a 90-day plan        |

## A few promises to yourself

- ☐ I will do the work on paper, not just in my head.
- ☐ I will be honest in my answers, even when they're uncomfortable.
- ☐ I will check in daily, even when I've had a hard day.
- ☐ I will bring my questions to the live Q&A call.



## WEEK 1

# Know Yourself

Before you can move forward, you need an honest picture of where you are. Answer each question in writing.

**1. Where are you today in this area of your life or work? Describe it honestly.**

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**2. Why does changing it matter to you now?**

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**3. Where are you already strong?**

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**4. Where do you most need to grow?**

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**5. What do you dislike most about selling right now, and why?**

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**6. Think of your best sale ever. What did you ask, and what did the buyer say that told you it was a yes?**

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**7. On a scale of 1 to 10, how committed are you to doing this work? What would move you up one point?**

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**8. What time, money and effort will you commit over the next four weeks?**

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### **My why, in one sentence**

What happened, what I learned, and who I am doing this for:

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### **Balance check**

Other than money, which area of life needs the most attention right now: Career, Financial, Physical, Mental, Spiritual, Social or Family? Why?

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WEEK 2

## See the Dream, Set the Goal

Write your dream list in present tense, as if it's already true: "I am...", "I have...", "I live..."

### My dream list

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### What do you want to be remembered for?

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### How would you like to spend the next five years?

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### If you had only six months to live, what would you do?

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## WEEK 2

# The Nine-Question Goal Check

Write up to three goals across the top. Answer yes or no for each. If a goal gets a "no," rewrite it until it passes.

Goal A: \_\_\_\_\_

Goal B: \_\_\_\_\_

Goal C: \_\_\_\_\_

| Question                                  | Goal A | Goal B | Goal C |
|-------------------------------------------|--------|--------|--------|
| Is it really my goal, not someone else's? |        |        |        |
| Is it morally right?                      |        |        |        |
| Is it consistent with my other goals?     |        |        |        |
| Can I commit to it emotionally?           |        |        |        |
| Can I see myself reaching it?             |        |        |        |
| Will it make me more secure?              |        |        |        |
| Will it make me happier?                  |        |        |        |
| Will it make me healthier?                |        |        |        |
| Will it give me peace of mind?            |        |        |        |



## WEEK 2

# The Seven Steps

Take your most important goal through all seven steps.

**1. The affirmation**

State the goal as "I am..." in present tense.

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**2. The benefits**

List 6 to 10 benefits. These are your reasons why.

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**3. The obstacles**

What stands in the way? Is the goal still reachable?

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**4. My helpers**

Who will help, and what will I ask of each person?

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**5. The plan**

Long-term, monthly, weekly and daily actions.

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**6. My measure**

The number or sign that shows I'm on track.

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**7. Completion date**

The date I will reach this goal.

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## WEEK 2

# My Goal Agreement

I, \_\_\_\_\_, commit to the following goals and to the plan I have written.

I ask my accountability partner to check on my progress every week and to hold me to my word.

**Goal 1**

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**Goal 2**

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**Goal 3**

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Completion date: \_\_\_\_\_

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Goal setter

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Date

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Accountability partner

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Date



## WEEK 3

# The Socratic Sales Conversation

People don't buy because you told them; they buy because they heard themselves say why they need it. Your job is to ask the questions that help them find their own reason.

## The key ideas

- 1. Open with curiosity.** Start every conversation by learning about the person, not presenting your product.
- 2. Find the problem.** Ask what isn't working, how long it has been that way, and what it is costing them.
- 3. Find the why.** Ask why solving it matters to them personally. The answer is their buying reason.
- 4. Paint the after.** Ask what life or business looks like once the problem is solved.
- 5. Ask for the sale.** Sum up what they told you in their words, then ask a clear question that invites a yes.

## Put it to work

Write three opening questions you will use to learn about a prospect:

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Write three questions that uncover the problem and its cost:

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Write the one question you will ask to find their personal why:

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Write your closing question, word for word:

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## WEEK 4

# Make It Stick

Goals are reached one day at a time. Each night, write the six most important tasks for tomorrow, in order. Work them in that order. Carry anything unfinished to the next night's list.

## The six-task method: my first week

| Day | Tasks done (of 6) | What moved me forward | What held me back |
|-----|-------------------|-----------------------|-------------------|
| Mon |                   |                       |                   |
| Tue |                   |                       |                   |
| Wed |                   |                       |                   |
| Thu |                   |                       |                   |
| Fri |                   |                       |                   |
| Sat |                   |                       |                   |
| Sun |                   |                       |                   |

## Tomorrow's six tasks

| # | Task | Done |
|---|------|------|
| 1 |      |      |
| 2 |      |      |
| 3 |      |      |
| 4 |      |      |
| 5 |      |      |
| 6 |      |      |



## WEEK 4

# My 90-Day Plan

Break your main goal into three monthly milestones, then the weekly actions and one daily habit that get you there.

**My 90-day goal:**

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|         | Milestone | Weekly actions |
|---------|-----------|----------------|
| Month 1 |           |                |
| Month 2 |           |                |
| Month 3 |           |                |

**My one daily habit:**

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**The thing most likely to stop me, and my plan for it:**

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## WEEK 4

# I AM \_\_\_\_\_

Return to this page every few months. In column A, list what you're most proud of. In column B, list what you want to accomplish next. Below, list the changes you need to make to get there. If a change isn't possible for you, adjust the goal rather than abandon your growth.

| (A) What I'm most proud of | (B) What I want to accomplish next |
|----------------------------|------------------------------------|
|                            |                                    |
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## (C) The changes I need to make to get there

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**BONUS**

# Objection Practice Sheet

Write the objections you hear most, then a question you can ask in return. A question keeps the conversation open; an argument closes it.

| Objection I hear | Question I'll ask in return |
|------------------|-----------------------------|
|                  |                             |
|                  |                             |
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|                  |                             |
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## YOUR AI ACCOUNTABILITY PARTNER

# AI Prompt Pack

Paste these prompts into Claude, ChatGPT or another AI assistant. Keep one ongoing chat for the whole program so it remembers your goals, or paste your Goal Agreement at the start of a new chat.

**Privacy rule:** *never paste client names, account or policy numbers, or other personal information into an AI tool. Describe situations in general terms.*

## Program setup (paste once)

*You are my coach and accountability partner for a 4-week program called Sell From Your Why. My goals are: [paste your Goal Agreement]. Be warm but direct. Hold me to what I commit to, and when I make excuses, ask what I'll do differently. Ask one question at a time.*

## Daily check-in (evening, 5 minutes)

*Daily check-in. Ask me: (1) Which of today's six tasks did I finish? (2) What moved me forward today? (3) What held me back? (4) What are tomorrow's six tasks, in order? Then tell me in one sentence whether today moved my goal forward.*

## Weekly review

*Weekly review for Week [#]. Here's what I committed to: [paste]. Ask me what's done. For anything not done, ask what got in the way and what I'll do by [date]. Then sum up my week in five lines: wins, misses, numbers, lesson learned, next week's focus.*

## When I'm stuck

*I keep putting off [task]. Ask me what I'm afraid will happen if I do it. Then help me break it into a first step I can finish in 15 minutes today.*

## Objection role-play

*Role-play a prospect who is interested but hesitant. Use one objection at a time: price, timing, 'I need to think about it,' and 'I need to ask my spouse.' Let me respond with a question, then tell me what worked and what to ask better.*

## Question coach

*Here is my product or service: [describe]. Help me write five discovery questions, three questions that uncover the cost of the problem, and one closing question. Keep them conversational, not scripted.*



## WHAT'S NEXT

# Keep Going

You've done the work. Look back at your Week 1 answers and notice how far you've come in four weeks.

**What changed for me in these four weeks:**

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**My next 90-day goal:**

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Ready for more? The Finding Your Why seminar and one-on-one sales coaching take this method deeper.

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