

The Sales Starter Kit

REFERENCE GUIDE



Why Selling Feels Gross (And What Actually Works)

"A prescription without a diagnosis is malpractice."

Convincing vs. Helping

Convincing

I decided what you need before we even talked. Now my job is to overcome you. It is a fight, and you are the opponent.

Helping

I find out what is going on, then I tell you honestly whether I am the right answer. Sometimes I am not. Saying so out loud is the most persuasive thing you can do.

The Doctor Test

A doctor who prescribes before she diagnoses has committed malpractice. The same is true in your business. Most bad selling is a person prescribing before they diagnosed.

Ask questions first. Look before you recommend. That is what makes people believe you.

People Buy The Problem Going Away

Nobody wants a drill. They want the hole in the wall. Actually, they want the shelf up so their spouse stops asking about the shelf. Write down what changes for your customer, not what you deliver.

STEP 1

Trust Ask about them before you talk about you.

STEP 2

Understand Say a true thing that does not help you.

STEP 3

Offer Do the small thing you said you would, when you said you would.

Four Sales Myths

"Good salespeople are talkers"

The best ones are quiet. They ask a question and let the silence do its work.

"If my work is good enough, it sells itself"

It does not. Great work nobody knows about is a hobby.

"I need a script"

You need a list of questions. Scripts break the second someone says something unexpected.

"No means never"

No almost always means not right now, not like this, or I do not understand yet.

Your Sales Foundation Worksheet

- ☐ Box 1: What is the problem you solve? Not the service, the problem.

Example: restaurant owners are months behind in their books

- ☐ Box 2: What is different in your customer's life after working with you?

Write it the way they would say it, not your industry

- ☐ Box 3: Why you? What have you seen, fixed, or lived through?

This is evidence, not bragging

- ☐ Box 4: Who are you not for?

This is what makes you trustworthy

- ☐ Your one sentence: Most [customer] struggle with [problem]. I help them [what changes].

Why Selling To Everyone Sells To Nobody

"A net over the whole ocean catches nothing."

What "Everybody" Costs You

Time

Calls with people who were never going to buy.

Your words

Soft, generic writing nobody responds to.

Referrals

Happy customers can't send people to you if they can't say in one sentence who you are for.

Look Backward, Not Forward

Pull your last twenty customers. Circle the best five: paid without a fight, pleasant, great result. Stare at those five and ask what they had in common. Situation first, not demographics.

PAIN

In their words, not yours. "I am doing payroll at 11pm on a Sunday," not "lacks operational efficiency."

GOAL

Usually simpler than you think. "I want my Sundays back."

TRIGGER

What made it urgent now instead of six months ago. People buy urgency, not problems.

Where They Already Are

Not "which platform should I post on," but "where are they already." List the places they show up, and the people who already have their trust: the accountant, the equipment rep, the trade group. One good relationship beats a year of posting.

Who is not a fit: Think about your worst three customers. Write down the signal you noticed and ignored. Saying no protects the customers you already have.

Your Ideal Customer Profile

★ Five best customers, real names from real invoices

- 1
- 2
- 3
- 4
- 5

☐ Pain, in their words

☐ Goal

☐ Trigger

☐ Where they are / who they trust

☐ Give them a real name

The Questions That Sell For You

"Nobody argues with themselves."

Their Words Beat Your Words

When you say your product is worth it, that is a claim, and claims get argued with. When they say the problem is costing them four hours a week, that is a fact, and they believe it completely because they said it.

The Five Questions: Trigger, Attempts, Cost, Vision, Decision

1. Trigger

What made you reach out now?

2. Attempts

What have you already tried?

3. Cost

What is it costing you to leave it the way it is?

4. Vision

What does good look like six months from now?

5. Decision

Who else is involved in deciding this?

Ask, Then Be Quiet

Count to three before you speak. The best information lives in second four, five, and six. Repeat their problem back to them. Then ask one more layer: "tell me more about that."

Objections Are Questions In Disguise

"Too expensive"

Idon'tseethevalueyet. Ask what they're comparing it to.

"Need to think about it"

There'sanunsaidconcern.Askwhat part they want to think through.

"We have someone"

Tellmewhatwouldbedifferent. Ask what would need to change.

Your Conversation Guide

- ☐ Your five questions, rewritten in your own words

- ☐ Your three most common objections and the question you'll ask back for each

- ☐ Your bridge sentence: "Based on what you told me, here is what I would do."

- ☐ Your specific next step

Why They Say "Let Me Think About It"

"Every word after the price is an apology."

The "So What?" Test

Feature

Whatitis."We include monthly reporting."

So what?

Soyoucansee where your money went. Keep asking.

Benefit

Whatitdoes for them. Every benefit lands on one of four things: less worry, less time, more money, more confidence.

Present A Mirror, Not A Pitch

1. Say their problem back in their words. 2. Say what you would do about it. 3. Say what changes as a result. Keep it to two or three minutes. Only cover what they told you.

Say the number, then stop. "It is \$4,000." Silence. Every word you add after the price is heard as an apology.

MONEY

"It's too expensive." Ask what they're comparing it to.

TIME

"Not right now." Ask what would make it worth doing sooner.

TRUST

"I need to think about it." Ask what part they want to think through.

You Have To Actually Ask

One clear sentence, then the willingness to be quiet. "Would you like to get started?" "Do you want me to send over the agreement?" Pick one, use it every time.

Your Offer Presentation Worksheet

☐ Every feature, run through "so what?" three times

☐ Your price, as a plain sentence with nothing after it

☐ Your closing sentence

Why Most Sales Die In The Follow-Up

"You're not competing with a competitor. You're competing with their calendar."

Never Send "Just Checking In"

That message puts the work on them. Every follow-up should give something instead: a checklist, an article, an example of a job just like theirs.

The Five Touch Rhythm (Six Weeks)

Day 1: The Summary

What I heard, what I would do, the price, in writing. Not optional.

Day 4: The Useful Thing

A resource, an example, an answer.

Day 10: The Direct Question

Wanted to check whether this is still something you want to solve this year.

Day 21: The Relevant Thing

Something in their words, not yours.

Day 45: The Open Door

Not chasing you, just want you to know the door is open. Pressure free, and the one that gets the most replies.

The Daily Sales Hour

Same time, every working day, on the calendar like a customer appointment. Follow up with everyone due today. Reach out to five new people. Write down what happened. Nothing else.

LOW

Conversations Prospecting problem.

LOW

Proposals You're not asking.

LOW

Closes Presentation or fit needs work.

Do This Now: The Hour And The Ten

- ☐ Block one hour, same time, five days a week, set to repeat
- ☐ Write ten names of people who showed interest and went quiet
- ☐ Send those ten follow-ups using the rule: show up with something in your hands

The Whole Course, In Your Own Words

"Diagnose before you prescribe. Ask before you tell. Come back when you said you would."

Your Problem Sentence

Most [customer] struggle with [problem]. I help them [what changes].

Your Ideal Customer

Name them. What is their pain, goal, and trigger?

Your Five Questions

Rewritten in your own words, using the language your customers actually speak.

1 Trigger – what made you reach out now?

2 Attempts – what have you already tried?

3 Cost – what is it costing you to leave it the way it is?

4 Vision – what does good look like six months from now?

5 Decision – who else is involved in deciding this?

Your Offer And Your Rhythm

Benefits, Price, And Close

Five Touch Rhythm

Day 1 summary, Day 4 useful thing, Day 10 direct question, Day 21 relevant thing, Day 45 open door.

Four Numbers This Week

Sales Hour (day / time)

Ten Names To Follow Up

People who showed interest and went quiet. Old quotes, holiday maybes, past customers you have not talked to in a year.

1

2

3

4

5

6

7

8

9

10

Send your first follow-up using these ten during your very first Sales Hour. Print this section, or keep it open, and update it once a quarter.