

The 3 Layers of Connected Conversations that Lead to Sales

<p>Layer 1</p> <p>A vivid, clear description of who your client is and who they can <u>be, do or have</u> by working with you.</p>	<ul style="list-style-type: none">• ALL about them.• Focus exclusively on what clients they get by working with you.• Do not embellish, elaborate or explain.• Avoid any use of abstract words.
<p>Layer 2</p> <p>If the person is engaged or asking questions, it's time to elaborate a bit exploring what your clients can be, do or have.</p>	<ul style="list-style-type: none">• Offer a little more detail,• Elaborate on what your clients can be, do or have.• Still ALL about them
<p>Layer 3</p> <p>If the person is still engaged and it's become an actual conversation, then it is time to share about yourself and your work.</p>	<ul style="list-style-type: none">• Your title or credentials• Your training, specialties• How or Why you do what you do

IMPORTANT NEXT STEP: Schedule a time to continue the conversation. This is your Ideal Client and it's only a matter of when they sign up to work with you.

Sarah Michael

sarah@sparklingresultscoaching.com

 Sparkling Results

© 2014 Sparkling Results