

Sales and Marketing Teleclass Workbook

Based on The Law of Attraction and The Traditional Sales Process

This overview teleclass will give entrepreneurs a foundation in attracting customers. This workbook is for the exclusive use of participants in the Sales and Marketing Teleclass offered through Executive Decision Coaching and The Momentum Maven. All materials contained herein are copyrighted and cannot be reproduced or distributed without express permission from the authors.

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The Importance of Clarity

- 1. Understanding what you sell**
- 2. What problem does it solve for you client/customer**
- 3. What gifts do you bring to the process**

Traditional Sales Process

1. Build Rapport

2. Needs Analysis

3. Give Presentation

4. Ask For the Sale

5. Overcome Objections

6. Close the Sale

On average a business-to-business sale takes 7 contacts with prospective customers! Each contact must bring the prospect

something of value. Allow 3 months to 3 years to turn a prospect into a customer!

The Five Keys to Mastering the Law of Attraction

Key 1 – Clarity

Gain clarity on what you want

Key 2 – Decision

Make a Decision

Key 3 – Focus

Focus your attention on what you want

Key 4 – Action

Take Action

Key 5 – Allow

Allow what you want to manifest

A Marketing Plan

Step 1: Your Information

Your product

You

Your Company

Step 2: Your Potential Customers

Who

Where

How

Step 3: Your Message

What problem do you solve and what makes you unique (branding)?

Add emotion — list 3 adjectives for each solution you provide:

Write your message:

Step 4: Communicating Your Message

Step 5: Your Goals

Year, 6-months, Quarter, Month, Week

Step 6: Your Action Plan

Step 7: Your Marketing Budget

Step 8: Accountability

Step 9: Review

**For sales coaching or a marketing review contact
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