DEBUT Sales Webinar Recording

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**Thompson Coaching – DEBUT Sales Webinar resources:**

Pitch It Worksheet: [hand out.pdf - Google Drive](https://drive.google.com/file/d/1sn0bs5LhZ8ndqF0S_NAoBXAqMk_d1t36/view)

Your Personality & Sales Email Sign Up: [Your Personality and Sales (mailchi.mp)](https://mailchi.mp/aa07b2abf7c1/your-personality-and-sales)

5 Most Common Objectives: [5 Most Common Objections (mailchi.mp)](https://mailchi.mp/472fad999175/5-most-common-objections)

**D - Discover**

Greet your client warmly and personally  
Ask good and thoughtful OPEN-ended questions  
Utilize the 80/20 rule  
Do NOT offer a solution to the issues they are facing

**E - Empathize**

Put yourself in the client's shoes and relate to them in a way that doesn’t put the focus on yourself  
Repeat back the issue they are facing in a paraphrased way  
Ask further questions about anything that seemed particularly hard for the client

**B - Build**

Build a few different solutions for the client to choose from that relate specifically to their issues  
Know the difference between ‘Features’ and ‘Benefits’  
Pay attention to the client's body language and be open to feedback during this process

**U - Understand**

Now for the scary part, ask for the sale  
If it is not an immediate ‘yes’, set clear and actionable next steps  
Prepare answers to common objections.  
Value vs. Cost

**T - Thank & Nurture**

Thank your client for absolutely every sale, especially if they purchase regularly  
Regular touchpoints with your existing clients keeps their business long-term