

## ***Katrina Sawa's Interactive Sales-Conversion Outline:***

### **Big Picture Outline:**

1. Prequalify Prospects
2. Build Rapport
3. Let them share their goals, vision, desires, challenges
4. Have them get to know you a little more
5. Get curious with them
6. Uncover the gap of where they are to where they want to be – they need to see it
7. Find out their level of motivation to fix their issues or resolve problems
8. Then ask if they want to know how you can help or how they can work with you, if not, stop
9. Share your solutions/ options
10. Ask them to take the next step
11. Dance with objections or concerns
12. Enroll them and get them engaged right away

### **Detailed Outline:**

1. Prequalify prospects with strategically designed questionnaire, evaluation form, assessment or application BEFORE you get on the call with them
2. Have a clear system to get them into an appointment and ensure they show up (send reminder emails or notifications from yourself or your scheduling system if you have one)
3. Build rapport quickly with questions on the call – YOU take control but let them tell you about them for a little bit up front

9. What else have they tried, invested in, wasted time or \$ with, and at what level of success have they had?
10. Why now? Are they ready to have what they say they want?
11. Are they willing to take the necessary action to get them there or will they revert back to what's comfortable? (motivation)
12. Offer a solution – Invite them to participate, take action with you, join, become a part of, etc.
13. Remain neutral with no pressure while they decide
14. If objections or rebuttals, bring them back to what they say they want, what their current challenges are, their pain, what they've tried & why it hasn't worked. Ask: 'What is your plan if it's not this?' or 'If not now then when?' or 'if not me, then who?'
15. Ask them to make a decision today – offer incentives and bonuses to make it irresistible today
16. If resounding no then get them started somewhere with something else (this or that) – MAKE MONEY TODAY! Or make a follow up appointment to discuss their thoughts after they have time to think about it. (if they don't do this, they will most likely never sign up)
17. If they say they're interested but may need to wait a few days, ask to take their credit card today and then you won't charge it til \_\_\_ day, if they don't contact you to cancel you'll get them started.
18. Seal the deal, hold them to the commitment and get them started with an assignment, homework, something to do, etc. right away to engage them.

**Sample Forms:**  
**[www.AskKat.biz](http://www.AskKat.biz)**  
**[www.PattyMarr.com/freesession](http://www.PattyMarr.com/freesession)**  
**[www.ManageCopyright.com/freesession](http://www.ManageCopyright.com/freesession)**  
**[www.SmartBizQuiz.com](http://www.SmartBizQuiz.com)**  
**[www.LucasRoyLehman.com/free-consultation](http://www.LucasRoyLehman.com/free-consultation)**