

Heidi's "6-Step Opening"



1. The Grabber (questions)
2. The purpose of...
3. How we will work...
4. You will leave...
5. Credibility / vulnerability (your story)
6. I believe it's...



Features & Benefits

"Features" are the descriptions or details of what you do

"Benefits" are results or solutions

The Features and Benefits of what I do are:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

C.P.R.

BREATHE NEW LIFE INTO YOUR CONVERSATION



CONSULT (*ASK QUESTIONS*)

PERSONALIZE

REFLECT *Back*