

Success Stories Sell



1. Set up story (details of client, their pain, why they came to you)
2. Share the PAIN (why they were distressed, broke, hurt, confused)
3. How you helped? (Be the HERO)
4. RESULTS after working with you



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*