

 Worksheet

# Sell More, Earn More

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**Infusion**soft®



# Sell More, Earn More

Get organized, nurture your leads and close more sales

## Nurturing Leads

- 1. **What questions do potential customers have before they buy from me?**  
(product details, cost, warranty, social proof, etc)

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- 1. **How can I address those concerns?**  
(email series, white paper, website, videos)

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- 1. **How can I offer more value as I educate potential customers?**  
(send additional resources, showcase differences between our product and others, special offers, etc)

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## Make the Offer

- 1. **What is my compelling offer?**

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**1. When should I extend the offer?**

(after they read the e-book, after a conference, when they initiate a call with a sales rep, etc)

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**1. What does a prospect that is ready to buy “look like?”**

(watched a video, read an e-book, etc)

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## Close the Sale

**1. How do customers buy from me?**

(online, in person, sales team)

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**1. Is this an easy way to buy?**

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**1. How can I make it even easier?**

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**\* Take some of the ideas you brainstormed above and choose 2-3 actionable items you can start implementing right away.**

**1. What are the top 2-3 things I can do to improve my selling system?**

1 .....  
2 .....  
3 .....