



 SUCCESS BY DESIGN

The 6C's of Sales

From Conversation to Conversion



TODAY'S AGENDA

Celebration: Wins & Lessons

Mindset Shift

The 6c's

Insights & Actions

Q&A, Wrap Up

MINDSET FOR SUCCESS

**WINS &
LESSONS**

WE WIN OR WE LEARN.

We only fail when we give up

MINDSET SHIFT

**Great salespeople are
relationship builders who
provide value and help their
customers win**

-Jefferey Gitomer

The 6C's Sales Process

CONNECT

CLARIFY

CHRONICLE

CONFIRM

COMMIT

CONVERT

Locate,
Conversate.
Captive.

Who this is for.
Who this is
NOT for.

Typical Path.
Our unique
better Path.

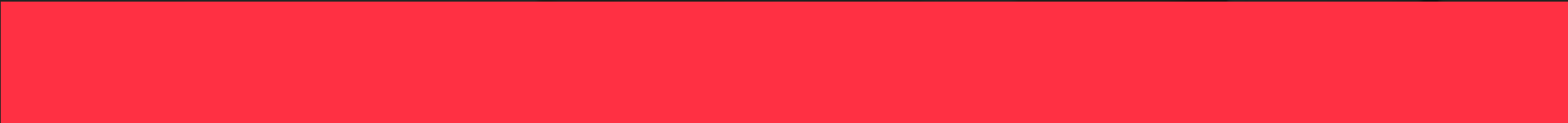
Is this what
you want.
Does this
align?

Do you have
the time &
energy for this?

This is the
price and
product

CONNECT

Locate, Conversate, Captivate



CONNECTION IS TO

LOCATE

First you must "find" your audience and create a path to conversation

CONVERSATE

I understand you. I understand where you are. I understand where you want to go.

CAPTIVATE

I believe in your ability to reach your goals. I believe in my ability to serve you.

Along the Way We Must

COLLECT THE YES'S

CLARIFY

Who this is for, Who this is NOT for



CLARIFY the best candidate



**WHO THIS IS
FOR**



**WHO THIS IS
NOT FOR**

Personality, Identity, Level of Success,
Business Model, availability, effort level

CLARIFY Location & Destination



**WHERE ARE
THEY NOW?**



**WHERE DO
THEY WANT
TO GO?**

YES, that's my messy place.
YES, I want to be in a better place.

CHRONICLE

This is the typical Path. This is our Better Path.

Chronicle their options

Typical Path

Work hard,
Hustle 24/7

Undercharge,
Overdeliver

Burnout

Our Unique Path

Balance Time
Management

Value Pricing,
Sustainable
Strategy

Predictable
Income,
Enjoyable Days

BONUS: You on our Path

Get you out of
working 12
hours/day

Change your
model to charge
more and serve
more

Get you to that 15K
month goal and
Tahiti vacation

CONFIRM

Is this the vision?



Collect the YES

Have them confirm to you and themselves.

CONFIRM

Do they agree with this vision and path?

Is this something you want right now?
Is this where you want to go?

Does this align with your vision? Is this in line with your purpose?

Is this the vision you have for yourself? Does this matter to you?

COMMIT

Time, Effort, Mental Availability

COMMITMENT

Before the price or product, we need to instill and imprint that this is what they want.

We need to confirm their commitment to the time, effort and availability it requires to walk the path and reach the vision.

Collect the YES's



Time to Dedicate to the plan



Mental Space to focus



Prepared to do the work



Willing to put in the Effort



Ready for it to be different now

CONVERT

From Conversation to Sale.

CONVERSION

This is the conversation that changes
from Goals & Vision to Price
and Process.

This is where we present the HOW.
It costs this much and this is HOW it get you to that
place you want to go.

BUY NOW



INSIGHTS & ACTIONS

What is your biggest takeaway &
How will you USE IT

Share in the group

You learn by teaching. When you explain what you learned, your brain stores it and you transform it to wisdom.

REMINDER

“It’s no longer about interrupting, pitching and closing. It is about listening, diagnosing and prescribing.”

– Mark Roberge

INVITE FRIENDS & COLLEAGUES

Determined Entrepreneurs Ready for Consistent
Income built on a strategy based on WHO they are.

