



**“Nothing happens in a business until a SALE is made!”**

- **Sales** is everything you do to \_\_\_\_\_ into \_\_\_\_\_.
- **Phenomenal** Sales delivers a meaningful \_\_\_\_\_ that educates, engages, and entertains.
- A Phenomenal Sales **System** is a group of working parts that \_\_\_\_\_ consistently.



# BORN TO WIN

## Phenomenal SALES Systems™

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## 2. Sales

- We answer the telephone live
- We have effective telephone answering/transferring systems
- We have an effective sales script that appeals to our target market and closes the maximum number of inquiries
- We have an effective system for responding to internet leads
- We have an effective sales process for each of our profit centers
- We have an effective up-sell and down-sell process
- We have effective processes and scripts for overcoming objections
- We have an effective process for identifying ongoing and changing customer needs
- We have clearly defined account management policies and procedures
- We have effective customer management software in place
- TOTAL ÷ 10= \_\_\_\_\_





# The 7 Step Sales System

1. \_\_\_\_\_ By
2. \_\_\_\_\_ with Emotional State
3. Build \_\_\_\_\_
4. Perceived \_\_\_\_\_
5. Outline \_\_\_\_\_
6. Quote \_\_\_\_\_
7. Overcome \_\_\_\_\_

**PHENOMENAL**  
PRODUCTS, Inc.

**Phenomenal  
SALES Systems™**

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**The Most Profitable Sale Ever  
Made...**

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## The COST to YOU...

\$\_\_\_\_\_ x 5 days per week x 52  
weeks per year = \$\_\_\_\_\_



# 5 Ways to Overcome Price Objections

1. \_\_\_\_\_ the Value
2. \_\_\_\_\_ Options
3. Change the \_\_\_\_\_
4. The \_\_\_\_\_ Offer
5. \_\_\_\_\_ Program