



MASTERING THE SALES PROCESS

Workshop Workbook

Canadian Marketing Team

Name: _____

Business: _____

Date: _____

Purpose of This Workbook

Most business owners do not have a sales problem.
They have a sales process problem.

This workbook will help you quickly identify:

- How you currently think about sales
- Where opportunities are being lost
- The key numbers driving your business
- One improvement that could immediately increase revenue

SALES MINDSET

How Do You Currently Think About Sales?

When someone says the word “sales”, what is the first thing that comes to mind?

What part of selling do you find most uncomfortable?

What part of selling do you enjoy?

Do you currently have a written sales process?

Yes / No

If yes, briefly describe it.

Where Are You Losing Opportunities?

Check the ones that apply.

- No defined process
- Weak value proposition
- Inconsistent follow-up
- Relying on personality
- Not understanding numbers
- Slow follow up process

Which one hurts your business the most right now?

THE NUMBERS MOST OWNERS AVOID

Do you know your numbers?

Close Rate

_____ %

Average Sale

\$ _____

Leads Per Month

Customer Lifetime Value

\$ _____

Cost of Client Acquisition

\$ _____

Reflection

Which number surprised you the most?

If you increased your close rate by 10%, what would that mean for your revenue?

If your average sale increased by 20%, what would that mean?

BETTER QUESTIONS CREATE BETTER SALES

Write two questions you could ask your clients to better understand their needs.

1.

2.

What question could reveal a hidden problem your client may not be saying?

BODY LANGUAGE AWARENESS

Rate yourself.

Handshake

Weak / Average / Confident

Eye Contact

Weak / Average / Confident

Posture

Weak / Average / Confident

What one improvement could you make immediately when meeting a client?

Connect with Odin:

<https://www.linkedin.com/in/odinzavier/>

<https://www.canadianmarketingteam.com/mondays>

Talk soon

Odin Zavier

778-840-3687

Odin@canadianmarketingteam.com