### Persuasion Worksheet:

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### The process of the sale

*Prospect’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

#### Introduction Stage

1. Referral Lead/Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Affinity source \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Probing Stage

1. Questions: Who, What, Why, Where, When, How \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. List of questions to ask the prospect\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Dominant speech sense of the prospect. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. Concerns of the prospects. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

e.   What did you think the prospect was feeling? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

##### Evaluation for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Are they dressed appropriately?
2. Do they have adequate eye contact with their prospect?
3. Is sufficient time spent in the different stages?
4. Rate the sales person in execution of each of the stages.
5. Introduction stage: Needs improvement 12345 Excellent
6. *Probing stage                  “*
7. *Presentation stage                  “*
8. *Documentation stage            “*
9. *Compromising stage                              “*
10. *Completion stage                                    “*
11. Does their voice reflect warmth and friendliness?
12. Does the sales person use facts and figures to support points of interest?
13. Does the sales person listen intently to the prospect and record the prospect’s responses?
14. Does the sales person use voice inflection?
15. Does the sales person use pauses effectively?
16. Does the sales person use hand gestures to communicate their thoughts?
17. Is the sales person’s voice strong and distinct?
18. Does the Tempo-Rhythm of the sales person match the prospect’s?
19. Does the sales person match the speech sense of the prospect?
20. What does the body-language of the sales person communicate to the prospect?
21. Are props used effectively in the presentation?
22. Is there two-way communication between the sales person and the prospect?
23. Is a value-added service included in the presentation?
24. Is the sales person relaxed and well informed?
25. Does the sales person ask for the order? How many closes does the person use?
26. Does the sales person reassure the prospect that they are making a good decision, and does the sales person ask for referrals?

#### Presentation Stage:

*Concept: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*People:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

1. Features\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Benefits\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

#### Documentation

*Articles \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Research \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Third-Party Endorsement Letters \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Facts and Figures  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

#### Compromising:

*Objection \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Prospect’s reason for the objection.   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*What is the prospect’s interest?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Have I separated the prospect’s personality from the problem?\_\_\_\_\_\_\_\_\_\_\_*

*What are some examples of win-win for the prospect?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*What are the other cases that I am working on that could make up this sale if it is lost? What is my BATNA? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

#### Completion Stage:

*Trial completion statements \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Types of completion strategies\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Assumption completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Alternative choice completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Benjamin Franklin completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Reverse summary completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Objection completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*The something for nothing completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Similar situation completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*The golden goose completion statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

##### Sales Script Critique

1. **Length of time of presentation.**
2. **Does the script contain trail completion questions?**
3. **Does the presentation have support documentation which includes research, studies, etc.?**
4. **Does the presentation have letters of recommendations from satisfied clients or endorsements from peers?**
5. **Does the presentation contain at least three questions that allow the client to answer in the affirmative?**
6. **Does the presentation contain probing questions dealing with the client’s needs and wants?**
7. **Does the presentation translate features into benefits?**
8. **Does the presentation stimulate emotions?**
9. **Are there living examples of people enjoying the end result of the product or service being offered to the client?**
10. **Is the presentation thorough in its explanation of the company, products, or services?**
11. **Does the product presentation clearly illustrate that it is indeed the solution to the client’s problem?**
12. **Is there a referral presentation in the script?**
13. **Is the mission of the company communicated to the client?**
14. **Does the sales script contain alternative closing questions?**
15. **Are the client’s responses restated?**

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