

SALES SUCCESS WORKSHEET

CREATING VALUE BY STACKING BENEFITS

I listened to “*Creating Value by Stacking Benefits.*”

- Before learning about the Benefits-Stacking Formula, how did you present the benefits and commitment to your applicants?

- Which of the six tips for preventing the commitment from becoming a major issue do you already use with your applicants?

- Which of the six tips that you haven’t been using do you think you will start using? How do you think it will help you?

- What’s the biggest challenge you have when it comes time to present the commitment?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.