

# SALES SUCCESS WORKSHEET

## HOW TO EFFECTIVELY ENGAGE YOUR LEAD OR APPLICANT

I listened to *“How to Effectively Engage Your Lead or Applicant.”*

- What does “letting your lead or applicant carry on an unsolicited conversation if he or she chooses to do so” mean?

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- How can you do a better job building trust and rapport with your lead or applicant?

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- Which of the 8 ways to reduce tension will work best for you?

1. 

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2. 

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3. 

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- Have you ever mistaken being liked for being trusted? Describe the situation.

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In the end, did you lose the sale? Win the sale? Why?

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