



## Lesson 2 – Sales Model, Sales Mountain, Sales Script

Today is going to be a great day!

Take today through the finish line.



The best way to create predictable sales results is to use a system. After being in sales and teaching sales for over 20 years I have found it helpful to breakdown each step in the sales process and work on each step by itself. Sales Model, Sales Mountain and Sales Script is an easy way to learn sales.

Selling is a learned skill

The benefit of what I am going to teach you today is it focuses your learning so you don't have to waste hours of time figuring out what to focus your learning time on.

Sales Model – How many times do you meet with the prospect before you ask them to buy from you.

Sales Mountain – A simple way to produce predictable results is to follow an outline for your presentation. Sales Mountain is the outline of each presentation. Prior to delivering a presentation create an outline with the key points you need to cover in the order you need to cover them in.



Sales Script – The definition of a sales script is words in sequence that have meaning. This means we are all using scripts all the time. Take the time to get the precise words down in your presentation. Think of a comedy routine. The same routine is delivered in city after city. If it is a good routine people will laugh in every city.

Imagine you are clear on your sales model, you have your outline down and your script down. What would happen to your sales results?

Bonus Video – 1-hour sales training - <https://www.youtube.com/watch?v=vd1Q-5flcqQ&t=3s>

Write your Script Challenge

Write your Life Script