

ABC Sales Flow

If you want to stand out in 2022, *connect*.

Today's customer sees more product pitches than ever before. There are plenty of ways to get a ton of leads- and we're happy to show you some ways that have worked for us. ***But there's only one way*** to turn people in your audience from browsers to buyers.

Ditch the pitch and start CONNECTING. **The Professional Connection** is *the authority* on leveraging human connection to grow your brand.

- **Attract** *dream clients*
- **Build** *relationships with your audience*
- **Convert** *conversations into closed deals*

Assess the statements below and rate the current state of your business using the three metrics (*disagree, needs work, and agree.*)

ATTRACT	BUILD	CONVERT
AVATAR CLARITY	ENGAGE	TRANSITION
We are crystal clear on who exactly we love to work with, and we know where to find them.	We post a variety of content types, making it easy for followers to engage with us and become aware of our offers.	We have strategies to turn casual conversation into a professional conversation about their needs.
Disagree Needs Work Agree	Disagree Needs Work Agree	Disagree Needs Work Agree
OUTREACH	NURTURE	QUALIFY
We have post/outreach strategies to attract our avatar clients to our pages.	We initiate 1:1 conversation with our audience and consistently nurture relationships.	We have strategies that help us determine if the prospect is a good fit for our offers before an appointment is earned.
Disagree Needs Work Agree	Disagree Needs Work Agree	Disagree Needs Work Agree
SALES FLOW	SELFLESS CONVERSATION	INVITE
We have systems in place to enter prospects into our sales flow without our intervention.	We keep the conversation curious and enthusiastic, always about their interests and not about us.	We effectively invite prospects to have a direct conversation with us about the solutions we provide.
Disagree Needs Work Agree	Disagree Needs Work Agree	Disagree Needs Work Agree

Let's figure out what needs to happen in your business. I suggest printing this paper or journaling the questions and answers.

1.	What needs to change in your business right now?
2.	Which of the 3 buckets in ABC (Attract, Build, Convert) do you need the most support with at this moment?
3.	Which sub-section <u>within that bucket</u> would you like support with at this moment?
4.	How important is it that you get support with the challenges you're facing, and why?

Complete this form and send it to me at coachjeric@yahoo.com for feedback.

WANT MORE SUPPORT ON TOPICS THIS?

I train solo entrepreneurs to turn their small online audience into paying customers using my **ABC Sales Flow** training. You can watch our videos, attend group training, or even work with me 1:1.

- Join our **events**, watch our **training videos**, and download **helpful files!** [Excel University!](#)
- Build strategic **partnerships** and get **group support** for your business! [ELITE Community!](#)
- Get a **16-week roadmap and 1:1 expert support** to grow your business! [1:1 Coaching!](#)