



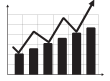
CONNECTING

Connecting with prospects intellectually so they see you as a credible resource, and emotionally so that they trust you as a person.



SOLVING

Solving is the part where you present your solutions, tell your stories, demonstrate your product or describe the outcomes that buying will produce.



TARGETING

Targetting explores the markets or groups you may target as prospective buyers.



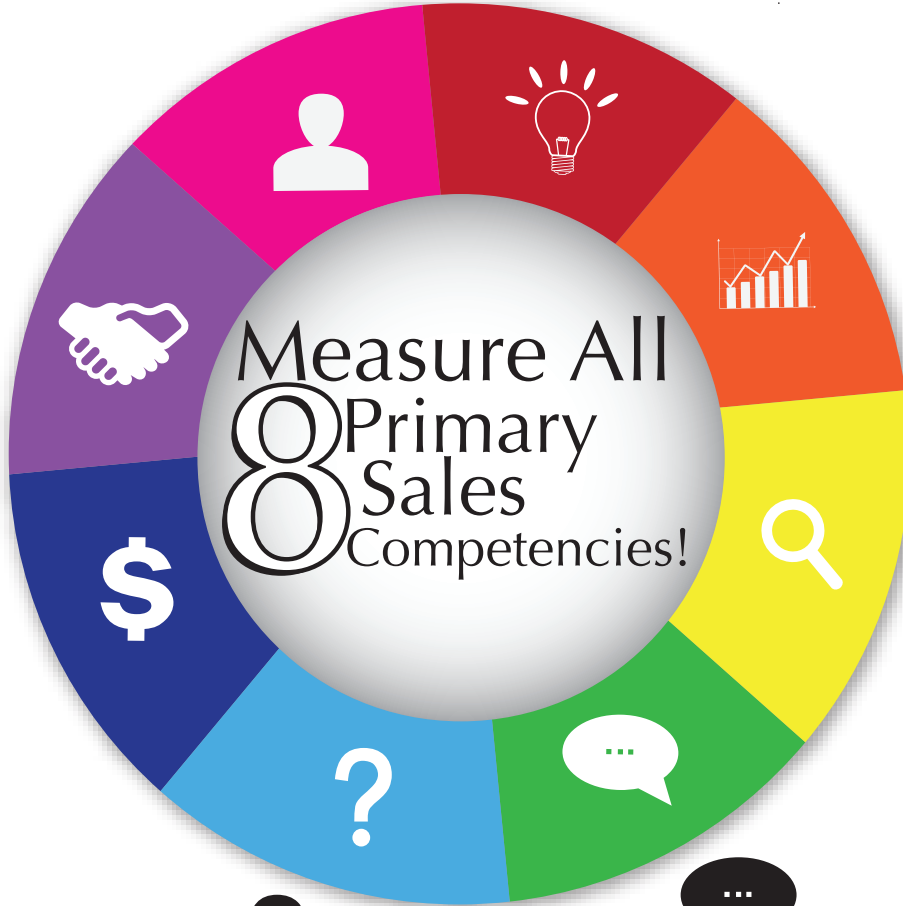
MANAGING

Managing is the final phase of the sales cycle, where you manage clients and accounts, while simultaneously managing yourself.



CONFIRMING

Confirming is the sales phase where you gain the prospect's commitment to buy.



ASSURING

Assuring clients that the value promised will be received is critical to customer retention.



ASSESSING

Assessing needs and wants uncovers what to sell and how to sell it, primarily through probing and listening.



PREPARING

Preparing for the sale and preparing yourself.