

The Sales Conversation Checklist



What to do before, during and after every sales call, so you stress less and stop freezing, talking too much or giving it away for free.



Most people don't lose the sale because their offer isn't good enough. They lose it because they go into the conversation without a plan.

KEEP THIS BESIDE YOU ON YOUR NEXT CALL.



BEFORE THE CALL, MAKE SURE YOU:

- ☐ Know who they are and why they booked
- ☐ Can explain your offer in one clear sentence
- ☐ Know your price (the investment for your offer) and have said it out loud several times
- ☐ Have decided what the next step is if they say yes
- ☐ Have reminded yourself this is a conversation, not a performance



DURING THE CALL:

- ☐ Let them talk first, and listen more than you speak
- ☐ Ask what they've already tried
- ☐ Ask what it's costing them to stay where they are
- ☐ Get clear on what they actually want
- ☐ Only present your offer once you understand their problem
- ☐ Describe your offer using their words, not your jargon
- ☐ Share the investment clearly, then stop talking
- ☐ Ask for a decision instead of saying "take some time to think about it"
- ☐ Help them reach a clear yes or no



AFTER THE CALL:

- ☐ Follow up when you said you would
- ☐ Give them one clear next step
- ☐ Check in without chasing, pleading or discounting
- ☐ Note what went well and what you'd change next time

Remember:

Selling isn't pushing. It's guiding someone through the right questions, so by the time you get to your offer and the investment, they've already told you why they need it.