



Sales Funnel®

STEP	PURPOSE	DEMEANOR
Resonating Statement	Rapport build trust	Relaxed/DISC
Position Statement	Build company/personal credibility	Proud
Problem Definition	Create deficit-become consultant	Business-like
WITY	DETERMINE BUYING CRITERIA	MOF/mirror/DISC
3 "D"	DEFINE & DIAGNOSE	Concerned
Close	UNCOVER OBJECTION	DISC
Fast forward	UNCOVER TRUE OBJECTION	MOF
Pre-Proposal Meet	Fine tune	Collaborative
Develop Solution	WITY/Buyers Grid	Flexible
Murder Board	No surprises - Confidence	In Role
Present	Get Buy-in on WITY	Confident
Site Visit/Demo	Experience DBM	Proud
Button Up	Eliminate Obstacles	MOF
Close	Get paid	Rapport
Negotiate	Favorable Terms	Unemotional