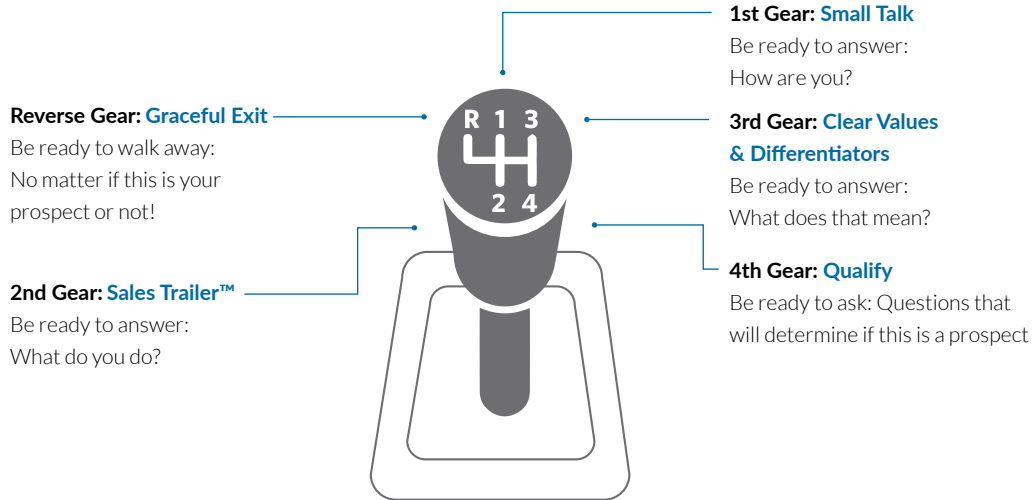




# ART OF THE SALES CONVERSATION

Skillful, disciplined networking does not happen by accident. The purpose of this tool is to prepare to effectively navigate sales and networking conversations. The benefit of the Art of Sales Conversation is you will be ready with crisp, differentiated answers to common questions and will have a plan for maximizing your networking opportunities.



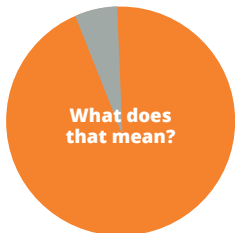
Use the space below to write your answers for the various networking conversational gears:



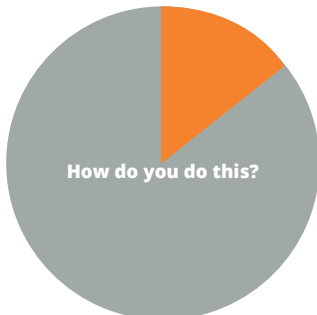
**1st Gear:**  
(Introduction, Connection Questions, Creating a future exit)



**2nd Gear:**  
(Your Sales Trailer - can be tweaked for different situations)



**3rd Gear:**  
(3 Clear points i.e. what makes you different or valuable, what you are looking for)



**4th Gear:**  
(Qualifying questions, demonstrate curiosity)

Time spent talking: **YOU** **THEM**