Aloha Checklist

Aloha Time: Method for person-to-person feedback. Usually done once a week. Not done as a group. Tell the other person behaviors or tasks that they should start, stop, and continue. Finish with things you want to thank them for.

Three Magic Questions: 1.) what are you looking for, 2.) what is the most important thing you are looking for, 3.) why. Helps you hit the customers bullseye.

Spray and Pray: Bad tactic for selling where you throw out a bunch of features and benefits and hope that they mean something to the prospective customer.

Sales Pitch: You mentioned you are looking for… we have this (feature) that will help you (benefit) . For example, you can use it to (example of use). So and so used it to (success story). It will make you (individual value/career proposition).