



BE READY

Northwestern | Kellogg  
School of Management

## THE ART OF THE SALES CONVERSATION WORKSHEET

TOOLKIT



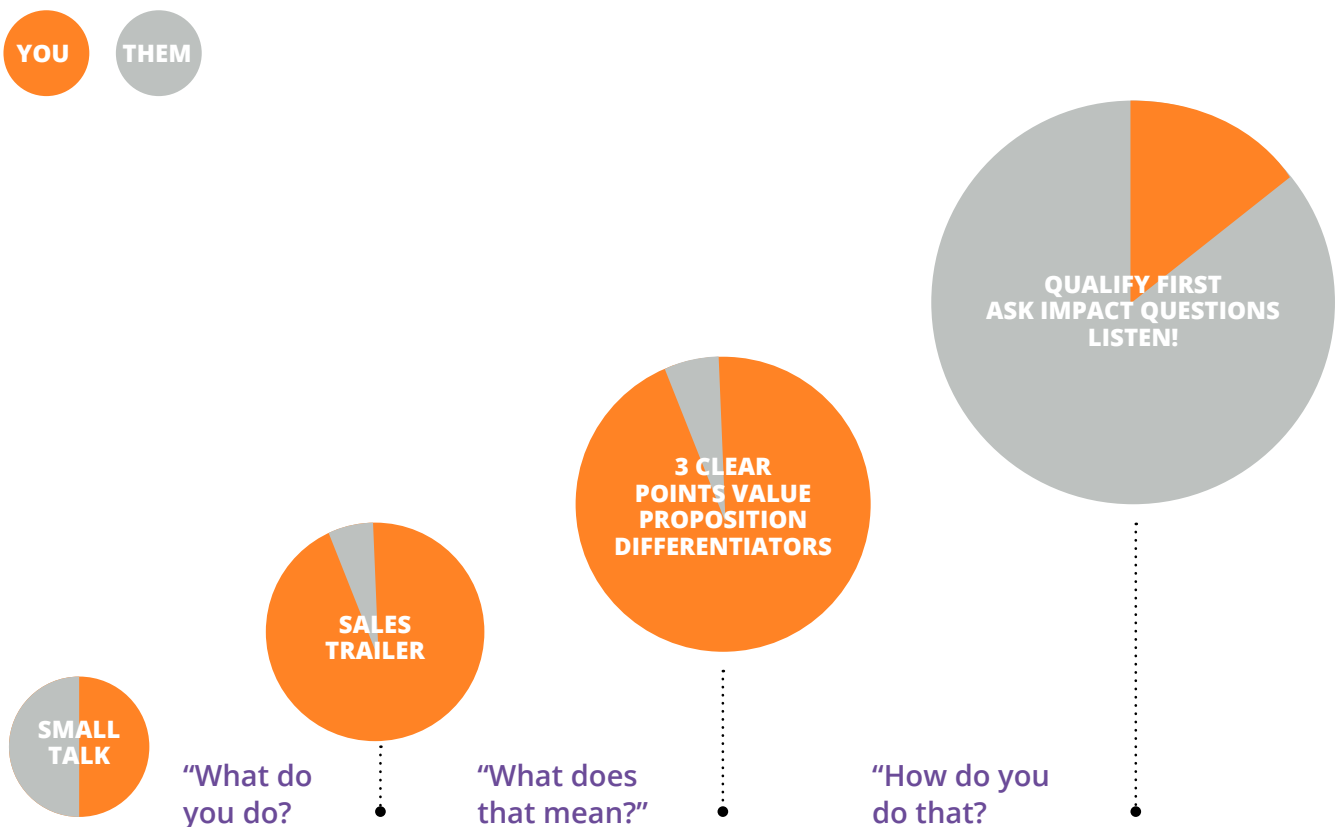
The goal of this Sales Tool is to prepare you to “on ramp” anyone you talk to into a conversation, and to discover whether this is a “sales” conversation.

**Step 1** – A sales conversation starts when someone asks you that most common of questions; “What do you do?” You need an interesting, concise and meaningful answer. We call this your “Sales TrailerSM”

**Step 2** – Now they will ask; “What does that mean?” And your answer should provide them with just a little more context on you or your business (your “3 clear points, value proposition, or your differentiators”).

**Step 3** – Finally, once you have given them a bit more context, they will likely also ask you; “How do you do that?” In response to that question, you will need a qualification question you would use to determine whether this person is a prospect for you and your company.

Here’s what an efficient and effective sales conversation looks like:



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**SMALL  
TALK**

Questions → News → Event specific

"1st gear"

Think of a couple of good questions to ask, or something that is topical

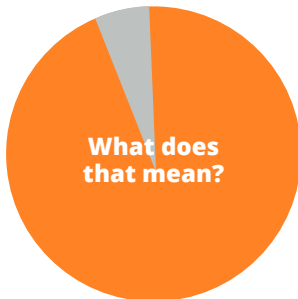


**SALES  
TRAILER**

PG-13 → Fresh → Provocative → Clear → Exciting

"2nd gear"

Write your Sales Trailer here

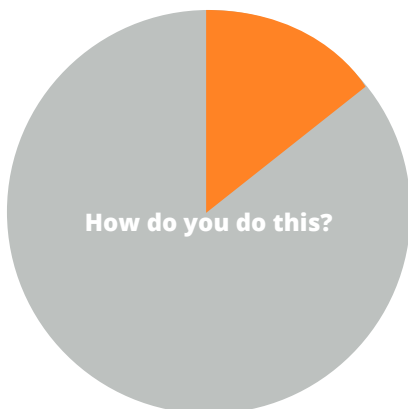


**What does  
that mean?**

Differentiators → Value Proposition → 3 Clear Points

"3rd gear"

Write what makes you different, valuable, or your 3 clear points



**How do you do this?**

Qualifying → Impact Questions → Listening

"4th gear"

Write some qualifying & impact questions, and truly listen to the response



**YOU**

**THEM**