



Dr. Michele Gunderson's

8 Powerful Words to **Make Sales Easy** (Cheat Sheet)

Many entrepreneurs struggle with sales, and even those with a strong sales background know they could improve their process. I have designed the *Eight Powerful Words to Make Sales Easy Cheat Sheet* to help you switch from feeling pushy or timid on sales calls to having conversations that are honest, enjoyable, pressure-free – and effective.

In this cheat sheet, I will explain what the Eight Powerful Words to Make Sales Calls Easy are, why they work, and where to use them. Print it off and have it close by for your next sales call.

The Eight Powerful Words to Make Sales Easy are:

How do you think I can help you?

Why this approach works:

1. The Eight Power Words to Make Sales Easy encourages your potential client to reflect on why they are your ideal client – rather than you trying to convince them to work with you.
2. It's simple and allows you to stop stressing over what to say during your sales call, and instead invites them to tell you what they need in their own words.
3. It puts you in the position of listener so you're better able to understand and assess the best path forward.
4. It encourages your potential client to reveal the pain point or issue they are struggling with so you can more easily position your offering as the solution to their problems.
5. It helps you focus on the value you can give the potential client without feeling pushy or salesy.

Where to use the Eight Powerful Words to Make Sales Easy

- At networking events
- During 1:1 meetings or chance encounters with a potential client
- From the stage
- During sales conversations or strategy sessions