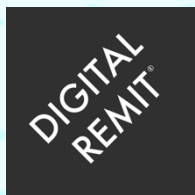




Sales workbook



SEMLEP's
Growth Hub
Connected Business Support

1. Your preparation: seven questions to ask yourself

What is your offering?

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What is unique about it?

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What is the new way?

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What is the reframe?

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What is the evidence for the problem?

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What case studies do you have to illustrate?

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What perceptive questions might you ask?

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2. Your narrative: six stages of your client dialogue

The Warmer

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The Reframe

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Rational Drowning

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Emotional impact

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A New Way

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Your Solution

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ENDS