

RELATIONSHIP SELLING:

Building Connections that Close Deals

People don't buy products. They buy _____, they buy _____, they buy _____.

People don't want to be sold. They want to be _____.

95% of purchase decisions take place _____.

**"If people like you, they'll listen to you.
If they trust you, they'll do business with you."
– Zig Ziglar**

Think about the last time you felt genuinely seen and understood during a buying experience. What made it feel different?

Now think to the last time you had a great member conversation. What made it feel effortless – and what made you feel connected?

The **Five Steps** of Connection-Based Selling

1. Connect _____
2. Discover Their _____, Their _____
3. Transition _____
4. Present the Solution _____, Without _____
5. _____ Confidently

_____ is where
the sale is made.

Beneath every frustration
is a deeper _____.

What questions do you currently ask prospects? Which ones truly open people up, and which ones might be shutting them down?

What questions could you ask that would help a member share how their current financial situation makes them feel — not just what they need?

Serve _____. Sell _____.

When you make it about your members — their _____, their _____, their _____ — you'll rarely need to 'close' anything. They'll close themselves.

If you were to practice just one thing from today with your next member interaction, what would it be?

How do you think it will change the member's experience if you show up that way?

Answer Key

stories, trust, outcomes, understood, unconsciously, authentically, pain, why, naturally, lightly, selling, close, discovery, fear, first, second, story, dreams, freedom

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Ideas spark change.
Actions ignite it.