

# S.E.R.V.E Sales Success Formula™



**Use this formula as your keys to success to create and deliver authentic and effective sales conversations. Conversations that will inspire your ideal clients to say YES to working with you.**

**Share.** Have your prospect share the one thing that they would like to be different in their life or business. Reveal the problem or challenge that they're experiencing. (You can customize this based on the products/or services you offer.)

Sample Question: **What is the one thing you would like to change in your life/or business?**

**Establish** the cost of continuing on the same path that they're on. Reveal the pain points that they are experiencing. (This step is necessary to allow them to get emotionally connected to their problem.)

Sample Question: **If you continue on this same path how do you think it will impact your relationships, your health, your finances, your goals/dreams?**

**Results.** What are the results that they truly desire? What are their goals and dreams?

Sample Question: **If you can paint a picture of the life/business (customize based on your business) you desire, what would that look like for you? Be as specific as possible. (Example: What would your average day look like, who will you be working with, how much money will you be making and what will your lifestyle look like?) How would you feel when you (repeat what they shared)?**

**Value.** Provide value by sharing 2 tips or strategies that they can implement right away to move them towards their goals. (This will allow them to experience your work "your expertise". Be sure not to over deliver here!)

**Extend your offer.** Here is where (if it's a fit) you'll recommend a product or service that you offer, that will provide the solution to their problem. This is the "transformation" that you offer.

Sample Question: **I believe I have a clear understanding of where you are and where you want to be. Now I'd like to, with your permission – recommend what I feel would be the next best step for you to reach your goal of \_\_\_\_\_.**  
**Would you like to hear my recommendation?**

If they answer “yes” then you share the appropriate offer (your solution/your transformation)

After you share your offer, ask them - **Would like to know the price?** Once you share the price.

Be silent....wait for their response.

Then say- **On a scale from 1-10 - 1 being absolutely no and 10 being absolutely yes, where do you stand?**

Be silent.

If it is a 10, you say Great, so here's how we get started.

If it's below a 10 – like a 7, 8 or 9, ask them- **What would it take to get you to a 10?** (Handle objection)

If it is a 5 or less you can ask them why. Chances are it is not the right fit for them.

**\*\*Remember you are not there to convince them you are there to get them to a decision.**

**Bonus:** If your prospect has an objection that's great. It's not a no. It's a yes, but...

This gives you the opportunity to provide more value to make sure they are clear on why they should move forward with your offer!