

10 KEYS OF SALES PLAYBOOK



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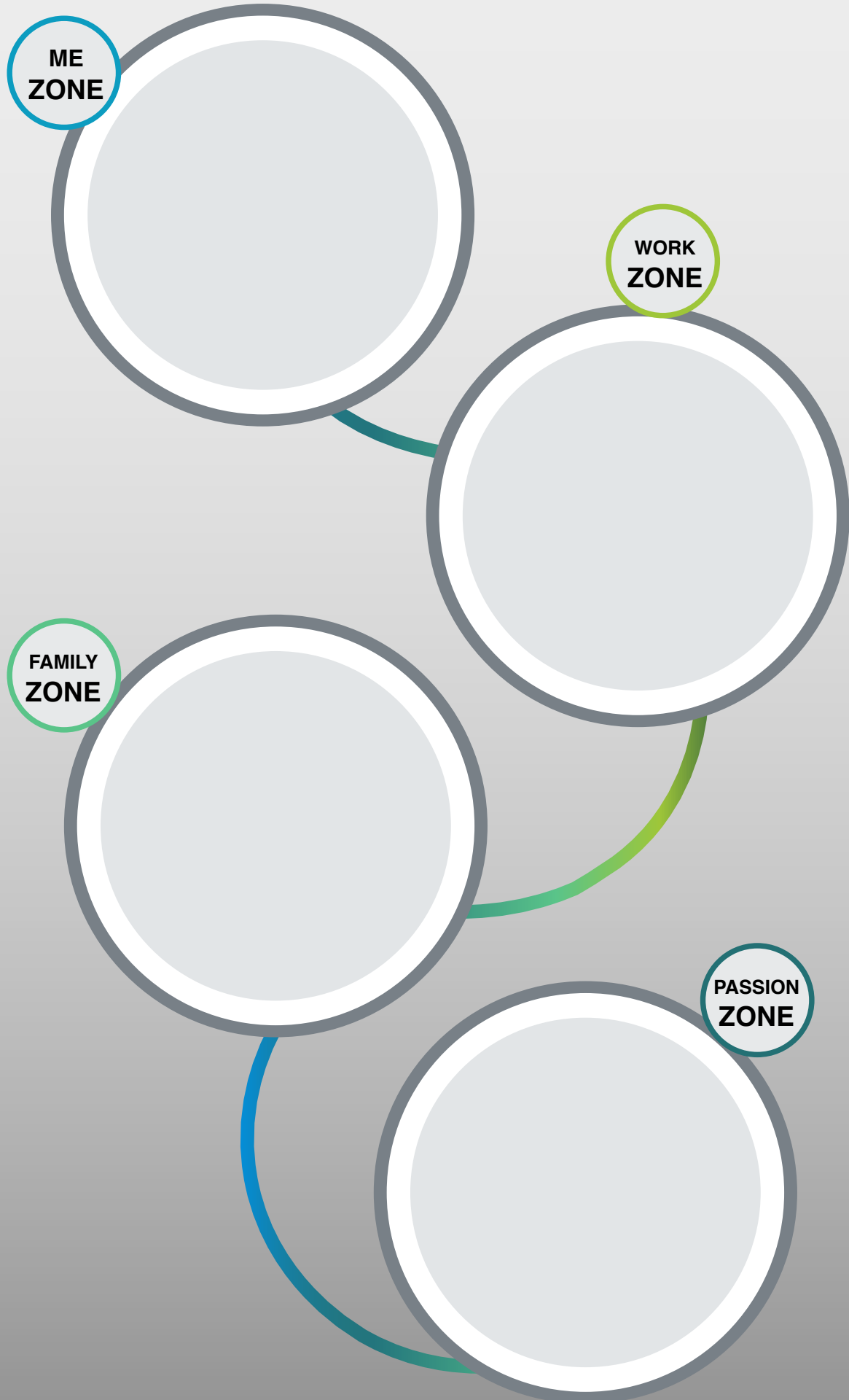
PREPARATION IS KEY

Add in things you will do during these key preparation times in your day!



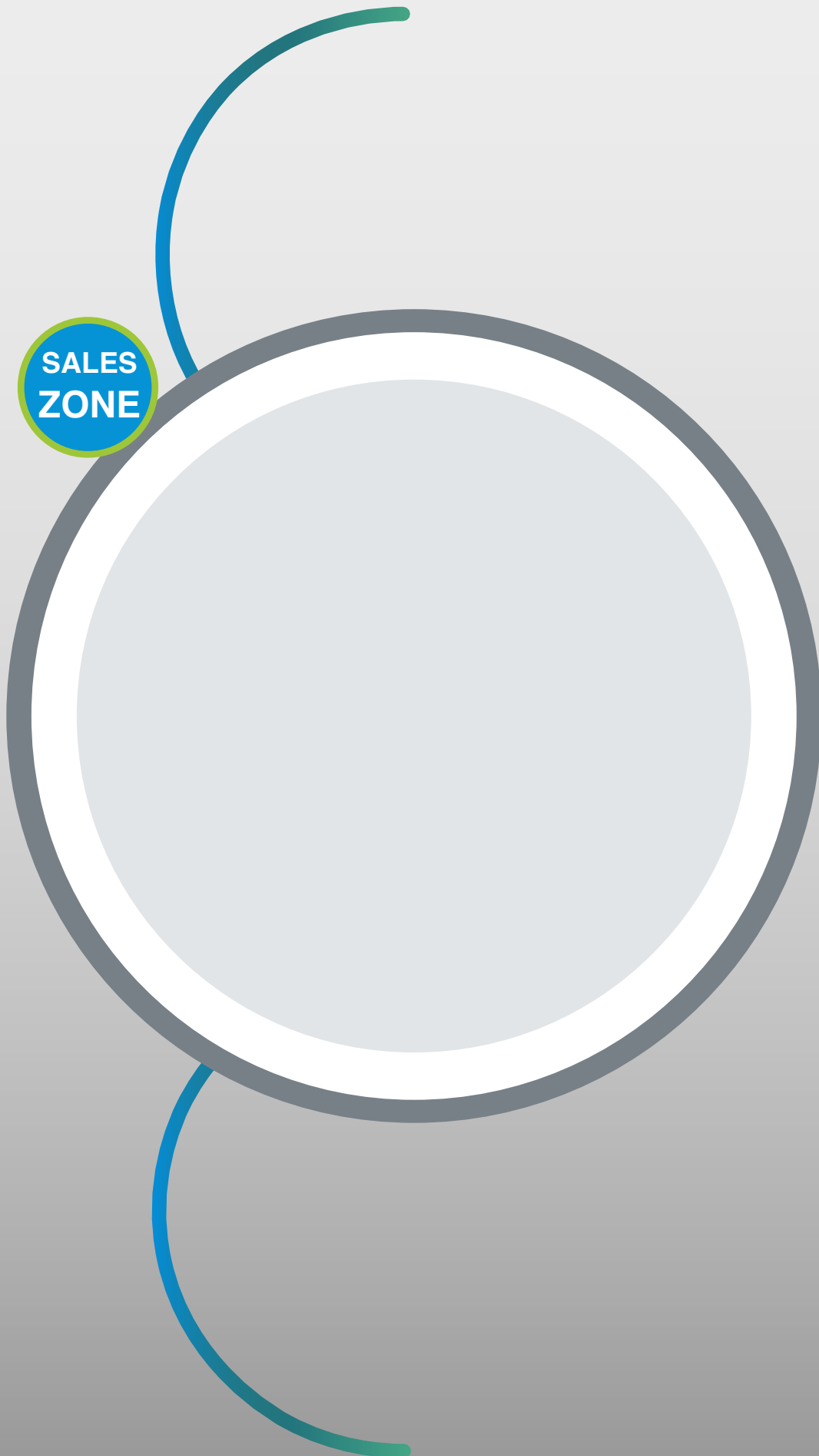
SUCCESS ZONES

The actions you will take to make sure these sections of your day are efficient, energetic and enjoyable!



THE SALES ZONE

What are the actions that you will take in order to sell like a champion?



THE MIRACLE MORNING

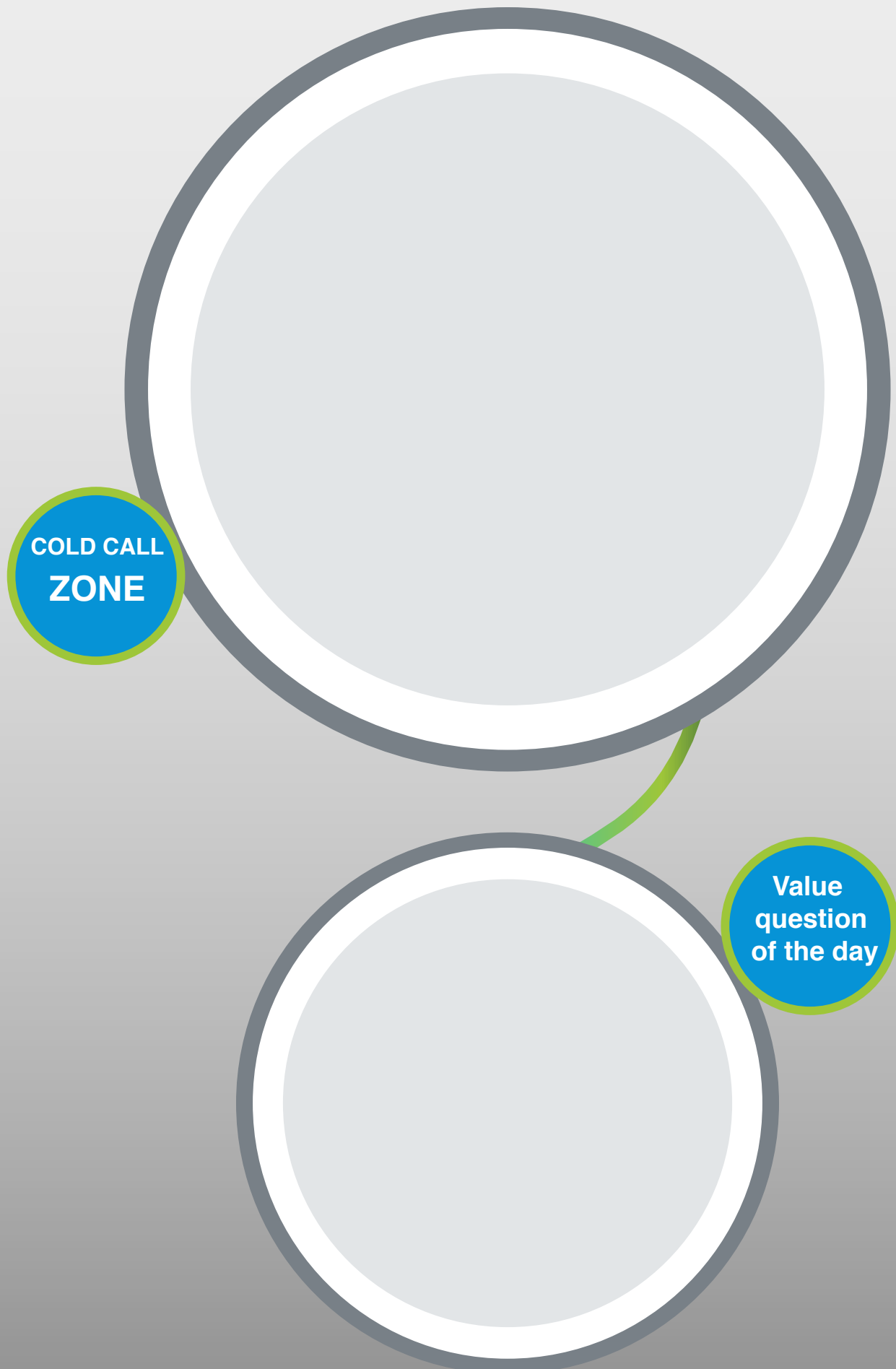
List out the actions you will take so you start your day on fire!



**MIRACLE
MORNING
ZONE**

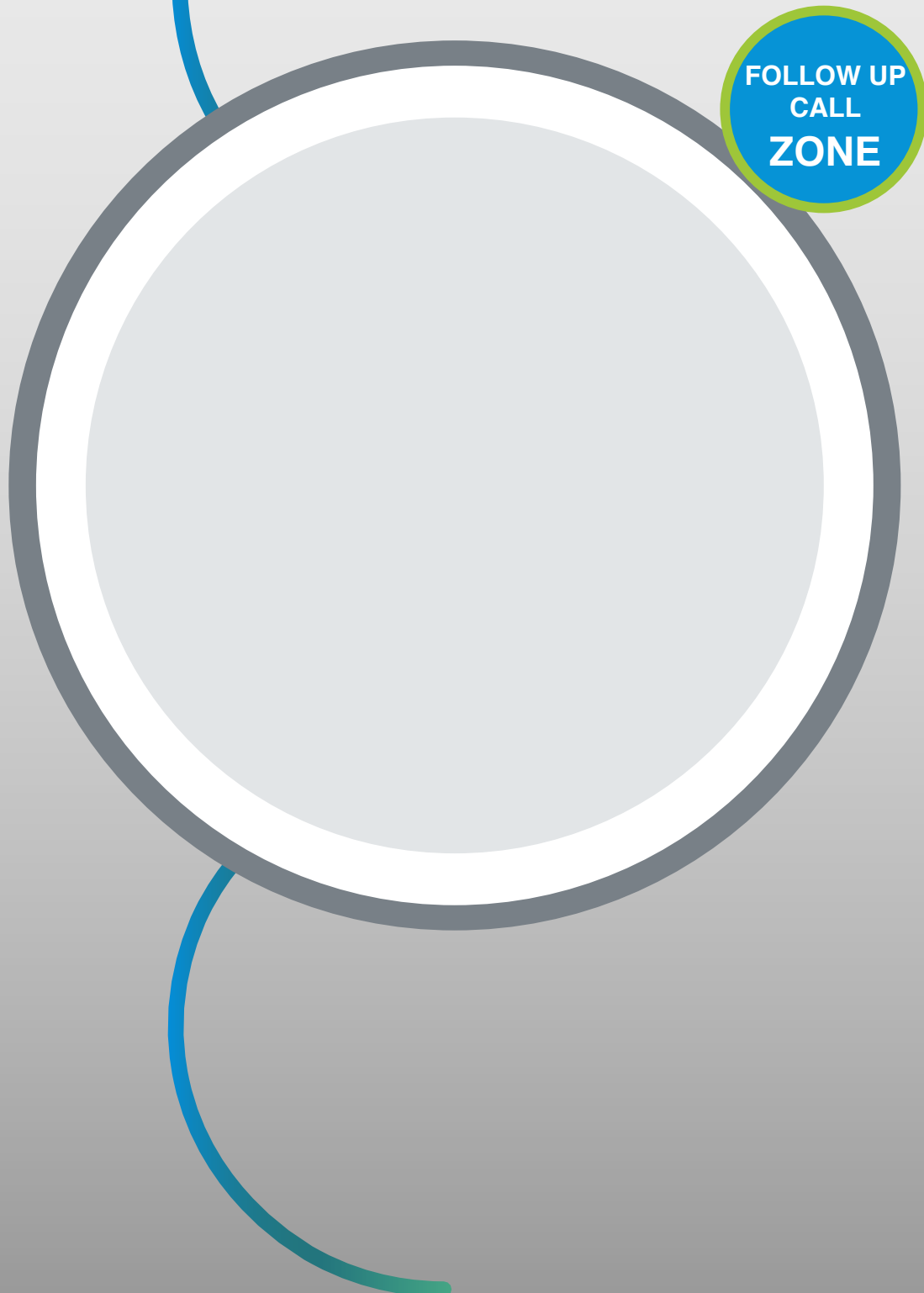
COLD CALL PREPARATION

Know what you are going to say before the objections comes. Plan out your responses for the most common objections below starting with the one you hear the most and win new clients with your courage!



FOLLOW UP CALL PREPARATION

Make you Follow Up Calls something that you look forward to making.
List you keys to great follow up calls below.



THE OPEN

The open is such an important part of the call. List some things that you can do to prepare in order to have a great open.



ICEBREAKER

Which icebreakers will you come up with to enhance your conversations.
List yours on the right side.



Icebreaker

MAKE EM'FEEL SPECIAL

Make your Follow Up calls something that you look forward to making.
List your keys to great follow up calls below.



SPECIAL

CREATE NEED

List out the statements that you will say to create the need for your product or service.



FORESHADOW

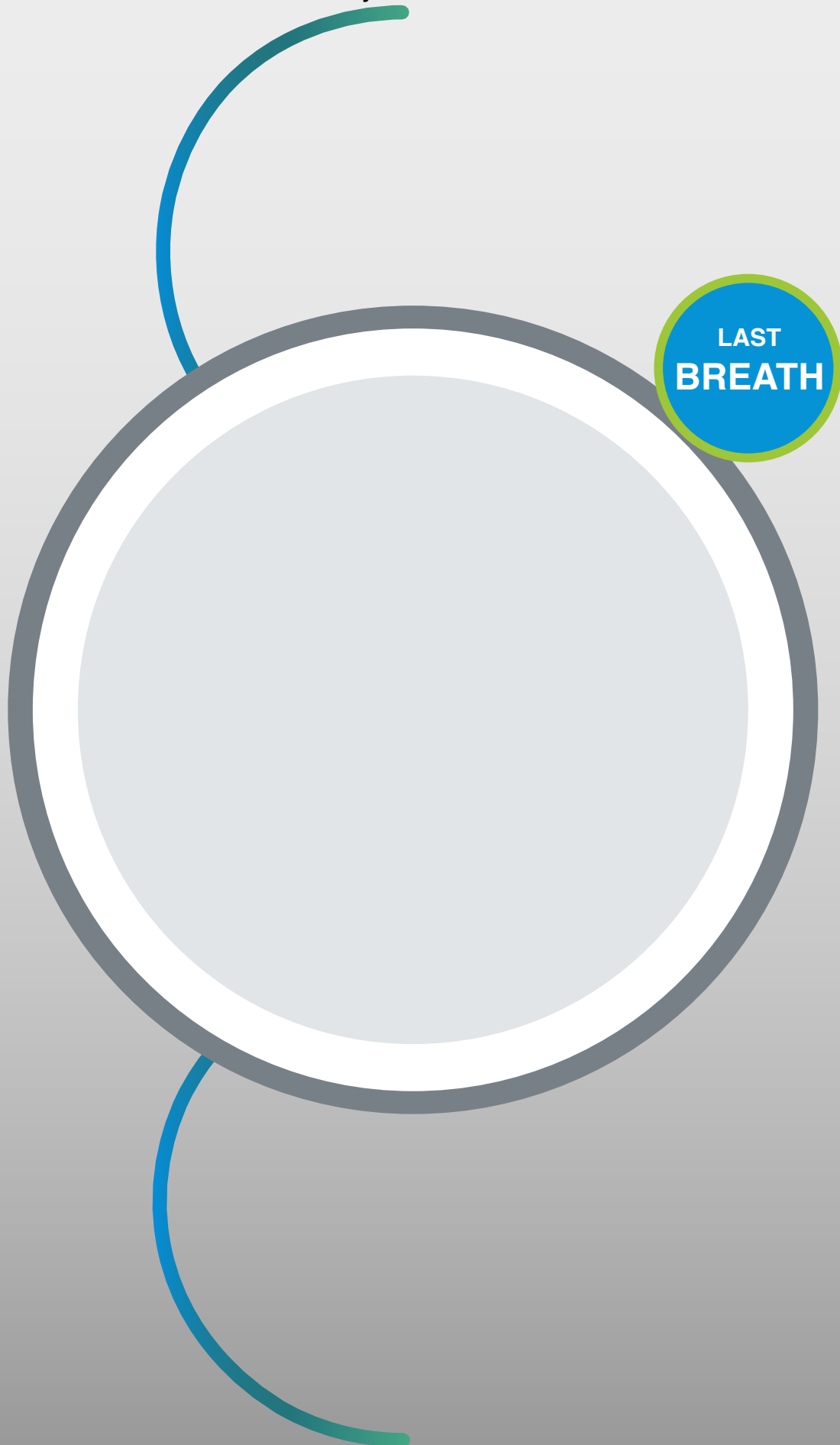
Will you Foreshadow? If you want to let your prospect know what is coming, list the foreshadow you will use below.



Foreshadow

URGENCY

Keeping control is essential to the success of your sales call. List the areas of the call where you will use the Last Breath Pivot.



FRUIT NINJA

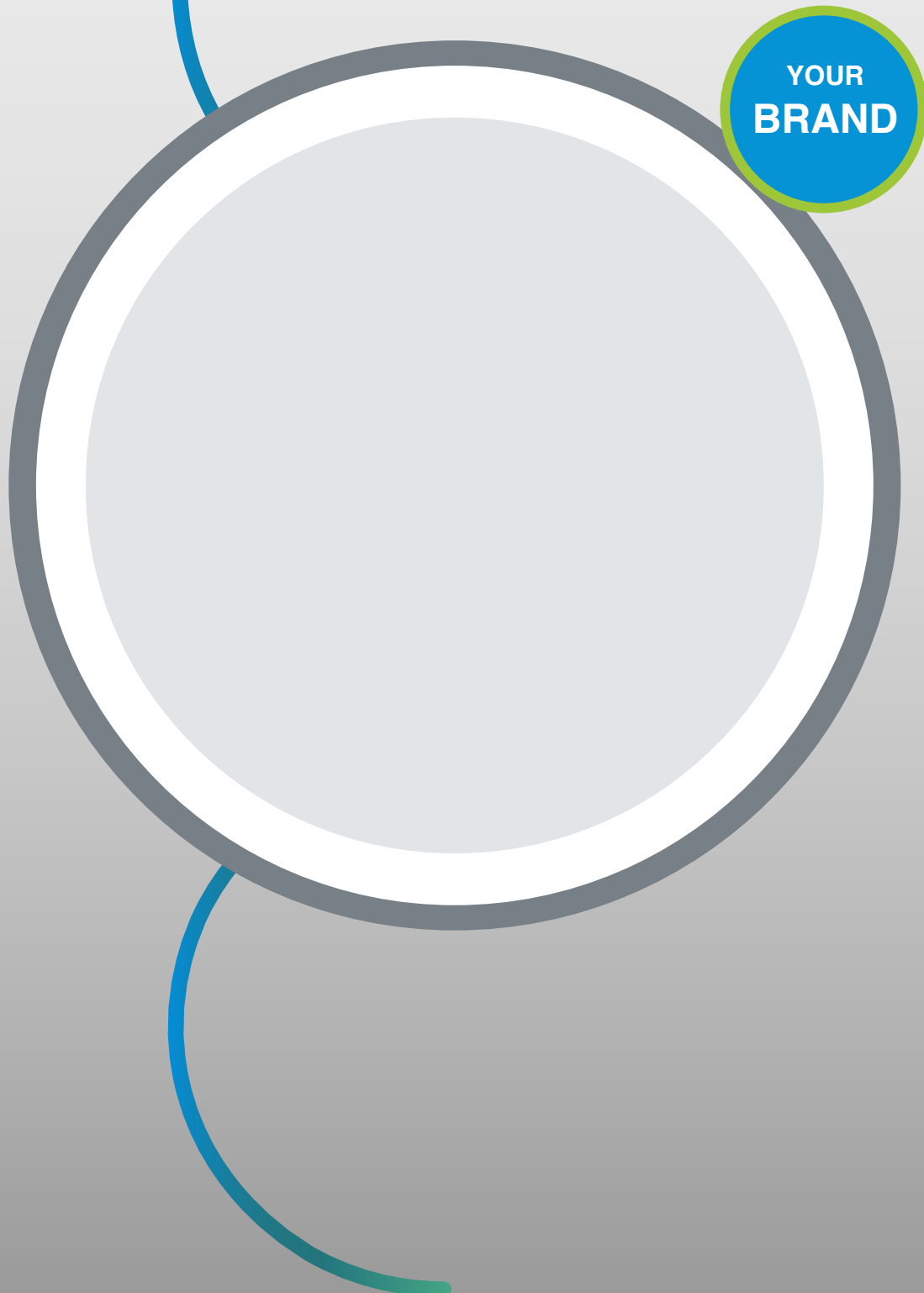
How will you slice your fruit? List out the most common fruit (objection) you here on the left and how you will overcome those on the right.



**FRUIT
NINJA**

STRONG BRAND

When you list out the reasons you prospect should work with you it becomes easy to say these things out loud to your client. List em'out!



CREATE THE NEED

Write out the questions you can ask on EVERY call to help you create the need!



OPEN DOORS

What successive questions will you ask to open the door and find out the important things about your clients



DIGGING 3 LAYERS DEEP

What are the 3 areas in your sale that you can go 3 layers deep?



ACTIVE LISTENING

List out the things you will start incorporating to help you to actively listen to your clients.



UNCOVERING EMOTIONS

Identify the parts of your sales call that you will discover your client's emotions below.



FORESHADOW / RECAP.

Write down how you will set the stage to get your client's emotions and your train rolling so you and your client are on the same page.



FORESHADOW
/RECAP

CLIENT'S CURRENT SITUATION

Describe below a client's current situation before showing them your solution.



CLIENT'S SITUATION AFTER YOU

Now that your product or service is involved, write down what the client's new situation looks like. No shortcuts here. Take the time to detail it out as this is the reason you do what you do!



**NEW
SITUATION**

THE RIDICULOUS

Show the benefits of your product or service from the obvious all the way down to the ridiculous.



DOWN TO THE
RIDICULOUS

CONNECT BENEFITS TO EMOTION

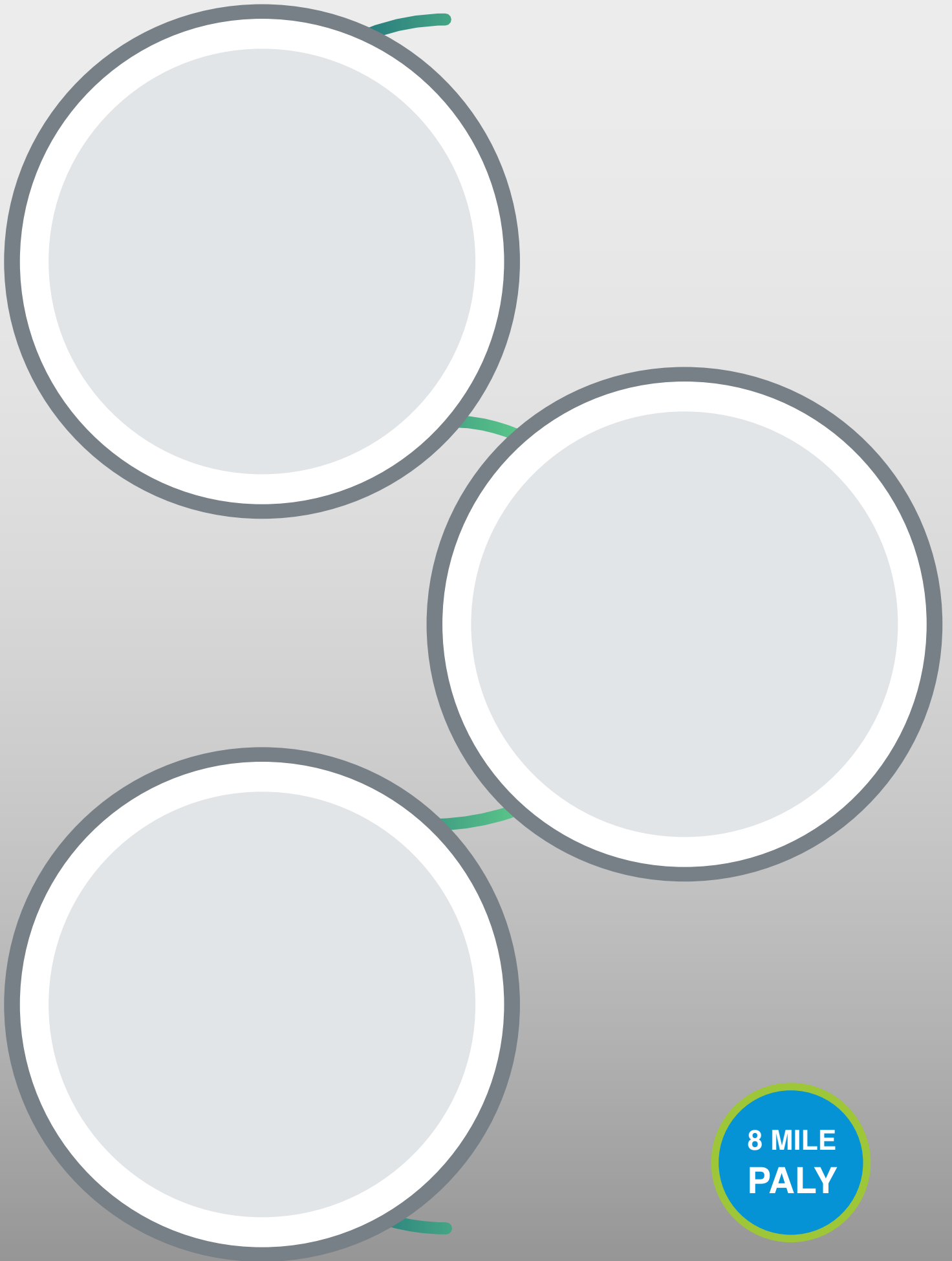
List all of the benefits for the client and when finished, write down how that ties to the client's emotions and goals.



THE BENEFITS
TO EMOTION

8 MILE PLAY

Create three slot closes that you will use in your next sales presentaion.



SLOT CLOSE

Write out the different types of slot closes that you can use in your presentation.



3 TIMES CLOSE

Write down the most common smoke screen objections you hear along with how you will use the 3 times close to discover the truth.

The worksheet consists of two large, empty circles with thick white borders and light gray centers, arranged vertically and connected by a green line. A small blue circle with a green border contains the text "3 TIMES". A teal line curves around the top of the first circle, and a blue line curves around the bottom of the second circle.

THE HAYMAKER/NO BRIDGE BURNED

If your client is not going to conduct business today, keep your emotions in check and make sure you end the call with the reason they will remember you and do business with you tomorrow!



THE
HAYMAKER

COMMON MOLES

Write down the common moles that you haven't heard yet but you know are coming on the left and how you will squash them on the right.



COMMON
MOLES

KNOW THE OBJECTIONS

Write down what you think the answers will be when you ask someone you love for \$1,000.00 Did you nail it?



KNOW THE
OBJECTIONS

BACK MESSAGE

What are the potential knots (concerns) that you will smooth out during you sale call.
Addd the knots on the left and how you will smooth them out on the right.



LAND/AIR/SEA

Write out the 4 steps of a great follow up message or call.



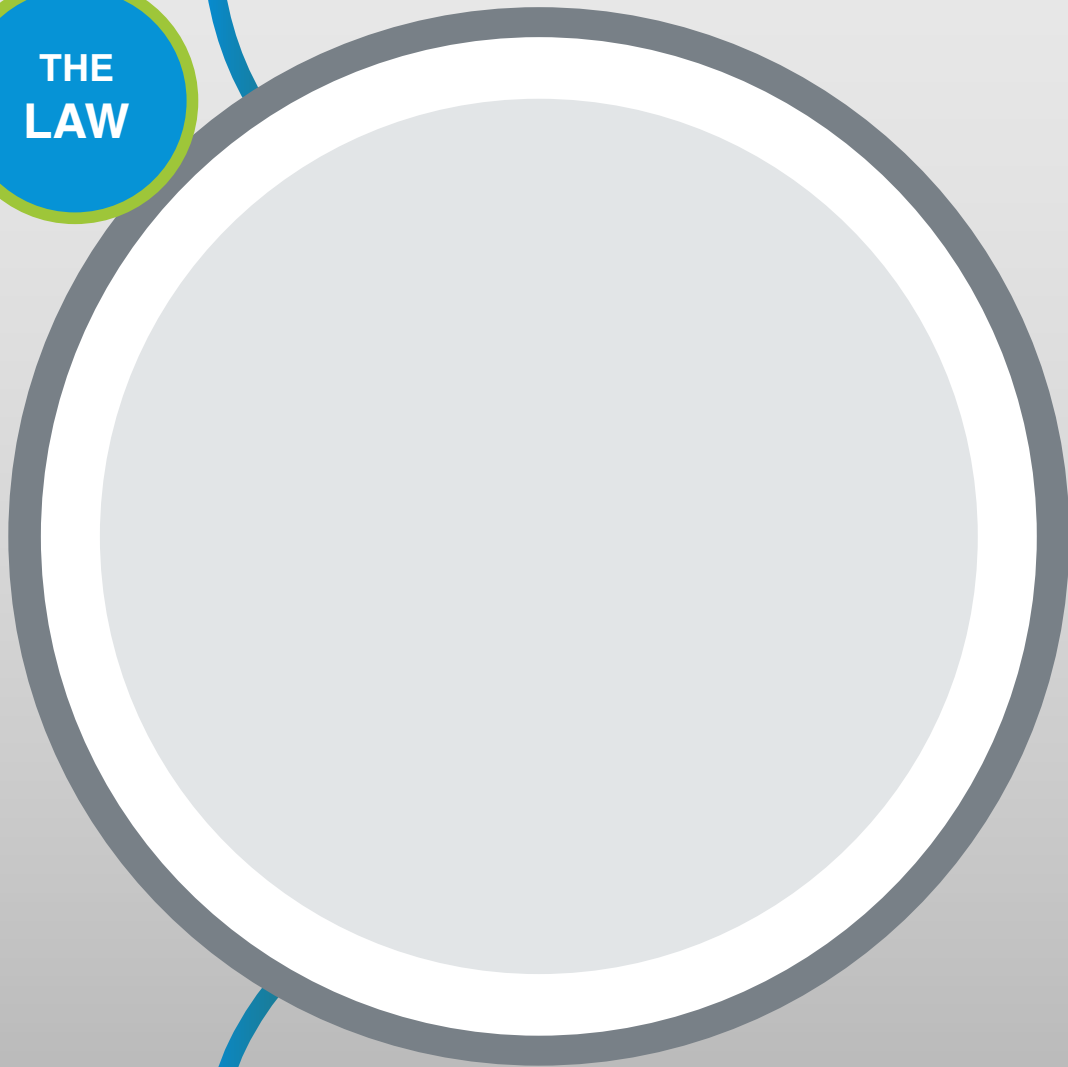
REFERRALS

Which three referral plays will you use? Write them below.



THE LAW

Write down some LAW phrases you can use on your sales call to get some feelers out to let your client's know that they will be doing business with you before they know they will be doing business with you.



CONNECTORS

Write down some ways you can use connectors during your sales calls to gauge your client to let them know they will be doing business with you today.

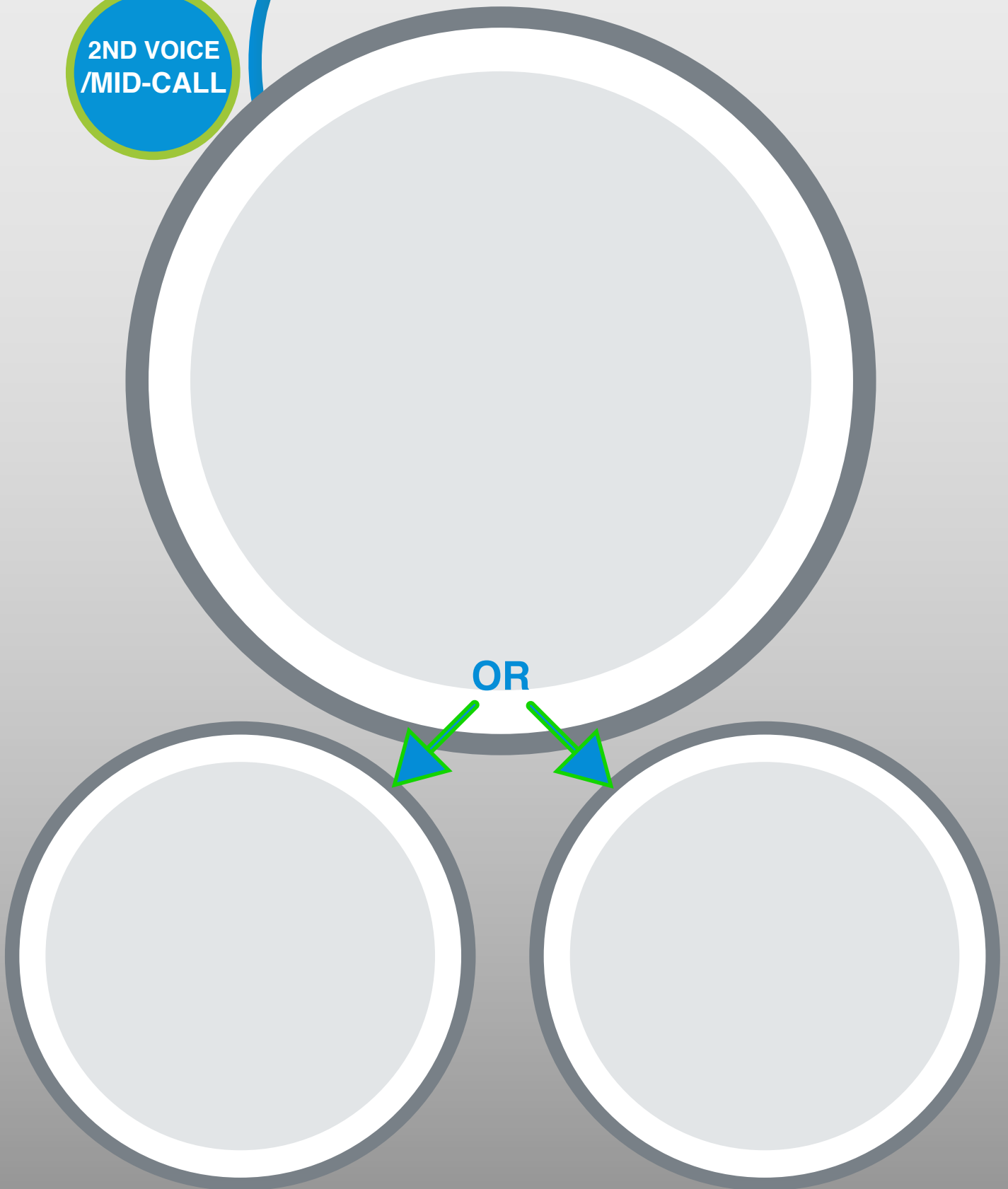


2ND VOICE / MID-CALL

Fill out your own 2nd voice call or mid-call structure so your teammates or leaders can help you acquire clients.

2ND VOICE
/MID-CALL

OR





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