

Connie Whitman's Seven-Step Sales Loop

An easy process to improve your sales skills.



1

Being Prepared

The best communicators plan in advance what they will say during their meeting.

2

Connecting & Building Rapport

You need to establish your credibility as a professional in your industry, using information from your “30 Second Commercial,” to show value to your client.

3

Questioning & Exploring Needs

You want to learn as much as you can about your client and his or her situation.

4

Active Listening

Listening, where you are able to ask follow up, open ended questions to further explore client's needs.

5

Presenting Solutions

The information obtained during Steps 3 & 4 will determine the approach for recommending products/services to your client.

6

Confirming The Sale/Relationship

This is the bottom line of the sales approach and makes the sale official. You must directly ask the client for their business.

7

Consistent, Persistent, Respectful (CPR) Follow Up

Your goal is to see if the client is satisfied and happy with his or her decision and to see if you can cross-sell additional products/service based on your previous conversations.