



Episode 9 Exercises

1. List the benefits and advantages your product or service offers customers and keep this list somewhere you can review it regularly.

2. Practice your product presentations and customer interactions. Record yourself and then listen back, answering these questions in writing:

- What are my strengths in my presentations and how I connect with customers?
- What areas of my presentations and interactions could I improve? Repeat this exercise often to continually improve your skills and build stronger customer relationships. Write down your answers each time. By doing this, your skills will grow, and your sales will increase.

3. Create a list of at least 10 sales you lost. For each one, write down why you think you didn't make the sale.

- Was it because of poor communication?
- Did you lack the skills to close the deal?
- Did the customer need more options?



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- Was the price too high? Once you've identified the reasons, create a plan to address these issues and improve your future sales. By doing this, you'll increase your success rate.

4. Ask your customers for feedback on your product or service. If they have any complaints or criticisms, write them down without making excuses. Do your best to address their concerns. (If a brief explanation is necessary, provide one, but don't become defensive or try to justify the issues.) This will help you build a more loyal customer base.



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