



Episode 4 Exercises

1. Create a list of your power base, which includes friends, family members, acquaintances from your previous job, former employers, current and former customers, neighbors, etc.
2. From your power base, create a secondary list of 20 people who would benefit from your product or service.
3. Write a written plan for contacting each one. (By phone, social media, or in person)
4. Schedule meetings with them.
5. Have a positive attitude when interacting with people and make them feel good. Ask them about their work, life, and gather information. (If they don't want to talk about something, don't be overly curious.)



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When they ask you about your work, let them know what you do and what product or service you offer. (Remember, the goal of this is to connect and reactivate your power base, not to close a deal, but if others are interested in your product or service, don't discourage them.)

6. What things in your life create negative feelings? Make a list of them and do as much as you can to eliminate them or change the situation so that it doesn't give you a negative feeling. Start a "negative avoidance" diet today.

7. Create a business page on social media platforms like Instagram and X (formerly Twitter) and post about the product or service you offer at least twice a week. Provide explanations and have a regular plan for this (preferably written). Consistency is very important in this.

8. Set a training schedule for yourself, training at least three times a week. (Training can include reading books, studying and researching about the product, service, and other matters, attending seminars and webinars, or using training files.)

9. Before starting any sale, take a minute to visualize the entire sales process from start to finish the way you want and believe it. See the deal closing.



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