

## Jeffrey Scott's **GREEN LIGHT SELLING**

### When are you getting shot down on price?

- You are talking to a Red Light prospect.
- You didn't build trust
- The prospect is not in enough pain to step up

### What would you gain by improving your sales closing ratio?

5% improvement\_\_\_\_\_ at 20% improvement\_\_\_\_\_

### What would you gain by improving your pricing (margin)?

5% point improvement\_\_\_\_\_ 10% point improvement\_\_\_\_\_

### 1. Write your *Green Light* client profile (25 words)

### 2. Write your *Red Light* (anti) client profile (25 words)

### 3. Research the commonalities and criteria

- Green flags?
- Red flags?

### 4. Develop screening questions and statements—to qualify *Up or Out*

- On email
- By phone – the roll of the phone screener or receptionist
- In person

## 5. Your Website as qualifying tool

- No *free quotes*
- Quality photos implies quality product
- Show the people
- Show the process
- Show the pricing?

## 6. Use fees and decisions to qualify

- Consultation Fee
- Design Fee
- Deposit
- Both spouses
- Meeting time
- What else? \_\_\_\_\_

## 7. The overall process

- What do you do, what does the prospect do? (It needs to be balanced)
- How many client meetings? How quickly do they happen?
- Where do they happen?
- Who is involved?
- When are decisions made?

## 8. *Green Light* sales tips

1. Qualify *Yellow Lights*
2. It is good to say No, and to hear No
3. Ask permission to ask questions
4. Don't problem solve too quickly
5. Pain Funnel: Problem > personal problem > personal pain/gain
6. Plant and uncover memory hooks: past, present, future
7. Spend more time with *Green Light* leads