



## Segment Ideas/Talking Points

1. Who should read this book?
2. Why did you write this book and specifically write it for Entrepreneurs and Sales People?
3. What are some of the most difficult issues Entrepreneurs and Sales professionals tell you about?
4. Did you have your own personal or professional issues with sales when you first started out? How about today as a seasoned sales professional?
5. How do you go about helping Entrepreneurs and Sales People embrace the sales flow/conversation to eliminate common issues you hear frequently? Is there a process you use?
6. How did you arrive at the 7-steps and practices in your book?
7. Can you share the 7-Steps and briefly describe each step?
8. What are the benefits of using the 7-Step Sales Process? (for generating more yeses while minimizing objections)
9. Does it get easier? Are you giving people the tools to overcome future issues/objections/fear?
10. What are the biggest benefits entrepreneurs and sales people get from reading and using this book?
11. How should readers use this book?
12. What can someone do to get more information? Do you have a tool you can share with everyone today? (blueprint, and other gifts will be offered)
13. Before we close the show what is “the one thing (tip)” my listeners should know or do about improving a sales situation starting today?