

[BE FOUNDATIONS] PRIMING



The things that happen before you sell, ask, or offer matter more than you think!
Use this worksheet to practice PRIMING

1) CONSIDER YOUR SALES "PITCH"

Write out what you say here (as close to verbatim as possible)

2) WHAT HAPPENS BEFORE THAT?

Think of your sales process and what people see/experience before the pitch.

3) POSITIVE AND NEGATIVE PRIMES

Identify all the primes you can find before and during the pitch.

How can you make the positive ones better and reframe the negative ones?

4) WHAT IS THE POINT?

What do you want the person to DO? Are your primes helping you to achieve that?

If not, what can you add to prime someone to be ready to buy when you pitch?

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HELP?**

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