Dale Carnegie - Winning with Relationship Selling

## **Word Picture Worksheet**

Customer:		
Primary Intere	est:	
Individual Mot	tive:	

- 1. Remind the customer that he or she lacks the benefit of your solution and get agreement.
- 2. Remind the customer that your solution will fulfill that benefit.
- 3. Paint a word picture.

4. Use a trial commitment.

Dale Carnegie® Sales Training: Winning with Relationship Selling