

INSIDER SERIES COLLECTION

ULTIMATE SALES TALK TRACK WORKBOOK

CREATE YOUR OWN TAILORED MESSAGES THAT
RESONATE WITH YOUR CUSTOMER BASE TO
DIFFERENTIATE YOUR OFFERINGS

WWW.MODERNSALESTRAINING.COM

THERE IS NO PERFECT TALK TRACK.

**IT'S TIME YOU GAVE UP THE QUEST TO FIND IT BECAUSE IT DOES NOT EXIST.
TRUST ME.**

IT'S A RABBIT HOLE WITH NO END.

**THE ONLY THING YOU CAN BE SURE OF THAT TURNS BOTH THE AWFULLY
WORDED, OR ELOQUENTLY WRITTEN SCRIPT INTO A WINNING MESSAGE IS
ONE THING...**

CONFIDENCE.

**WHEN YOU BELIEVE IN YOUR OFFERING, AN CAN TALK ABOUT IT WITH
CONFIDENCE, OUR CLIENTS
CAN FEEL IT. THERE IS A TRANSFER OF EXCITEMENT.**

**IN THIS WORKBOOK, I'LL HELP YOU BUILD
THAT CONFIDENCE, AND HOW TO USE IT TO YOUR ADVANTAGE TO SELL YOUR
PRODUCT OR SERVICE.**

OH, AND YOU WILL ALSO CREATE A FEW TALK TRACKS ALONG THE WAY...:)

LET'S GET STARTED!

DEREK

ULTIMATE SALES TALK TRACK WORKBOOK

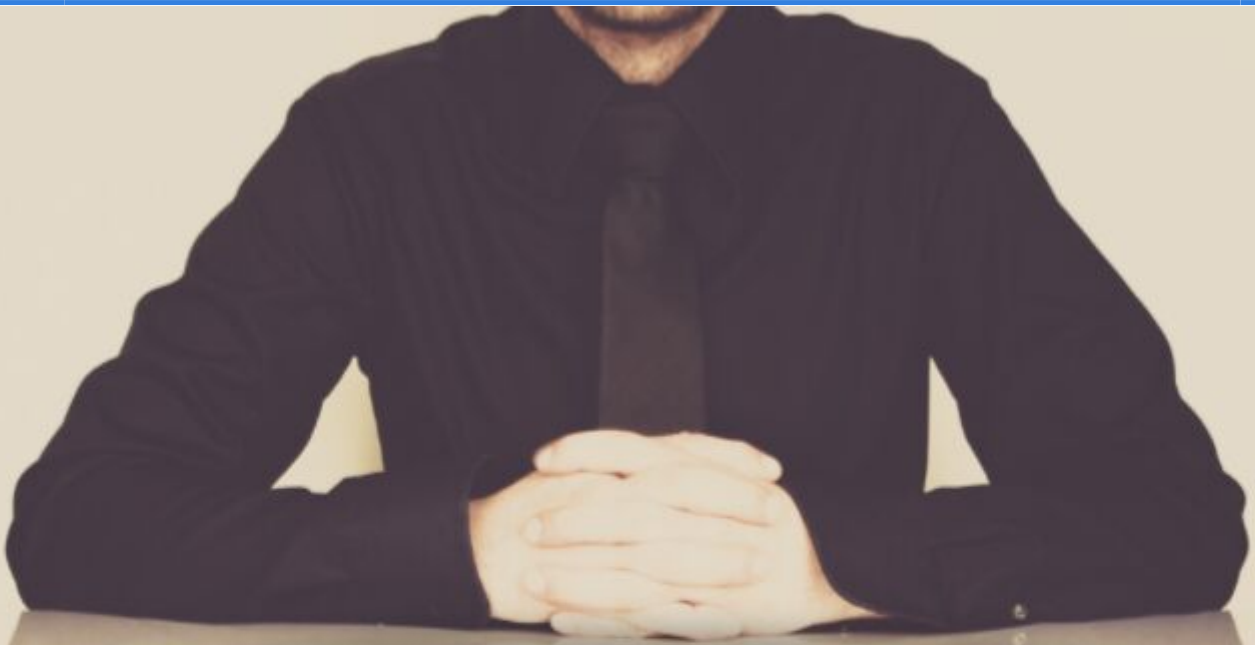
Click The Picture To View An Opening Message From Derek



A photograph of a desk setup. In the foreground, an open notebook with lined pages is open, with a pen resting on it. To the left, a laptop is partially visible. In the background, a dark mug with some text on it sits on the desk. The entire scene is framed by a blue border with rounded corners.

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- **BUILDING YOUR FOUNDATION**
- **PREPARING TO DELIVER**
- **CREATING A TAILORED MESSAGE**
- **PRACTICE MAKES PERFECT**



Building Your Foundation

**THE 3 IMPORTANT SALES QUESTIONS YOU MUST KNOW
HOW TO ANSWER**

1. WHAT DO YOU DO?

2. WHAT MAKES YOUR OFFERING SPECIAL?

3. WHY SHOULD YOUR CLIENT CARE?

Building Your Foundation

WHAT DO YOU DO?

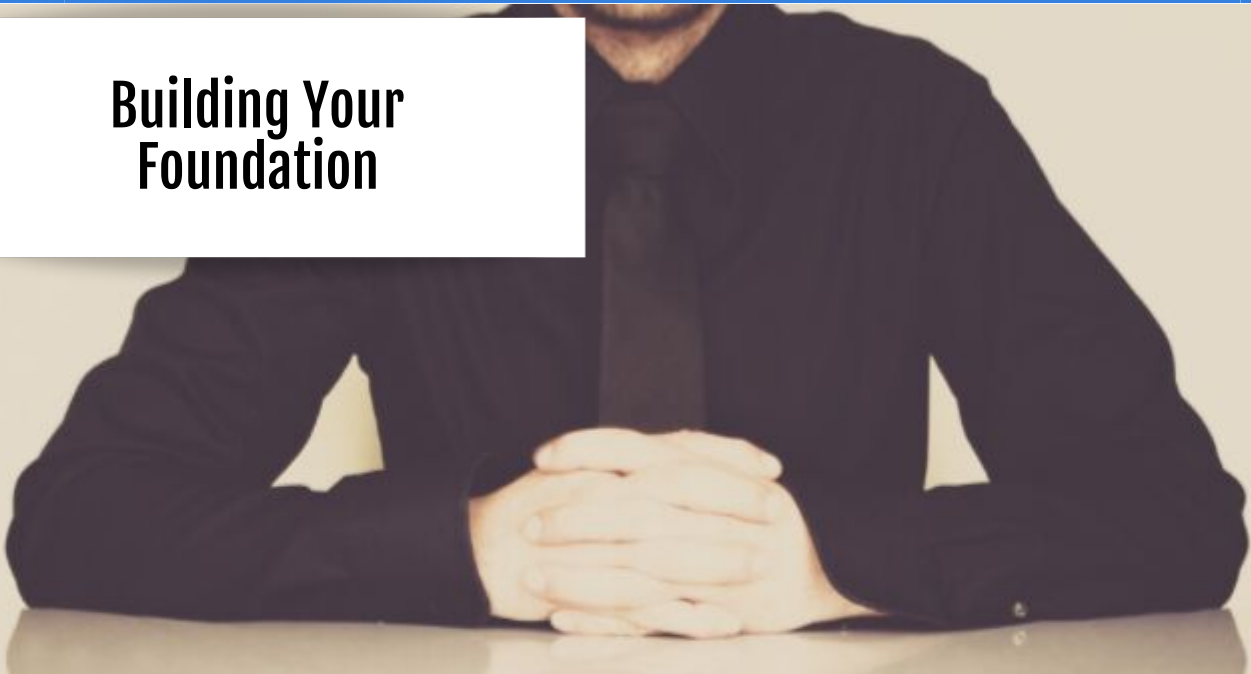
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WHAT DO YOU DO?

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WHAT MAKES YOUR OFFERING SPECIAL?

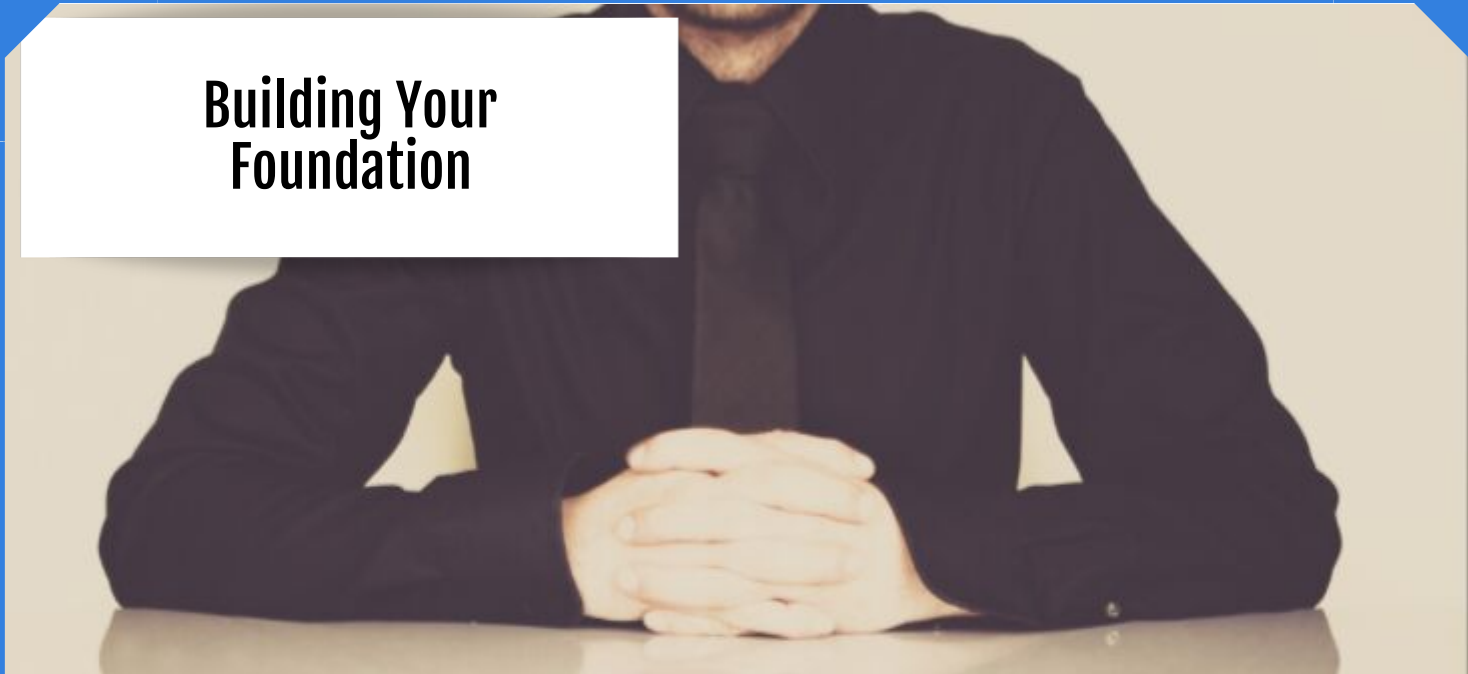
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Building Your Foundation

**Building Your
Foundation**



WHAT MAKES YOUR OFFERING SPECIAL?

**Building Your
Foundation**

WHY SHOULD YOUR CLIENT CARE?

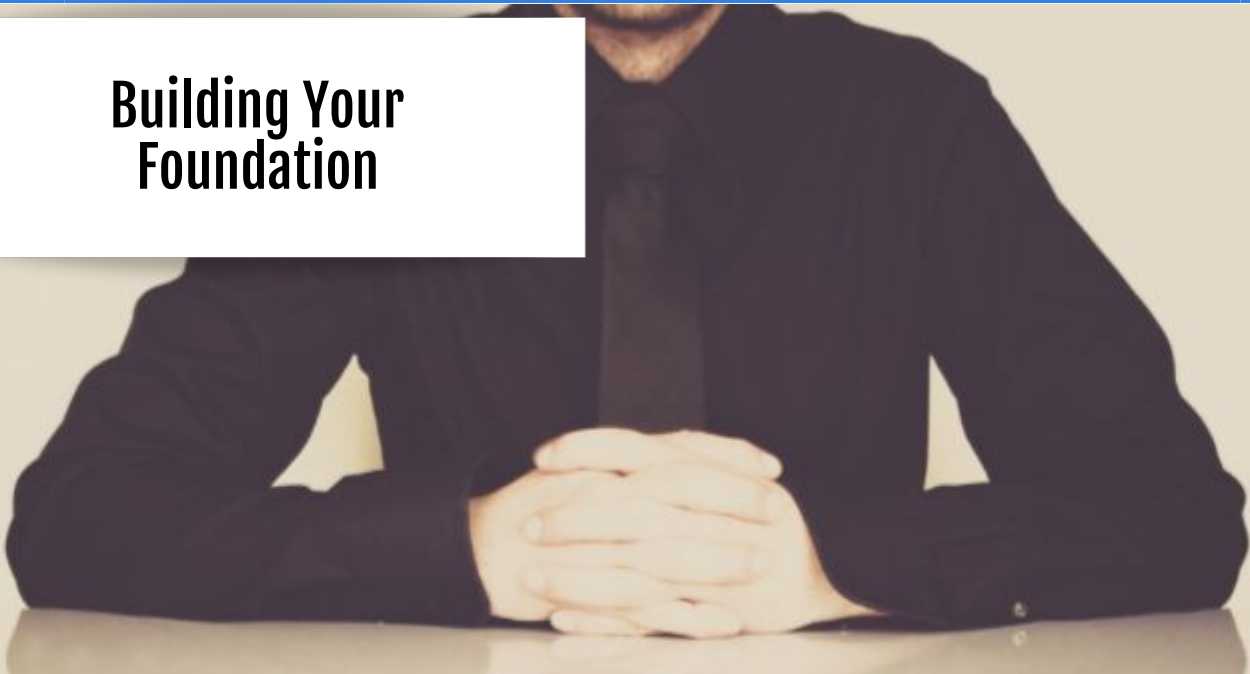
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WHY SHOULD YOUR CLIENT CARE?



Preparing To Deliver

**3 WAYS TO DELIVER THAT MESSAGE TO GET YOUR
CUSTOMER TO BELIEVE YOU**

- 1. WHO CAN YOU REFERENCE?**
- 2. WHAT CASE STUDY CAN YOU USE?**
- 3. WHAT'S YOUR METHOD OF ENGAGEMENT**

Preparing To Deliver

WHO CAN YOU REFERENCE?

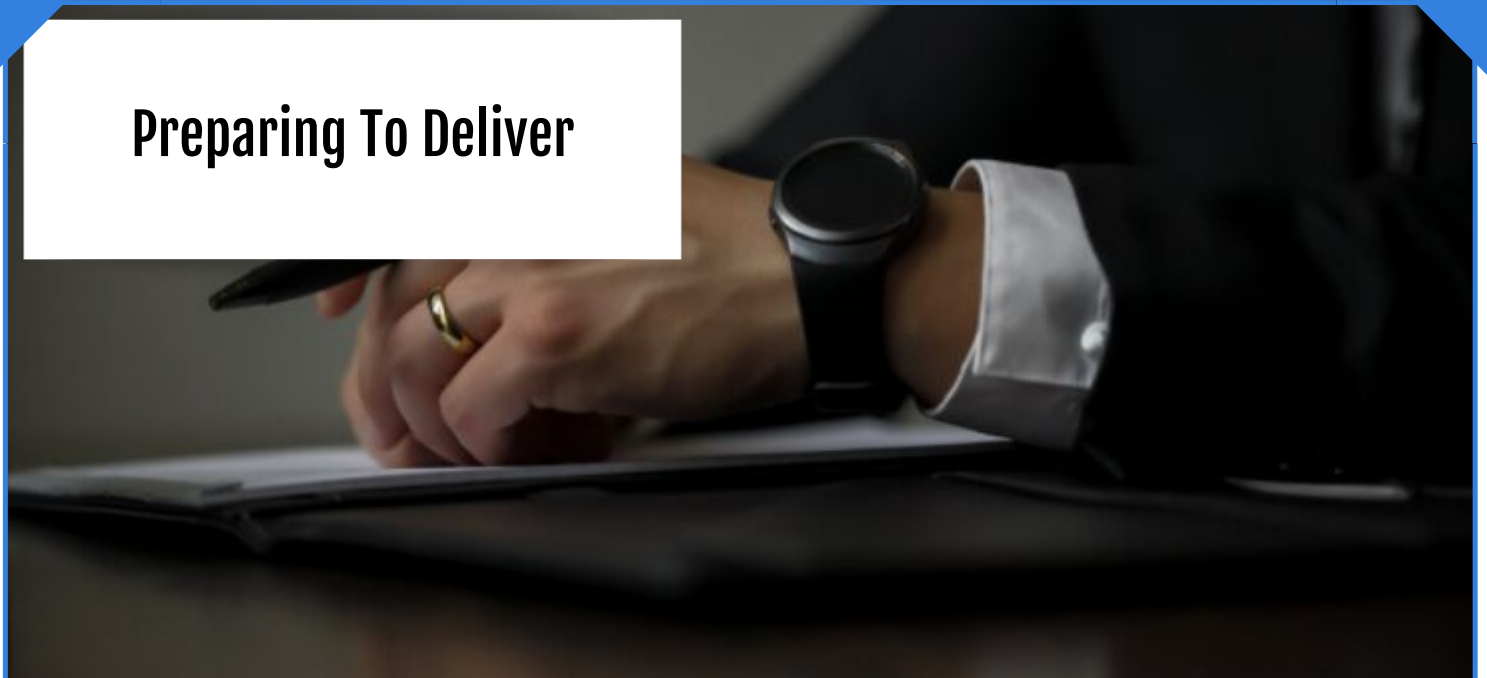
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Preparing To Deliver

Preparing To Deliver



WHO CAN YOU REFERENCE?

Preparing To Deliver

PUT TOGETHER A CASE STUDY

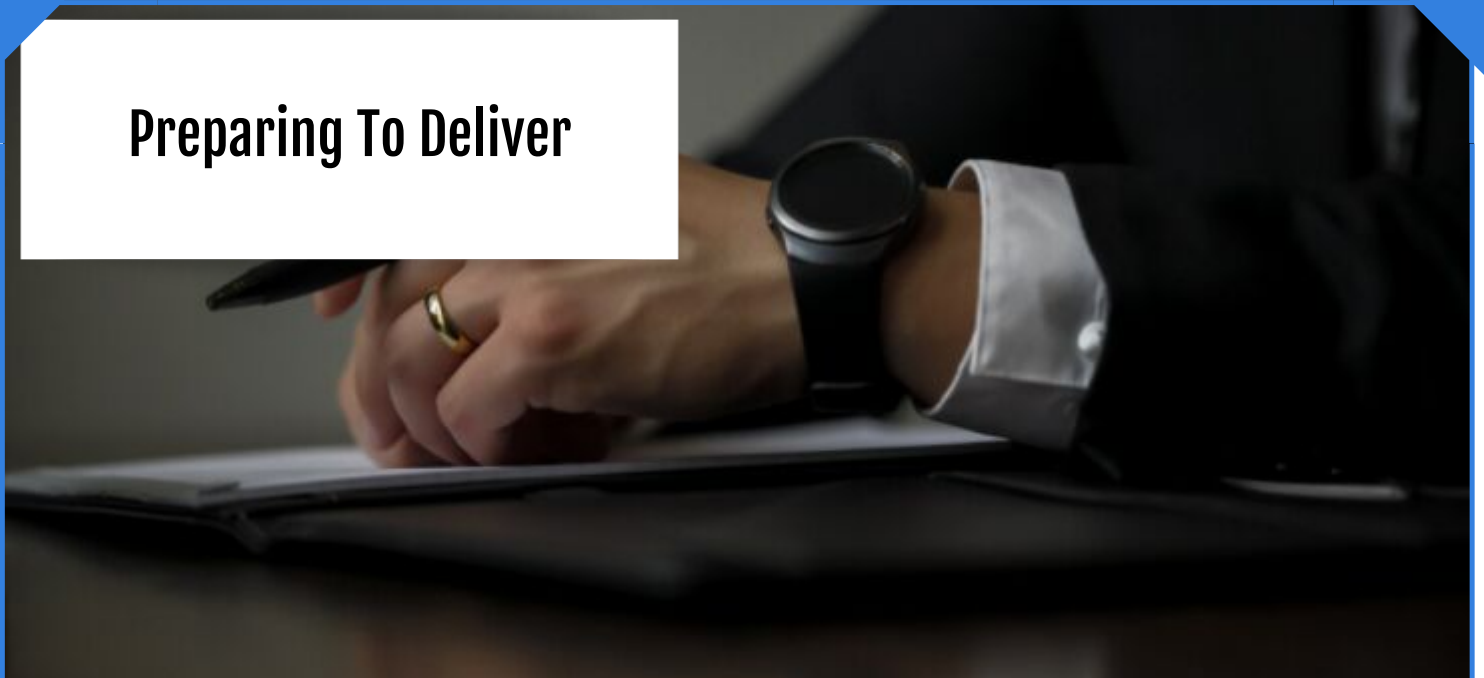
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Preparing To Deliver

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WHAT CASE STUDY COULD YOU USE?

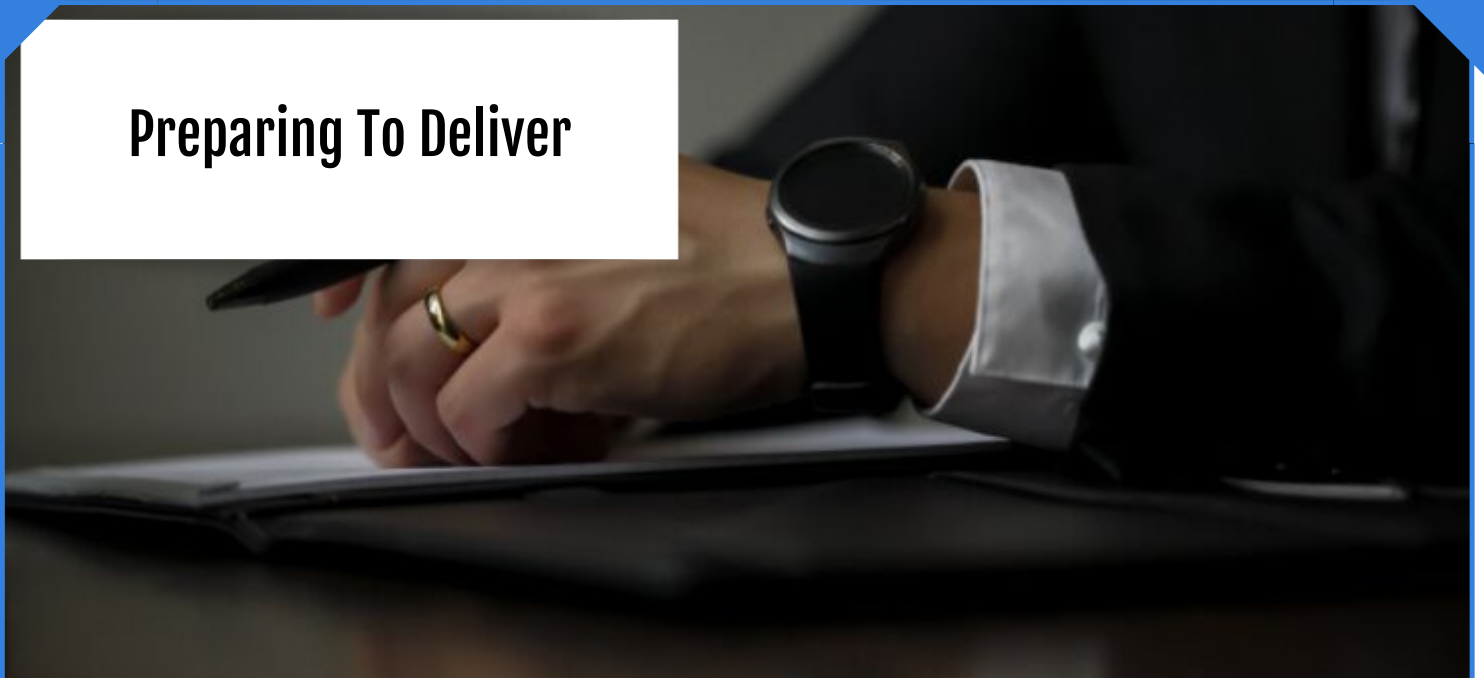
Preparing To Deliver

WHAT'S YOUR METHOD OF ENGAGEMENT?

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Preparing To Deliver



WHAT'S YOUR METHOD OF ENGAGEMENT?



Creating A Tailored Message

CREATING A BENEFIT STATEMENT THAT EFFECTIVELY SELLS YOUR OFFERING

- 1. YOUR IN PERSON TALK TRACK**
- 2. YOUR OVER THE PHONE TALK TRACK**
- 3. YOUR ELEVATOR PITCH TALK TRACK**

Creating A Tailored Message

YOUR IN-PERSON TALK TRACK

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Creating Your Tailored Message

Creating A Tailored Message



YOUR IN-PERSON TALK TRACK

Creating A Tailored Message

YOUR OVER THE PHONE TALK TRACK

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Creating Your Tailored Message

Creating A Tailored Message



YOUR OVER THE PHONE TALK TRACK

Creating A Tailored Message

YOUR ELEVATOR PITCH TALK TRACK

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Creating Your Tailored Message

Creating A Tailored Message



YOUR ELEVATOR PITCH TALK TRACK



Practice Makes Perfect

**THE MORE YOU DO SOMETHING,
THE BETTER YOU GET AT IT**

1. YOUR NEW FAVORITE SONG

2. STOP YOUR SEARCH

3. TAKE ACTION

Practice Makes Perfect

PRACTICE TIPS

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Practice Makes Perfect

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