

STEP 1: FOCUS ON THE SERVICE YOU SELL

(PART 2)



GRADING SCALE

USE A SCALE OF **1 TO 10** TO DETERMINE DIFFICULTY

- 1 = EXTREMELY DIFFICULT
- 3 = SOMEWHAT DIFFICULT
- 5 = IN BETWEEN
- 7 = SOMEWHAT EASY
- 10 = EXTREMELY EASY

WHICH **OBJECTIVE** DO YOU WANT TO ACCOMPLISH?

- PURCHASE ONLINE (1)
- IN PERSON (2)
- BOOK PAID APPOINTMENT (3)
- REGISTER FOR WEBINAR (5)
- INBOUND PHONE CALL (5)
- 30 MIN PHONE CALL (6)
- BOOK FREE APPOINTMENT (7)
- COLLECT NAME, EMAIL, PHONE NUMBER (8)

QUESTION	PRODUCT #1	PRODUCT #2	PRODUCT #3
	SCORE (1-10)	SCORE (1-10)	SCORE (1-10)
1. HOW EASY IS IT TO FIND YOUR TARGET AUDIENCE?			
2. HOW ACTIVE IS YOUR AUDIENCE ON FACEBOOK?			
3. HOW BAD DOES YOUR IDEAL CUSTOMER WANT YOUR PRODUCT/SERVICE?			
4. HOW NON-COMPETITIVE IS YOUR NICHE?			
5. HOW AFFORDABLE IS YOUR PRODUCT OR SERVICE?			
6. WHICH OBJECTIVE ARE YOU TRYING TO ACCOMPLISH?			
7. WHAT IS YOUR SOCIAL PRESENCE?			
8. HOW MUCH CONTENT DO YOU HAVE (VIDEO REQUIRED)?			
9. DO YOU HAVE A CURRENT SALES PROCESS IN PLACE?			
10. DO YOU HAVE COMPLIMENTARY OR ALTERNATIVE PRODUCTS TO UPSELL OR DOWNSSELL?			

GRADE

- A = 100-90
- B = 89-80
- C = 79-70
- D = < 69, DON'T DO IT!

TOTAL SCORE
(OUT OF 100):

GRADE: