



## FEEL GOOD ABOUT SELLING - CREATING A SAFE ENVIRONMENT

Trust-building sales conversations don't just happen. There is intention. There is planning. An agenda is one of the most effective tools to set the tone and create a safe space for a great conversation that leads to clear next steps.

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Following is a four-part framework to help you create a safe space with an agenda. Your context will dictate the content, but the principles still apply across sales conversations.

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AGENDA FRAMEWORK	NOTES & EXAMPLES
<input type="checkbox"/> 1. Confident time check	<p>Confirming the time sets the tone and expectations that this is an important conversation. It also reminds all parties that a commitment has been made.</p> <p>It might sound like this: <b><i>"I appreciate you carving out some time to chat. I have an hour booked on my calendar. Does that still work for you?"</i></b></p>
<input type="checkbox"/> 2. Get permission to learn	<p>Get permission to learn &amp; ask questions. Don't just start asking. Whether it's questions, or moving to a new topic, asking permission helps prospects feel safe with you.</p> <p>It might sound like this: <b><i>"So I can ensure I understand you and your situation, I'd like to ask you some questions. Would that be ok?"</i></b></p>
<input type="checkbox"/> 3. Your unique value & no	<p>You need to be different - better is not enough. You also need to be safe. Create both engagement and safety by briefly mentioning your unique approach, but allow an out (a no).</p> <p>It might sound like this: <b><i>"Obviously I'm a fan of our unique approach, but it may not be for you. If at any point you feel like we're not a good fit, please feel free to stop me - is that fair?"</i></b></p>
<input type="checkbox"/> 4. Next step & confirm	<p>Build in your next step on the front end. You want to end your conversations with a clear and solid next step for you or your prospect.</p> <p>It might sound like this: <b><i>"Provided what we talk about today resonates with you, could we save the last 10 minutes to determine the next step? Does that sound like a good use of our time today - and is there anything you want to ensure we cover?"</i></b></p>
Resource	An additional resource that compliments this agenda is the Asking Great Questions Guide

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