



CONNECT AND CLOSE

# Selling is Serving

Make sure you are serving on your call. It's important that we give real value. Here are three ways we can do that:

## **Advice and Coaching**

During the S.P.I.N. portion of the call, you can answer some questions, and do some coaching. It's better to address immediate issues, and leave the deeper implication level needs to longer term coaching.

## **Prepared Information**

It's good to have some prepared information. Use the exercise in Module 3 video "Power of Information" to create some structured gifts of value to give to people you are talking with.

## **Moment of Clarity**

Don't forget that one of the biggest gifts you can give this person is to help them shine the light on a real issue they may be avoiding. Use the question portion of the call to really dig deep and help them see if it's time to do something about their issue. Help them have a Moment of Clarity.



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