

The Persuasive Introduction Worksheet

Thanks for downloading the Persuasive Introduction Worksheet! This simple, but effective tool will help you begin your sales conversations in a way that is more persuasive.

As you will see, the way you start off your conversations will have a great influence on how the rest of your sales interactions will progress. Using this tool is going to help you create a strong introduction that enables you to position yourself effectively.

The first sheet is where you write down three different positions your company can take. Remember to choose a position that differentiates yourself from your competition. It can be something you do faster, better, or cheaper than the rest. Also, if you specialize in a certain type of customer, this might be something you use to further position yourself.

On the next sheet, you will write down three primary benefits that your company provides. You will only use one in each introduction, but you may want to have a few more at your disposal. You can use a different one for each type of prospect you have.

Finally, on the last sheet, you will write out three “blurbs” that support the claims you’re making about the benefits you provide. They can be examples of how you have helped others or even statistics that support your claim.

I have provided some examples that will give you an idea of what you should write.

If you need some input on any part of this, feel free to [contact me](#)! Also, if you have any feedback, let me know. I hope this helps you!

Keep moving forward.

Positioning

1

“I’m with Mike’s Auto Parts. We’re the premier distributor for foreign auto parts in the state of Florida.”

2

“I’m Charlotte with ABC Marketing Consulting. We are the primary marketing resource for real estate firms.”

3

I’m Leonard with Harrison Wells Haberdashery. We are a online high-end haberdashery.

Primary Benefits

1

“Mike’s Auto Parts provides an easier and more affordable way to repair your foreign vehicle.”

2

“ABC Marketing Consulting helps real estate firms increase their profits by helping them generate more leads online.”

3

“We help our customers find high-quality hats at affordable prices so they can look great without breaking the budget.”

Evidence

1

We've been servicing auto repair shops all over Florida for over 25 years now.

2

"We just helped a recent client increase her leads by 25% in the past two months by implementing an aggressive content marketing strategy."

3

"Since 2002, we have sold over 1 million hats nationwide."

Positioning

1

2

3

Primary Benefits

1

2

3

Evidence

1

2

3
