



HOW DO YOU WANT YOUR PROSPECT TO FEEL?

Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

Instructions:

Take some time to consider how you want your prospect to feel and what kind of atmosphere you want him or her to experience before going on your next sales presentation.

What are the three ways you want to make your prospect feel when you're on a sales call?

For example:

- I want them to really trust me.
- I want them to feel motivated.
- I want them to feel passionate about our product(s) and solution(s).
- I want them to feel excited and super energized.
- I want them to feel that I am credible.

Now write down how you want them to feel:

1. _____
2. _____
3. _____

Instructions:

Now try to recall your previous FIVE sales conversations.

For each call, rank yourself on each of the three emotions you wrote down from one (Prospect was not feeling that at all) to ten (Definitely yes).

	Feeling 1	Feeling 2	Feeling 3
I	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
II	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
III	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
IV	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
V	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

Circle your rank out of 10 for each.



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Instructions:

Go through each of the three feelings you identified and write down how you can be more intentional about creating this connection with your prospect.

What can you do on your call to create this feeling and environment?

What can you do to make your prospect feel more:

Feeling 1

What can you do to make your prospect feel more:

Feeling 2

What can you do to make your prospect feel more:

Feeling 3

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is enclosed by a thin grey border.

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