Exercise

# 19. In Their Own Words

Lauren sells beauty products and is talking with a prospect. She has just asked an expansive question; “What is most important to you when choosing a facial cream?” What should Lauren do next?

a. Ask for the sale!

b. Write down the response word for word in the order the prospect gave it to her and read it back in order.

c. Tell the prospect all of the best benefits that the prospect will receive from using the cream.