

**Activity Sheet 3-A**  
**Attention**

The purpose of an effective Attention statement is to draw the prospect's or customer's attention to you and thus allow you the opportunity to engage them in the selling process. Write as many effective and natural sounding Attention statements as you can:

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**Activity Sheet 3-B**  
**Interest**

The Interest step is the needs-analysis phase of the selling process. Develop a series of open-ended questions that will draw a prospect or customer into a conversation and allow you to gather quality information about the person's immediate and on-going needs:

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**Activity Sheet 3-C**  
**Presentation**

The Presentation step requires that the sales professional maintain control, so as to not to oversell the prospect or customer. The purpose of the Presentation step is to present a complete response to the need you have identified through the needs-analysis or Interest phase. Write a series of complete responses to a prospect or customer's need. (Remember: Product or Service Presentation = Claim + Feature + Benefit + Naildown.)

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**Activity Sheet 3-D**  
**Desire**

Prospects or customers don't typically make buying decisions if they are not amply motivated or do not Desire the item being offered. Write examples of conversational ways to build Desire in your Presentation to a prospect or customer.

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**Activity Sheet 3-E**

**Close**

The purpose of the Close step is to do exactly that--close the selling process by asking for the order. There are two ways to approach the Close.

First, if you sense that the prospect or customer is warm to your offer (Presentation) but you are not sure the person is ready to buy, use a Trial Close question. The purpose of this type of question is to seek the customer's opinion of (not commitment to) your offer. Write several Trial Close questions for a typical Presentation that you might make:

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Second, if you are confident that your Presentation has answered the customer's needs and that the customer is ready to buy, use an Order Close question, which seeks a commitment from the customer. Write a few Order Close questions for a typical Presentation that you might make:

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**Activity Sheet 3-F**

**The Five Steps to Selling**

Now, put it all together in a mock selling situation. Complete this activity sheet as if you were making a sales presentation to a typical prospect or customer of your organization.

Attention: \_\_\_\_\_

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Interest: \_\_\_\_\_

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Presentation: \_\_\_\_\_

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Desire: \_\_\_\_\_

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\_\_\_\_\_ Trial \_\_\_\_\_ Close:

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Close: \_\_\_\_\_

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