

# Overview of the PFL 5-Step Sales System



## STEP 1 - Sell yourself

- **Have a purpose** for your call to gain commitment from the customer  
Commitment doesn't have to be a Sale.  
Ex: Quote, Schedule a Presentation, Order
- **Build Rapport**
- **Ask Great Questions & identify at least 3 needs**
  - Tell me about your business
  - Who are your customers?
  - How do you get new customers?
  - What are your responsibilities?
  - How is your performance measured?
  - How are you planning to achieve your business goals?
  - What has worked in the past? What hasn't?
- **Start to go narrower with a few closed-ended questions**
  - What are your specific objectives for this project?
  - What is your timeline?
  - What is your budget?

- **Follow up questions**  
What do you mean by that?  
What does that look like?  
How often does that happen?
- **Leverage Questions** (Inject Emotion)  
Critically important, particularly when it comes to overcoming PRICE objections  
What would it mean if this campaign got a great response?  
How important is it that the product is safe and compliant?  
How critical is your timeline?  
How important is this project to your boss?  
What would the impact be if something went wrong with this project?
- **Listening Check**  
So if I understand you correctly what you're looking for....?
- **Jumping to PRICE** – If the customer wants to talk price right away:  
We have lots of options in this category. I'm not sure that I understand enough about your business or needs at this point to make a recommendation. Do you mind if I ask you a few more questions?

## STEP 2 - Sell your company

Match the company story to their needs. Nothing extraneous.

## STEP 3 - Sell your product

Match the solution to the needs identified in step 1.

Articulate why you are proposing this particular product or solution.

## STEP 4 - Close

- **Ask for commitment** - Close the Sale  
Would you like to go ahead with this project today?
- **Or move the sales process forward**  
Can you get me the specs for this project?  
Can I get you a proof or spec sample?  
When should I check back with you on this project?
- **Handling stalls and objections** - Go back to step one and repeat the process  
Ask "How's that sound?"  
Ask for commitment
- **Handling Price Objections** - Focus on the key need.  
Use their responses to your Leverage Questions  
If needed, Go back to step 1 and ask more questions

## STEP 5 - Move forward quickly

- Get transactional
- Next steps – If not closing, set the next appointment
- Say "thank you"