

THE BEGINNER'S SALES GUIDE

HOW DO I TURN INTEREST INTO A CUSTOMER?



ASK
QUESTIONS



UNDERSTAND
THE NEED



PRESENT
THE OFFER



ASK FOR
THE SALE

STOP PITCHING. START SOLVING.

WELCOME

Getting someone's attention is only the beginning. Sales is what happens when you help an interested person decide whether your offer actually fits their problem.

You do not need to become pushy, memorize a perfect script, or pressure people into buying.

THE GOAL

Ask better questions. Understand what the customer needs. Explain your offer clearly. Handle concerns honestly. Then make it easy for the customer to decide.

GOOD SALES STARTS WITH UNDERSTANDING.

The conversation comes before the close.

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SALES SECTION #01

WHAT SALES REALLY IS

Sales is not convincing everyone to buy. It is helping the right person understand whether your offer solves a problem they care about.

LISTEN

Understand before you explain.

DIAGNOSE

Find the real problem, goal, urgency, and constraints.

MATCH

Connect the customer's need to the right offer.

DECIDE

Give them a clear next step - including the freedom to say no.

SELL THE SOLUTION, NOT THE PRESSURE.

A bad-fit customer can create problems after the sale.

SALES SECTION #02

KNOW WHO YOU SHOULD SELL TO

Not every interested person is a good customer. Start by defining the person your offer is designed to help.

My ideal customer is:

The problem they need solved:

The result they want:

Why they might need help now:

What could make them a poor fit:

REMEMBER

A clear target makes prospecting, questions, offers, and follow-up easier.

SALES SECTION #03

START THE CONVERSATION

Your first message does not need to close the sale. It needs to earn the next part of the conversation.

SIMPLE OUTREACH FRAMEWORK

CONTEXT -> RELEVANCE -> QUESTION. Show why you are reaching out, connect it to something relevant, then ask a simple question.

CONTEXT

Why are you contacting this person?

RELEVANCE

What did you notice that connects to what you do?

QUESTION

What easy, low-pressure question can move the conversation forward?

Write your opening message:

SALES SECTION #04

ASK BETTER QUESTIONS

The more you understand the customer's situation, the easier it is to know whether your offer fits.

1. What are you trying to accomplish?
2. What is getting in the way right now?
3. What have you already tried?
4. Why does solving this matter now?
5. What would a good result look like?
6. What concerns do you have about moving forward?

DO NOT RUSH TO EXPLAIN YOUR OFFER.

First understand what the customer is actually trying to solve.

SALES SECTION #05

QUALIFY THE OPPORTUNITY

Qualification helps you avoid forcing an offer where there is no real fit.

NEED

Is there a real problem or desired result?

FIT

Can your offer realistically help?

TIMING

Is this something they want to solve now?

DECISION

Who needs to be involved in the decision?

BUDGET

Can they reasonably afford the solution?

EXPECTATIONS

Are both sides clear on what success looks like?

A 'NO' CAN BE USEFUL INFORMATION.

Your job is to find a fit, not manufacture one.

SALES SECTION #06

PRESENT THE OFFER

Once you understand the need, explain the offer in the language of the customer's problem and desired result.

OFFER FRAMEWORK

PROBLEM -> SOLUTION -> WHAT'S INCLUDED -> RESULT -> PRICE -> NEXT STEP

The problem I heard:

How my offer helps:

What is included:

The result we are working toward:

Price / terms:

The next step:

SALES SECTION #07

HANDLE COMMON OBJECTIONS

An objection is usually a request for more clarity, more confidence, different timing, or a better fit.

IT'S TOO EXPENSIVE

Ask what they are comparing the price to. Revisit value, scope, or fit - do not automatically discount.

I NEED TO THINK

Ask what they still need to feel comfortable making a decision.

NOT RIGHT NOW

Find out whether the issue is timing, priority, budget, or lack of urgency.

I'M NOT SURE IT WILL WORK

Clarify expectations, process, proof you genuinely have, and what is not guaranteed.

A SIMPLE RESPONSE

Acknowledge -> Clarify -> Answer -> Confirm. Do not argue with the customer.

SALES SECTION #08

ASK FOR THE SALE

A good sales conversation still needs a clear decision point.

DIRECT

'Would you like to move forward?'

NEXT STEP

'If this makes sense, the next step is ____.'

CHOICE

'Which option fits what you need best?'

CHECK

'Is there anything stopping you from moving forward today?'

DO NOT HIDE THE ASK.

Clear is better than clever. Give the customer room to decide.

SALES SECTION #09

FOLLOW UP WITHOUT BEING ANNOYING

Follow-up should add clarity or value - not become repeated pressure.

1

RECAP

Summarize what they said they need.

2

ADD VALUE

Answer a question, send useful information, or clarify the offer.

3

ASK

Give them one clear next step.

4

CLOSE THE LOOP

If they are not interested, respect the answer and move on.

My follow-up message:

SALES SECTION #10

YOUR 7-DAY SALES CHALLENGE

The goal is not to become a perfect salesperson. The goal is to practice real conversations.

DAY 1

Define one ideal customer and one clear offer.

DAY 2

Build a list of potential customers.

DAY 3

Start five real conversations.

DAY 4

Ask questions and write down what you learn.

DAY 5

Present your offer to qualified prospects.

DAY 6

Follow up with interested prospects.

DAY 7

Review objections, wins, losses, and what to improve next.

REAL CONVERSATIONS CREATE REAL SALES SKILL.

SALES SECTION #11

SALES SCORECARD

Score each statement from 1 (weak) to 5 (strong).

CRITERIA	SCORE (1-5)
1. I know who my ideal customer is.	1 2 3 4 5
2. I ask questions before pitching.	1 2 3 4 5
3. I can explain my offer clearly.	1 2 3 4 5
4. I understand common objections.	1 2 3 4 5
5. I ask for the sale directly.	1 2 3 4 5
6. I follow up and track what happens.	1 2 3 4 5

TOTAL SCORE**/30**

SALES SECTION #12

SALES TRACKER & NEXT STEPS

Track conversations so you can see where prospects stall and what you need to improve.

PROSPECT	NEED	STATUS	NEXT STEP

REVIEW WEEKLY

Which conversations moved forward? Where did people hesitate? What question or objection appeared most often?

SELL SMART. BUILD BIGGER.

UNDERSTAND THE CUSTOMER. SOLVE THE PROBLEM. ASK FOR THE SALE.



ASK
QUESTIONS



FIND
THE FIT



PRESENT
THE OFFER



GROW
THE BUSINESS

Smartfoundrai gives you AI tools, blueprints, and step-by-step guidance to help you turn an idea into a business you can test and grow.

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