

# The 5 Minute Sales Guide for Professionals

This short guide is designed for professionals who sell their own ideas, services, or expertise. No scripts. No pressure. Just better conversations that lead to better clients.

## 1. Start by Qualifying Out

- “Has anything changed since we booked this?”
- “If this went well, would you be able to move forward?”
- “Is anyone else involved in the decision?”

## 2. Make It About Their World

- “Help me understand how this is affecting your work.”
- “What does ‘success’ look like for you?”

## 3. Find the Real Pain

- “What happens if this doesn’t change?”
- “What has this already cost you?”

## 4. Talk Budget Without Awkwardness

- “Have you thought about the level of investment this might need?”
- “Are we talking 3 star, 4 star, or 5 star expectations?”

## 5. Ask for the Sale (Naturally)

- “What would need to happen for us to move forward?”
- “How do you feel about starting?”

Sales isn’t about convincing people. It’s about helping the right clients make good decisions.

Want help applying this in real conversations? **The Sales Trainer** — practical sales training for professionals who hate pushy sales.

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AND...

## The Questions That Close More Sales

*A practical field guide for modern sales conversations*

A FREE guide to help you close more business in [2026 available here](#)