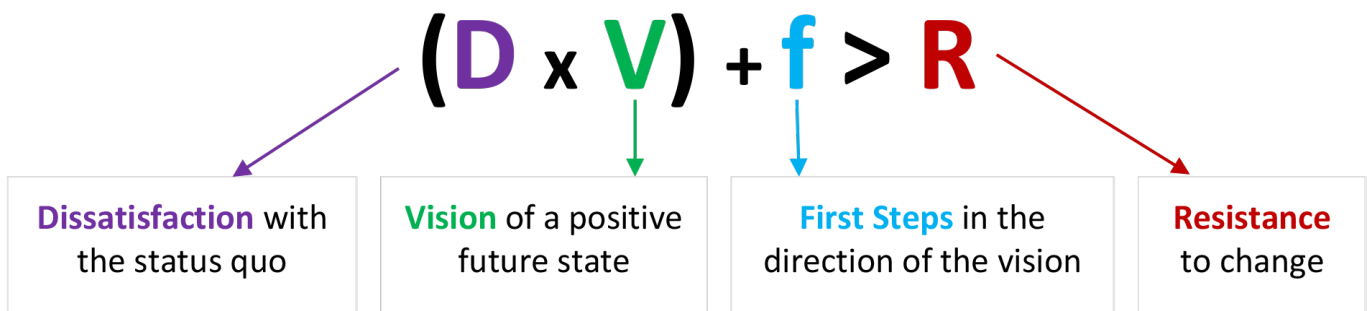




# Formula for Change Worksheet

For someone to buy from you, the value must be greater than the price. Consider the value statements you've previously developed to help your clients see that the exchange is a good one.

Building on your knowledge following the Selling Your Value webinar, complete the following for a service you would like to sell to one of your clients.



**D = Dissatisfaction**

List the types of dissatisfaction your clients feel:

**V = Vision**

What vision can be achieved with your product or service:

**f = First Steps**

List product or service options:



## **R = Resistance**

**List specific resistance clients may have to working with you:**

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**What three actions will you take to implement the Formula for Change into your sales process?**

1.

2.

3.

**Who will hold you accountable to improving your sales results?**

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