

# DAVID JACKSON

*The Sales Doctor*



## “FRONT END CONTRACT”- WORD TRACK

(Personalise this to your industry)

Tell people what it is, before you tell them, and how long it will take

**Salesperson:** (CUSTOMER’S NAME), may I have your permission to explain to you how we do business here at ABC Corporation?

**Customer:** Of course (SALESPERSON’S NAME).

**Salesperson:** Thank you. Firstly, I’d like to thank you for the opportunity of presenting our proposal to you. As I go through the proposal, if you have any questions, we will answer them as we go.

At the conclusion of my proposal, I’ll go through a couple of recommendations I think you will be impressed by.

This will take us about 15-20 minutes in total.

Then, if you are happy with what I propose, we can then move forward.

If not, please tell me No.

Is that ok with you?

**Practice - Practice - Practice**