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# NIM

# Action Sheet

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## HOW WILL YOU ASK FOR THE SALE?

Many solopreneurs have a tough time “asking” for the sale, or for the client’s business, at the end of a sales call. This happens because they are afraid of sounding like a salesperson, or sounding pushy.

If this is you, you **HAVE** to get over it...

If you **FIRMLY** believe that your product or service will change their lives, or improve their business, or make them more money, then it is your **RESPONSIBILITY** to ask them to work with you. If you don’t, you are actually doing them a disservice. Your excitement and belief in your service will be enough to make them want to work with you.

So go into every sales call with this mindset: “I am here to figure out how to **HELP** this client, not to **SELL** this client.”

### **ACTION ITEM #1**

*Change your mindset from “selling” to “helping,” and **ASK** for the business every single time.*

## PRICING STRATEGIES

### **ACTION ITEM #2**

*Are you ready to look at how you **PRICE** your products or services? Do you price with a strategy, or an algorithm, or a hunch?*

*Can you list your pricing in packages of **THREE**?*

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## HOW ARE YOU USING THE PRINCIPLES OF INFLUENCE AND PERSUASION?

### **ACTION ITEM #3**

*Are you incorporating SOCIAL PROOF in your marketing or your sales calls?*

### **ACTION ITEM #4**

*Are you using the Law of Reciprocity?*

### **ACTION ITEM #5**

*Are you thinking about Ethos and Logos and Pathos during your sales conversations?*

### **ACTION ITEM #6**

*Are you establishing the perception of AUTHORITY?*

## **BONUS SECTION:**

### **DO THESE THREE THINGS TOMORROW FOR AN IMMEDIATE IMPACT ON YOUR BUSINESS**

#### **1] YOUR TASKS AND YOUR TO-DO'S**

*Put your tasks and your to-do's IN YOUR CALENDAR. Give them each a starting time and an ending time, a date, and space them out over the week. This will alleviate the stress and anxiety of constantly looking at a to-do list you can never get through.*

#### **2] FIND AN ACCOUNTABILITY PARTNER**

*Hook up with someone, once per week, and become each other's "accountability partners." Talk about your goals, dreams, desires, aspirations, then challenge each other each week to accomplish these, one by one. You will be amazed at how much more you will get done.*

#### **3] ENGAGE ON LINKEDIN FOR ONE-HOUR PER DAY**

*If you want to build your business, increase your business, find new clients, then LinkedIn is where you need to start. The largest business community in the world with over 700 MILLION participants, your business can explode if LinkedIn is optimized properly.*

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