

WORKSHOP 3

CREATORS

Right questions, right time, right tone

 30–45 MINUTES

Sales is:

- *Not a numbers game - It's skills-based.*
- *Not combative — collaborative.*
- *Not about talking — about listening.*
- *Not about pitching — about diagnosing.*

What Sales Actually Is

- Sales is helping people get from their current state to their desired state.
- We highlight the gap and the obstacles stopping them from getting there.
- We do this by asking the right questions, at the right time, with the right tone.
- Not about being pushy — about being helpful.
- Not about you — about the prospect.

Who takes greater ownership of the answer?

- 1) someone tells you what it is*
- 2) you come up with it yourself?*

That's the power of CREATORS.

You guide → They discover → They commit."

STAGE 1 — MINDSET

*How you think about selling
changes how you sell*



Sales is about helping people — not pushing products or services



My role is consultant or advisor — not salesperson



I ask more than I tell in every sales conversation



I am genuinely curious about the prospect's situation before talking about my solution



Clients buy outcomes and emotions first — then justify with logic



I don't feel uncomfortable with silence — I use it as a sales tool



I debrief after every sales conversation — what worked, what I'd change

C — R — E (Connect, Reality, Explore)

*Opening the door and
understanding their world*



C — Connect: 'What inspired you to reach out today?' — build rapport naturally



R — Reality: 'Walk me through how you've been handling this so far' — understand their world



E — Explore: 'Which frustrations would you most like to resolve?' — find what really matters



I listen without interrupting — I let them finish before I respond



I use verbal cues (Mmm, Ah ha, I see) to show I'm listening



I take notes so I can reflect their own words back to them



My tone in the first three stages is curious, warm, and unhurried

A — T — O (Aspire, Threat, Offer)

Painting the possible and connecting to the solution



A — Aspire: 'If everything worked the way you'd like, what would that look like?'



T — Threat: 'What do you think happens if nothing changes?' — then wait



O — Offer: I only move to Offer after I've clearly understood their situation



I ask permission before presenting: 'Can I share some ideas that might work?'



I connect my solution directly to what they said they needed — using their words



I never pitch features — only benefits in the context of their specific situation

R — S (Recap, Secure)

*Confirming understanding
and making it happen*



R — Recap: 'So you mentioned [problem]... what we do is [solution]... does that feel right?'



I ask 'Why do you feel like it is though?' — and let them sell themselves



S — Secure: 'Where do you want to go from here?' — natural next steps



I am comfortable with 'not yet' and know how to keep the conversation open



I always leave with a clear, agreed next step — even if small



I follow up on every agreed next step within the promised timeframe

CREATORS Quick Reference

C	Connect	<i>"What made you reach out now?"</i>
R	Reality	<i>"Walk me through how you're currently handling this."</i>
E	Explore	<i>"What frustrates you most about your current situation?"</i>
A	Aspire	<i>"What would the perfect outcome look like for you?"</i>
T	Threat	<i>"What happens if nothing changes?"</i>
O	Offer	<i>"Would it help to see some possible solutions?"</i>
R	Recap	<i>"Does that feel like it might be what you're looking for?"</i>
S	Secure	<i>"Where do you think we should go from here?"</i>

WORKBOOK ACTIVITY — All 4 CREATORS Stages

Rate each suggestion Y / N / M — then complete the improvement box

- Rate each suggestion in all four sections: Y / N / M.
- Work in pairs: one plays the prospect, one runs the CREATORS conversation.
- Use a real scenario from your own business — not a role-play fantasy.
- Debrief: which questions worked? What felt unnatural? What would you change?
- Key output: your own written CREATORS question set ready to use.

YOUR ACTION THIS WEEK

1 Write out your own CREATORS question set for your most common sales conversation.

2 Role-play one full CREATORS conversation before your next real enquiry.

3 In your next three conversations, focus only on asking and listening — not pitching.



GO DEEPER — WEBSITE RESOURCES

CREATORS Sales System (CONVERT) — The full module — design the 8 most powerful questions for your business.

The CLOSER Framework (CONVERT) — Right questions in the right order to qualify and sell more.

Your Perfect Pitch (ATTRACT) — Clearly articulate what you do in a way that builds credibility.

Buying Motives (ATTRACT) — All decisions are first emotional, then backed up with logic.

The Psychology of Persuasion (ATTRACT) — 9 key techniques to influencing your customers' decision process.