

# COURAGEOUS SALES MASTERCLASS

*with Dr. Nadia Brown*

*Ditch the  
Sales Script*  
**PART III**



# WORK SHEET

**What are your major concerns or objections when it comes to having sales conversations with prospects?**

**Take a moment to imagine having a powerful sales conversation that converts. How do you feel? How does it flow?**

**A few challenges with sales scripts are:**

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**A conversation Guide™ is a \_\_\_\_\_ tool designed to help the sales \_\_\_\_\_ guide their prospect to a \_\_\_\_\_ through \_\_\_\_\_ conversation.**

**What to Include in Your Conversation Guide™:**

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**A Conversation Guide™ Changes**

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**Homework + Next Steps:**

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