

## CREATING RESOURCES FOR NEXT-LEVEL ENGAGEMENTS (NLE's): Level 2

## **CONVERTING A PROSPECT TO A LEAD**

A next level engagement is the opportunity that exists at a higher level of connection. A higher level of connection becomes more personal over time.

In order to engage with others in your higher levels of connection, you must know exactly what you are giving to them in that engagement.

BRAINSTORM A RESOURCE THAT CAN SUPPORT PROSPECTS WHILE QUALIFYING / DISQUALIFYING THEM TO WORK WITH YOU:

1.	What can I teach the prospect to help them learn more about the kind of services I offer?



2.	What can I include in the resource for them to immediately implement what we learned in the call before they work with me?
3.	What do I need the prospect to know about themselves / their business that will justify working with me?
4.	What do I need the prospect to know about myself / my business that will justify working with me?
5.	What type of resource can teach this?
6.	What ways can I deliver this resource to teach this?

Keep this spreadsheet on hand while you're working on sales activities in your Buyer's Journey spreadsheet.

Share your questions, wins and challenges about this worksheet! Email caitlin@storyspeak.net with the subject line "NLE 2".

