

# SIGNATURE OFFER

THE BE YOUR OWN BOSS SALES SYSTEM

USE THIS SHEET TO OUTLINE YOUR SIGNATURE  
OFFER THAT YOU WILL USE DURING SALES CALLS  
WITH YOUR IDEAL CLIENT

What are the main benefits that your ideal client will get from working with you?

How can you clearly summarize these key benefits to your ideal client?

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**What is a benefit that will allow your ideal client to overcome a main objection they may have?** For example: If a major objection about hiring a business coach is price I can say something like- A major pillar of my business is Return on Investment. I work with you closely to make sure you are able to grow your business to the point where you are quickly making back your investment & also putting yourself in a position to consistently grow revenue.

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**What is something you need from them in order to be successful?**