



THE 14-DAY Sales Challenge

Create your **unique success formula** for repeatable sales with expert guidance!

WWW.JUSTINEBEAUREGARD.COM



W E L C O M E

Let's Begin Your 14-Day Sales Challenge!

This workbook will help you stay accountable to your daily tasks, track your progress, organize your notes, and document your wins!

Once you've downloaded it, you can either print a copy or type your answers directly into it (be sure to save your work as you go!).



Print this workbook

If you enjoy having a physical copy of your work to reference or learn best by writing out things by hand, printing a black and white copy of this workbook is your best next step.



Fill out the digital copy

If you're good at keeping things organized digitally, share planning documents with a team, or don't love physical clutter, using the fillable form fields is the way to go.



Share + invite friends

Use these **Instagram Story Templates** to let others know you're in!

Then invite friends you think will benefit from this challenge to join you, so you aren't in it alone!



Keep the momentum going

When you complete this challenge and want to continue sharpening your sales skills, the **People Over Profit** podcast is your best next step!

Listen + subscribe anywhere you listen to podcasts.



Hold yourself accountable

Open your calendar right now and add a daily reminder for these next 2 weeks to make sure you have time to do your daily task.

#14DAYSALSALECHALLENGE

Set A Challenge Goal

PICK A SPECIFIC INCOME GOAL

What is your income goal for this challenge?

Example: *"I will make an extra \$1,000 by the end of this challenge!"*

This is going to be your measurement of success, so make sure you write it down and keep it somewhere visible!

Choose Your Offer

FOCUS ON SELLING ONE OFFER

What offer will you be focused on selling?

Document your answers to the 3 questions you received VIA email here:

1) _____?

2) _____?

3) _____?

Qualify Customers

KNOW YOUR BEST CUSTOMERS

List the 3 questions you can ask to quickly qualify a lead.

These questions should instantly tell you whether someone can benefit from your offer(s) or not.

For instance, an SEO expert would use questions like:

1. How much traffic are you getting to your website now?
2. Does your website come up first in any Google searches?
3. How many new website visitors would you like per week?

Expand Your Reach

MEET (MORE) NEW CUSTOMERS

What networking group, community, or event will you join?

Start by deciding how you like to connect with people. Is it virtual, in-person, or a combination? Then, do some research on where you can connect with people!

Virtual networking opportunities:

In-person networking opportunities:

Sell with Confidence

CRAFT YOUR VALUE PROPOSITION

Write your value proposition below.

This should be a clear and compelling statement that communicates the unique benefits and outcomes you provide.

Here's a framework you can use to build yours:

"I can help you [what they want] without [pain point] by [your unique process/benefits]."

It's the perfect reply whenever someone says, "Wow, this was so helpful - I'd love to learn more about what you do!" or "How do people typically work with you?"

Handle Objections

BE PROACTIVE WITH OBJECTIONS

List the 3 objections you hear most often.

What are your responses to each of these objections? Write them below.

1) _____

2) _____

3) _____

Review + Reflect

REFLECT ON YOUR PROGRESS

What have you learned + where you want to continue to improve?

What are your responses to the questions from today's email? Write them below.

1) _____.

2) _____.

3) _____.

Start Conversations

SAY 'HELLO' TO NEW PEOPLE

Write a post or prepare a question for new faces you meet today.

An example:

Does your website come up first in any Google searches? 🤔

Not sure how to find this out?

Drop your website below or comment RANK + I'll give you a free report!

Book Calls

BOOK SOME 'CASUAL' CHATS

Write down how you'd introduce yourself to new people below.

Write down the names of people you've booked calls with below.

1. _____
2. _____
3. _____
4. _____
5. _____

Prepare for Calls

STRUCTURE YOUR CALLS

What sales call structure feels comfortable to you? Write it below.

Here's my current 30-minute call structure as an example:

- 5 minutes:** Get to know each other
- 5 minutes:** Ask a qualifying question
- 5 minutes:** Offer suggestions/praise
- 10 minutes:** Answer their questions
- 5 minutes:** Wrap up + decide next steps

Evaluate Your Calls

MAKE YOUR CALL CHECKLIST

Evaluate your last few sales conversations. What did/didn't go well?

Here are some simple yes/no questions to get you started:

1. I am 100% clear and certain they are/are not a qualified lead.
2. They gave positive social cues throughout the conversation.
3. I asked good open-ended questions whenever possible.
4. We both left the conversation with a clear next step.
5. The vibe throughout our conversation was great.

Be really honest with yourself when answering these questions.

A clear sign you're a "YES" to all of these is when they ask about your offer(s) or escalate to a proper sales conversation from a more casual one.

Follow-Up

CHOOSE A FOLLOW-UP PROCESS

Document what your ideal follow-up process will be below.

Here's an example process:

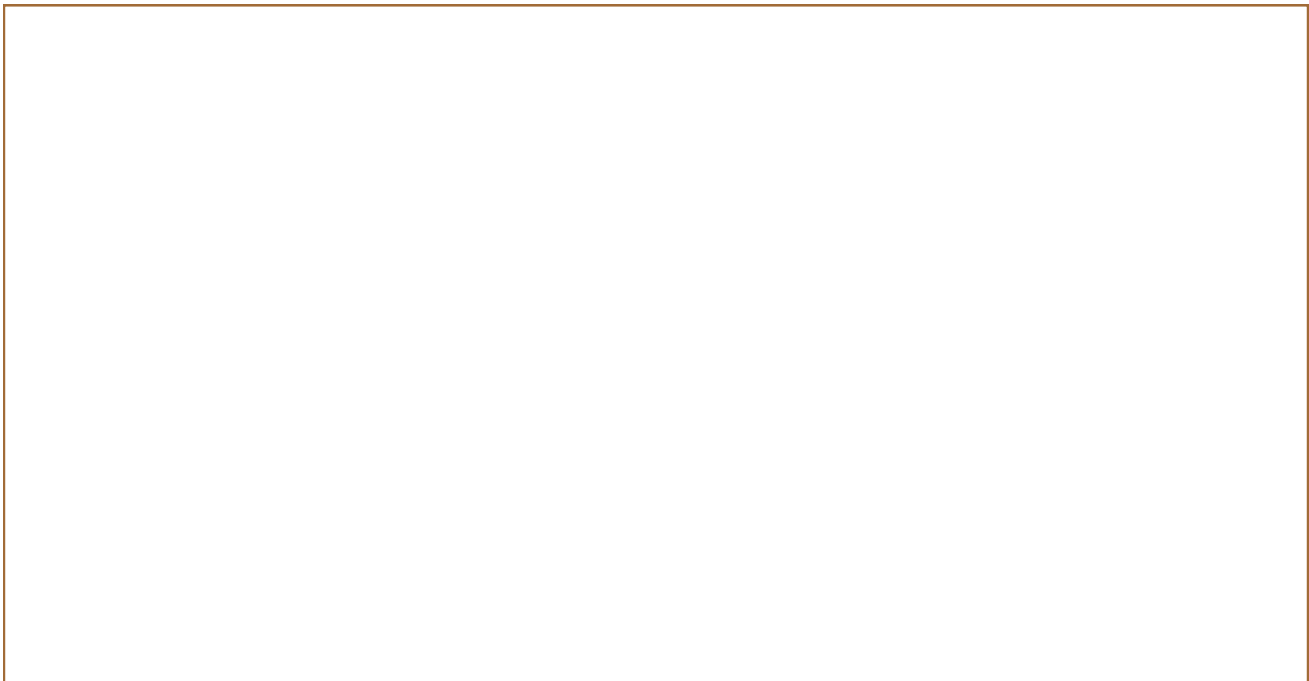
- Step 1)** Send an email after initial contact with next steps
- Step 2)** Circle back when you agreed to/do a quick check-in
- Step 3)** Agree on another next step and address any questions
- Step 4)** Decide your best next step (e.g. make an offer, nurture)

Think about when these steps will occur and in what timeframe.

Write It Down

DOCUMENT YOUR SALES PROCESS

Document your entire sales process from start to finish.



Here's what I like to include in my sales process document, and the days of the challenge you can reference to gather the data:

1. The steps I take to connect to new leads **(Days 4, 8 + 9)**
2. The details of my process, so nothing is missed **(Days 10 + 12)**
3. Any scripting + templates I use throughout my process **(Day 9)**
4. Qualifying questions I use and keep in mind when selling **(Day 3)**

This will help you optimize your process and make faster changes as needed.

Celebrate Your Wins!

REFLECT ON YOUR PROGRESS

What have you learned + where you want to continue to improve?

A large, empty rectangular box with a thin brown border, intended for the user to write their reflection on their progress.

YOU DID IT!

Next Steps

You've accomplished so much in the past two weeks, pushing yourself to try new things, meet new people, and make offers to those who need what you sell.

Now, it's time to make some even bigger sales moves!



Want to optimize your sales process?

Let's sit down together to optimize your sales process, and I'll let you know *exactly* what you can do from here to close more sales with less effort!

[Click here](#) to save **50% off a single strategy session** as a reward for completing this challenge!

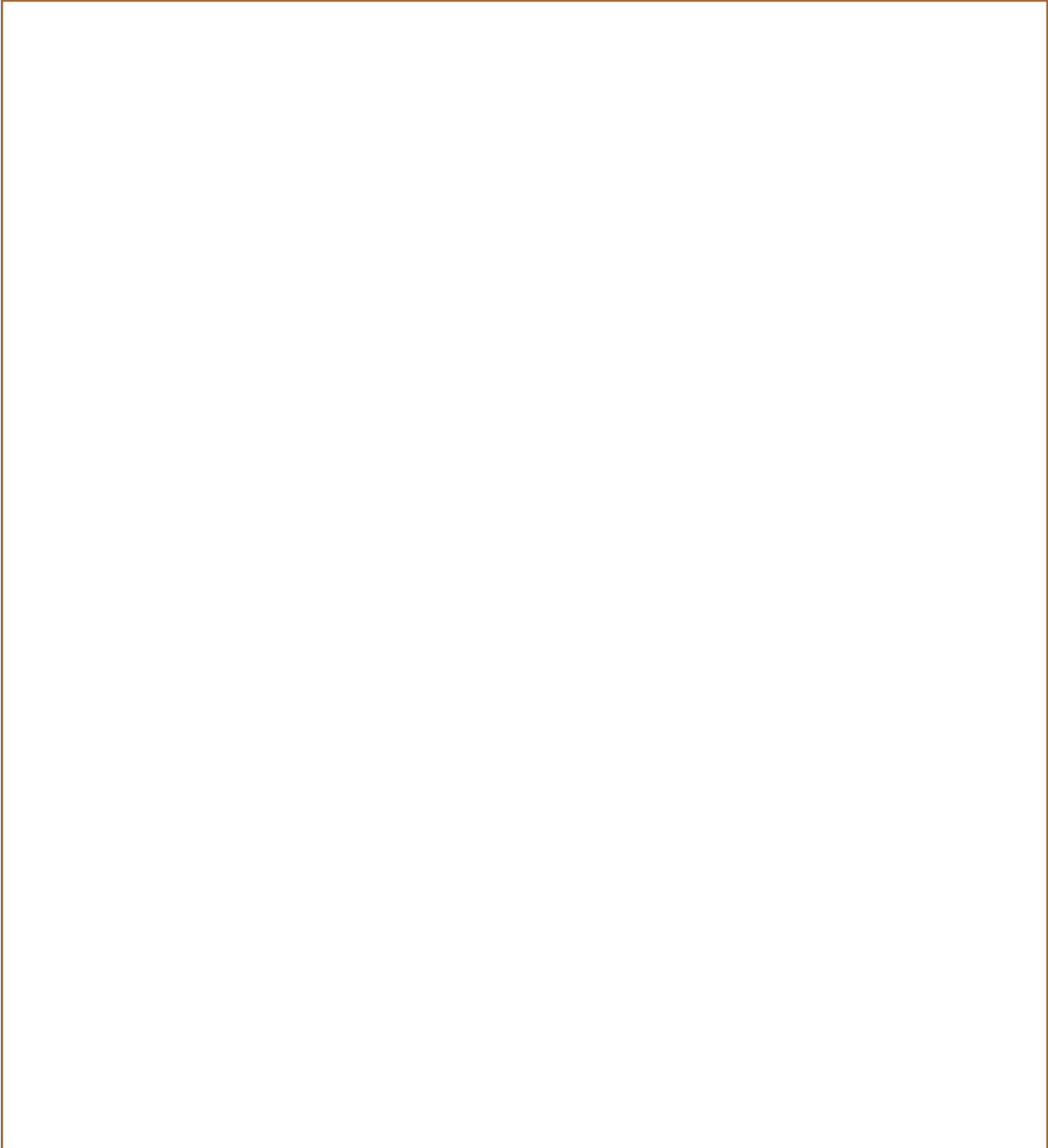
I'm so proud of you - well done! 😊

I'm rooting for you every step of the way.

*Justine
Beauregard*

Notes

Is there anything that feels important to write down?

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@JustineJBeauregard



@JustineBeauregardCoach



@JustineBeauregardCoach



justine@justinebeauregard.com

Thank you for trusting me to guide you over the past 2 weeks. You crushed it! 😊

I'll stay in touch with you through email , and let's make sure we're connected on your favorite socials, too!