

# Selling and Influencing 101 Workbook

Activate your true potential today!



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# Key Points Summary

## The Paper Plane Metaphor

- Everyone designs paper planes differently based on personal experience.
- Without a consistent model, results vary—just like in sales.
- Using a proven, high-performance “design” (sales process) helps everyone perform better.

## Selling Is Influence

- Selling = Influencing someone to make a favorable decision.
- True selling happens when the seller’s desire to sell is greater than the buyer’s desire to buy.

## Why Are Some People Better at Selling?

- It’s not about charisma—it’s about:
  1. **Practice** – Repetition builds mastery.
  2. **Process** – A consistent, structured approach leads to results.

## People Buy What the Product *Does*, Not What It *Is*

- “People don’t buy products. They buy what the product does for them.”
- Great example: Coca-Cola doesn’t sell fizzy water—they sell happiness, smiles, and refreshment.

## Features, Benefits, and Needs

- **Feature:** A product characteristic (e.g., “12MP camera”).
- **Benefit:** What that feature does for the user (e.g., “Take high-quality pictures to capture memories”).
- **Need:** What the customer wants or values (e.g., “I want to store memories with friends”).

# Exercises

## Exercise 1: The Paper Plane Challenge

- Pause the video. Make a paper plane and fly it as far and straight as possible.
- Record the distance and reflect:

- What did your result show you about your “design”?

- What would happen if everyone followed the same best-practice design?

## Exercise 2: Feature vs. Benefit Practice

- Choose a product (e.g., a water bottle, headphones, laptop).
- List 3 features of the product.

#### Feature 1

#### Feature 2

#### Feature 3

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Use the phrase “which means that...” to convert each feature into a benefit.

#	Link Phrase	Benefit
1	Which means that...	<input type="text"/>
2	Therefore....	<input type="text"/>
3	So that means that .....	<input type="text"/>

Example: “This phone is waterproof, **which means that** you don’t have to worry if it gets wet.”

### Exercise 3: Understanding Customer Needs

- Think about the last time you bought something.
- What did you really want or need?
- Was the product’s feature explained to you in terms of what it would *do* for you?

# Activities to Consolidate Learning

## Activity 1: Product Analysis Sheet

- Pick a product you sell (or want to sell).
- Create 3 columns:
  1. Features
  2. Benefits (using “which means that...”)
  3. What type of customer need this meets

Feature	Benefit	Customer Need

## Activity 2: Selling Role-Play

- With a partner or mirror, practice selling a product.
- Start by asking, “What do you need this product to help you do?”
- Then use your features/benefits chart to tailor the conversation.

# Reflection Questions

- What product or service do you know well enough to list its features and benefits without notes?

- When have you focused too much on features without understanding the customer's need?

- How confident are you in converting features into benefits?

- How well do you know your customer's "real" needs?

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# Action Plan

- Practice converting features into benefits every day for 1 week.
- Start customer conversations by asking about their needs—not talking about your product.
- Build your own sales "paper plane" blueprint—write out your process and stick to it.

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## Final Summary

Sales success isn't random—it's built on practice and process. Just like designing a paper airplane, the more intentional your design, the better your results. Understand your product, understand your customer, and learn to link the two through benefits. That's the foundation of great selling.

**Good luck, and keep practicing !**

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Retail CEO