



# Master The Market

**This PlaySheet will help you understand:**

- 1) Your Personal Experience with your company's products/service & (ideally) opportunity
- 2) Your "Why"
- 3) How to relax, be yourself, be real

**So that:** You can communicate more authentically about WHY you are involved - and why your prospects might consider being involved.

- 1) What is your AMAZING, PERSONAL customer experience with your company's products AND company's customer service?

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If you haven't had a PERSONAL interaction with your company's Customer Service personnel, get on the phone today! If your company interacts with customers online, get online and start a chat. You

- 2) Why has this customer experience been important to you? Knowing this will really give you an appreciation of why your prospects will FEEL like saying YES!

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- 3) Be Real! - In plain English, describe how you FEEL about your company's products, services & opportunity.

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