FREE WORKSHEET · THE BRAIN BEHIND SALES & MARKETING

# The "Let Me Think" Sheet

Five steps that make deciding easier for the customers who say "let me think about it" and then go quiet.

*Episode 2*
*Dr. Rastin Radfar*

## 1 Find your hesitant customers

Customers who said "let me think" this month and didn't buy. Tick the reason as far as you know it: the price, unsure of the result, comparing options, or not knowing where to start.

| NAME | DATE | WHAT THEY WANTED | PRICE | RESULT? | OPTIONS | WHERE TO START |
|---|---|---|---|---|---|---|
| | | | ☐ | ☐ | ☐ | ☐ |
| | | | ☐ | ☐ | ☐ | ☐ |
| | | | ☐ | ☐ | ☐ | ☐ |
| | | | ☐ | ☐ | ☐ | ☐ |
| | | | ☐ | ☐ | ☐ | ☐ |

**The reason I ticked most** _____

## 2 Turn your offer into a smaller step

**My main offer** _____ **Smallest step they can take today** _____

☐ Trial session ☐ Small deposit ☐ Booking they can cancel ☐ A smaller version

## 3 Take one risk off the customer's plate

**Their biggest worry before buying** _____

☐ Money-back guarantee ☐ Free cancellation ☐ Try it and return it

**The terms, in one clear sentence** _____

*Tell them this before you say the price, and promise only what you can really deliver.*

## 4 Set the next step together

Replace "whenever you decide, let me know" with a time you agree on together.

> *"Take some time to look over the offer. I'll call you on _____ at _____ to answer any questions and talk about the next steps."*

## 5 When they're ready, make the next task simple

The tasks after "yes": a form, an appointment, sending details, placing the order.

**Task** _____ **Can I do it for them right then, with their OK?** _____

**Task** _____ **Can I do it for them right then, with their OK?** _____

**Two-week check** **"Let me think" before:** _____ **After:** _____ **How many came back:** _____