



# **Sell Without Selling™** *Success Workbook*

## **Week 1 - Module 7: Deconstructing Your Current Sales Process**

**By: Stacey O'Byrne  
Master Trainer and CEO**

## Module 1 - 7 Deconstructing Your Current Sales Process Workbook

### Map Your Actual Sales Process (Reality, Not Ideal)

[illegible]

2. Which steps do you skip when you're busy, uncomfortable, or uncertain?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

3. Which steps only happen when you 'have time'?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Process Integrity Vs Sales Skill**

4. Where do I rely on personality instead of structure?

---

---

---

---

---

---

---

---

5. Where does inconsistency cost me trust or momentum?

---

---

---

---

---

---

---

---

# Buyer Experience Audit

Describe what the buyer likely feels at each phase:

6. First contact:

---

---

---

---

---

---

---

7. Discovery / conversation:

---

---

---

---

---

---

---

8. Presentation:

---

---

---

---

---

---

---

9. Pricing & decision:

---

---

---

---

---

---

---

10. Follow-up & post-sale:

---

---

---

---

---

---

---

**The 4 Leak Categories**

11. Structural leak (systems, steps, tools missing):

---

---

---

---

---

---

12. Behavioral leak (avoidance, inconsistency):

---

---

---

---

---

---

---

---

13. Energy leak (neediness, urgency, pressure):

---

---

---

---

---

---

---

---

14. Messaging leak (unclear offer, weak framing):

---

---

---

---

---

---

---

---

## Unconscious Sabotage

15. Where do I use politeness, fear, or delay to avoid discomfort?

---

---

---

---

---

---

---

---

16. What do I consistently rationalize instead of correcting?

---

---

---

---

---

---

---

---

**Where You Lose People**

17. After which step do people most often disappear?

---

---

---

---

---

---

18. What emotional or clarity breakdown likely occurs there?

---

---

---

---

---

---

**Revenue Consequence Snapshot**

19. If nothing changed for 90 days, what would my pipeline and revenue likely look like?

---

---

---

---

---

---

20. What does this number tell me about my current process truth?

---

---

---

---

---

---

## Baselines For Transformation

21. My current close rate is approximately:

---

---

---

---

---

22. My average transaction size is approximately:

---

---

---

23. My biggest current process bottleneck is:

---

---

---

---

---

## **Process ≠ Personality (No-Shame Visibility)**

24. Where have I personalized what is actually a system problem?

---

---

---

---

---

---

---

25. What would leadership look like instead of self-judgment here?

---

---

---

---

---

---

---

## **Future-Pacing & Authority Install**

26. If everything we build later is only as strong as this foundation, what must I be radically honest about now?

---

---

---

---

---

---

---

---

## FINAL INTEGRATION

27. The one process upgrade that would immediately protect my revenue is:

---

---

---

---

---

---

---

---

28. If my process reflects my leadership, what does my current process reveal about who I've been and who I'm becoming?

---

---

---

---

---

---

---

---