

44 CONSENT-BASED SALES QUESTIONS FOR FEEL-GOOD SELLING!

ICK - FREE SALES SCRIPTS

by
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THERADICALCONNECTOR.COM



TABLE OF

CONTENTS

About Lindsay	<i>Page 3</i>
Introduction to Consent-based Selling	<i>Page 4</i>
What is Consent-based Selling?	<i>Page 6</i>
3 Consent-based Sales Rules	<i>Page 7</i>
20 Questions & Worksheets	<i>Page 12</i>
Final Thoughts	<i>Page 50</i>

ABOUT

Lindsay

Lindsay Johnson, aka The Radical Connector, is a business coach for service-based businesses, coaches, and online educators tired of hustle culture, bro-marketing, and pretending to be someone you're not. Lindsay has been teaching their signature Ick-Free Sales System for over 20 years. Using their relatable, direct, cheeky teaching style, Lindsay breaks down complex marketing and sales concepts into simple, step-by-step playbooks that give entrepreneurs the confidence to get into big action!

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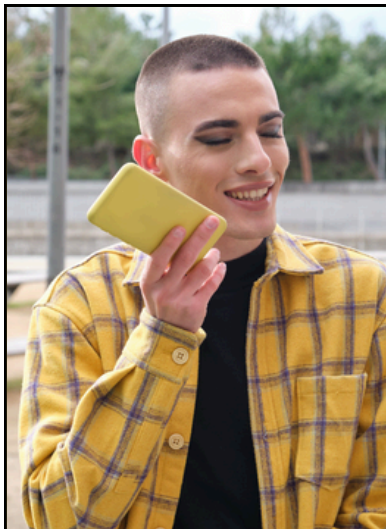
HOWDY,

you brilliant entrepreneur!

I'm so glad you're here and ready to explore how easy selling is when you ask the right questions!

Like so many entrepreneurs, were you shocked when you started your business and realized you had to *gasp* do sales to get customers and clients?

Has it set you in a bit of a tailspin and you're finding yourself doing everything and anything you can think of except ... sell?!



Real talk? Your #1 job as a business owner is to bring in new business ... to get sales!

what the heck is consent-based selling?

And ewwww so many programs, books, courses, and sales gurus out there are teaching new entrepreneurs manipulative, coercive, ICKY sales tactics that “might” work but OMG do they leave you feeling nauseous.

I have the BEST news for you ... selling is easy when you do it with consent!

Aka You can co-create the sales journey with your customers in a way that leaves you both feeling good ... online and in real life.

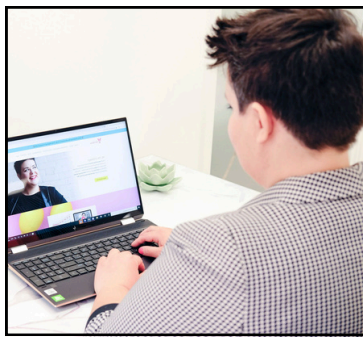


Consent-based selling is all about asking yes/no questions and getting a red light or green light all along the sales journey!

STEP

one

Get familiar with my
consent-based selling
philosophy



WATCH THESE SHORT VIDEOS

I'll make sure you get access to two YouTube videos to help you better understand my approach to consent-based selling.

- 1.Consent-based Selling
- 2.Sales-free Sales Call Template

And I even included my Perfect 30-minute Sales-free Sales Call Template video so you never panic on a sales call again!

(I'm 99% sure your mind's going to be blown by how easy consent-based selling is!)

STEP

two

3 consent-based selling
rules to remember ...



#1: IN BUSINESS, YOU SELL MORE THAN YOUR PROGRAMS, PRODUCTS, AND SERVICES

You're also selling yourself (think
pitching for a podcast or speaking gig)

... selling ideas (think facilitating a
workshop or recording a YouTube video
and trying to get people to think
differently)

... and selling mindset shifts (think
coaches, trainers, or therapists who are
trying to shift people from a fixed
mindset to a growth mindset)

STEP

two

3 consent-based selling
rules to remember ...



What other things might you be selling
besides your programs, products, or services?

STEP

two

3 consent-based selling
rules to remember ...



**#2: YOU CAN'T SELL TO PEOPLE WHO DON'T CARE ABOUT
WHAT YOU'RE SELLING, DON'T UNDERSTAND IT, OR
DON'T WANT IT!**

How do you KNOW people care about,
understand, and want what you're selling?

STEP

two

3 consent-based selling
rules to remember ...



#3: CONSENT-BASED SELLING IS ASKING YES/NO QUESTIONS AND GETTING CONSENT ALONG EVERY STEP OF THE SALES JOURNEY WITHOUT ATTEMPTING TO COERCE OR MANIPULATE SOMEONE INTO BUYING FROM YOU!

- Have you ever been manipulated or coerced into buying something you regret? Have you ever inadvertently done this to your customers?
- How did it feel having it done to you or doing it to others?

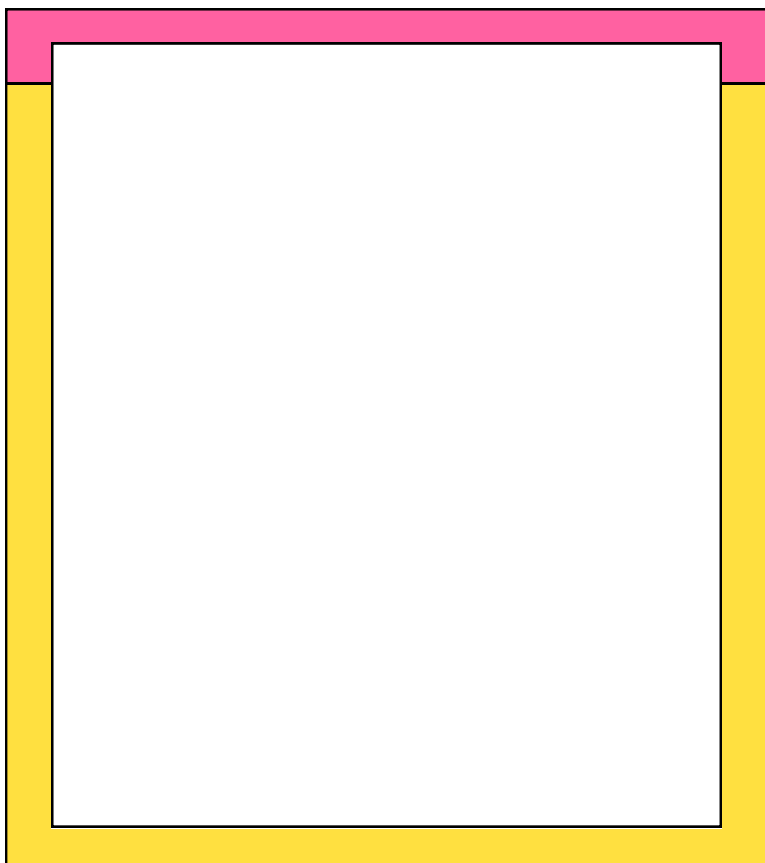
(Hint: no one can see this worksheet but you so it's ok to let yourself be vulnerable!)

Reflect and record your answers in the next page...

STEP

two

3 consent-based selling
rules to remember ...



STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



1

ARE YOU OPEN TO

This is my favourite way to make a request that takes the pressure off both you and the person you're asking.

This is great when asking for something and you're feeling a little vulnerable.

- "Are you open to introducing me to John Smith in HR to talk about DEI training?"
- "Are you open to including me at the business luncheon next month?"
- "Are you open to exploring a collaboration this year?"

your turn!

Write down examples of how YOU would use this question...



1

ARE YOU OPEN TO...

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STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



2

WOULD YOU LIKE TO KNOW MORE ABOUT ...

Use this when you feel yourself suggesting a resource or one of your offerings but don't have consent yet.

- "Would you like to know more about my monthly YouTube Shop Talks?"
- "Would you like to know more about my Ick-Free Sales Community?"
- "Would you like to know more about my Un-Hustle Your Business Starter Kit?"

your turn!

Write down examples of
how YOU would use this
question...



2

WOULD YOU LIKE TO KNOW MORE ABOUT ...

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



3

WOULD YOU LIKE TO EXPLORE ...

This question works for entrepreneurs who want to introduce their programs, products, or services to potential customers, especially folks who are asking you a lot of questions and you're starting to feel like you should be getting paid at this point.

- "Would you like to explore working together on your business?"
- "Would you like to explore my collection of online recipes?"
- "Would you like to explore my online library of courses?"
- "Would you like to explore my YouTube Shop Talk playlist?"

your turn!

Write down examples of
how YOU would use this
question...



3

WOULD YOU LIKE TO EXPLORE ...

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



4

IS IT TIME TO BOOK A SESSION?

I love this question for existing clients or community members who have either worked with me in the past or know me from my free events and are struggling with something I can help them with.

Some variations include,

5. "It sounds like it's time for us to dive into ____, should we officially book a session?"
6. "Do you think you need to snag a quick session so we can get this sorted?"
7. "I can send you a YouTube video on this or we could just book a quick session this month and map out your launch strategy. What would you find most helpful?"

your turn!

Write down examples of how YOU would use this question...



4-7

IS IT TIME TO BOOK A SESSION?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



8

DO YOU THINK WORKING WITH ME WOULD HELP?

I recommend asking this question when you feel the pressure to help someone and are resisting the urge to rescue them.

Remember rule 2 above, you can't sell to people who don't want what you've got. It's not enough for them to "need" what you're selling ... they have to "want" it.

So, if I'm talking to a new entrepreneur and I can see that they are struggling to understand their niche and how to market in a way their niche cares about and don't know how to do sales I can't assume, "This person needs me so bad and I have to do everything I can to help them."

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



8

DO YOU THINK WORKING WITH ME WOULD HELP?

They might benefit from working with me but I don't know what they've already got in the works, who might already be supporting them, or even if they are open to learning a new skill set yet (remember, I'm we're not just selling our programs, products, and services ... we're also selling ideas and mindset shifts!)

In this case, I'd say, "Do you think working with me might help you get in front of the right clients and get more sales?"

If they say YES, then I'll book a 30-minute Zoom and talk options.

If they say NO, then I'll ask if they'd like me to share any resources I think might help.

I don't try to save them or force my programs or free content on them! Ew.

your turn!

Write down examples of
how YOU would use this
question...



8

DO YOU THINK WORKING WITH ME WOULD HELP?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



9

IS NOW THE RIGHT TIME TO

Similar to above, this is a great question to use when you get the sense someone needs you but you're not sure if they're looking for programs, products, or services like yours.

- "Is now the right time to join my Ick-Free Sales Community?"
- "Is now the right time to get support for your upcoming launch?"
- "Is now the right time to bring me on as a guest on your podcast?"

your turn!

Write down examples of
how YOU would use this
question...



9

IS NOW THE RIGHT TIME TO

A large empty rectangular box with a yellow border, intended for writing examples of how to use the question.

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



10

WOULD YOU LIKE ME TO FOLLOW UP WITH YOU IN ...

This question is great when talking with potential customers, collaborators, new connections or folks you're asking for a favour and it's not the right time.

- "Would you like me to follow up with you in 3 months to see if we can get lunch on the books?"
- "Would you like me to follow up with you in 6 months to see if the timing is better for joining my accelerator?"
- "Would you like me to follow up with you next month to see if there are any openings to display my art in your shop?"
- "Would you like me to follow up with you in Q3 to revisit collaborating on an online summit?"

your turn!

Write down examples of
how YOU would use this
question...



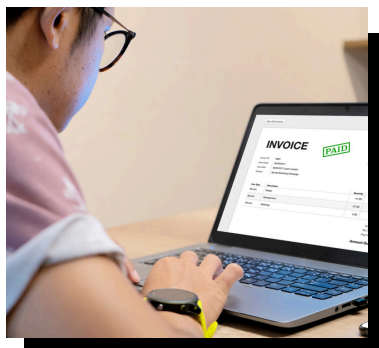
10

WOULD YOU LIKE ME TO FOLLOW UP WITH YOU IN ...

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



11

WOULD YOU LIKE TO JOIN MY COMMUNITY?

Use this question when chatting online or in real life with someone who you think would love being part of your community!

Community building is an important marketing strategy for MANY reasons. Today I'll share one, and that is to create a container for your future customers and super fans to stay connected with you.

- "Would you like to join my YouTube community for new entrepreneurs who want to work less and play more?"
- "Would you like to join my Discord fitness community?"
- "Would you like to join my Slack community for introverts looking for new friends?"

your turn!

Write down examples of
how YOU would use this
question...



11

WOULD YOU LIKE TO JOIN MY COMMUNITY?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



12

WOULD YOU LIKE ME TO ADD YOU TO MY EMAIL LIST?

Can I let you in on a little secret? The #1 regret of most entrepreneurs is not taking list-building seriously in the first few years of business!

Whether or not you send out regular emails, I still recommend building your email list.

(And no, I don't mean an Excel spreadsheet and Gmail... I mean Mailchimp, Mailerlite, Convertkit, etc. We go over email marketing in my Irresistible Entrepreneurs Academy)

When you're networking online or in real life, on social media, when facilitating a workshop online or in real life ... any time you're engaging with potential customers ask, "Would you like me to add you to my email list?" and get their name and email!

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



12

WOULD YOU LIKE ME TO ADD YOU TO MY EMAIL LIST?

Remember, it is against anti-spam laws to add people to your email list without consent! Even if they gave you their business card or you met them at a cool event.

You can not add people to your list without their consent ... you have to send them a link to sign up or ask and get their approval. Don't ruin your reputation, email deliverability, or risk a hefty fine ... get consent!

Variation: "Can I send you the link to join my email list?"

your turn!

Write down examples of
how YOU would use this
question...



12

WOULD YOU LIKE ME TO ADD YOU TO MY EMAIL LIST?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



13

WOULD YOU LIKE TO EXPLORE COLLABORATING?

I LOVE LOVE LOVE this question when you meet someone with the same audience as you but offers different programs, products, and services!

It's such a fun way to work together to tap into each other's audiences to cross-promote each other's brilliance while also deepening your biz friendship!

- "Would you like to explore collaborating on an online summit together?"
- "Would you like to explore collaborating on a retreat next summer?"
- "Would you like to explore collaborating on a group program this year for our clients?"
- "Would you like to explore collaborating on a podcast or YouTube live together?"

your turn!

Write down examples of
how YOU would use this
question...



13

WOULD YOU LIKE TO EXPLORE COLLABORATING?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



14

YOU KNOW, I HAVE A PACKAGE/PROGRAM/COURSE FOR THIS, DO YOU WANT ME TO SEND YOU THE LINK?

This is another great question to use when someone is “picking your brain” but it’s getting super close to a full-out consultation (and you’re starting to get a wee bit resentful).

- “I love where your mind is going and you know what? Booking a 75-minute strategy session with me to help people map out your launch strategy might make sense. Would you like me to send you more information?”
- Or, if you want to cut to the chase, “ would you like to book a strategy session?”
- “It sounds like you’ve got more questions than we have time to go into right now. I have a community for entrepreneurs craving ick-free marketing & sales strategies. Would you like me to send you the link so you can check it out?”

your turn!

Write down examples of
how YOU would use this
question...



14

YOU KNOW, I HAVE A PACKAGE/PROGRAM/COURSE
FOR THIS, DO YOU WANT ME TO SEND YOU THE LINK?

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



15

WOULD YOU LIKE ME TO SEND YOU THE LINK TO MY ...

This short and sweet question is a great reminder to stop “should-ing” on people!

Instead of... “You should watch my YouTube video on active vs passive engagement on social media”

Ask... “Would you like me to send you the link to my YouTube video on active vs passive engagement on social media”

your turn!

Write down examples of
how YOU would use this
question...



15

WOULD YOU LIKE ME TO SEND YOU THE LINK TO MY ...

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



16

IS IT OK IF I SHARE MY FREEBIE ON ... (PODCAST, FROM THE STAGE, IN THE GUEST BLOG)

This is a super important question from a strategic perspective and is often missed when entrepreneurs get opportunities to speak to their ideal customers.

I like to ask this one ahead of time so I can think strategically about which freebie I want to share.

I also want to make sure I'm not assuming it's ok to share my freebie and then *oops* share without consent from the host.

- "Is it ok if I share my 20 Ick-free Sales Scripts freebie during the Facebook live?"
- "Is it ok to share a slide with QR code for people to join my email list during the presentation?"

your turn!

Write down examples of
how YOU would use this
question...



16

IS IT OK IF I SHARE MY FREEBIE ON ... (PODCAST, FROM
THE STAGE, IN THE GUEST BLOG)

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



17

I'D LOVE TO HAVE YOU AS A GUEST SPEAKER IN MY COMMUNITY. WOULD YOU LIKE TO COME SHARE YOUR BRILLIANCE WITH US?

This is a great question to ask when you want to ask someone to be a guest speaker in your community or programs.

If I don't have a budget to pay guests I like to let them know they can promote their freebie or offerings and that I'll be promoting it in my email list and on social media to increase their exposure to new faces.

If I do have a budget to pay guests I'll let them know my budget and confirm they are comfortable with that amount.

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



17

I'D LOVE TO HAVE YOU AS A GUEST SPEAKER IN MY COMMUNITY. WOULD YOU LIKE TO COME SHARE YOUR BRILLIANCE WITH US?

I might say, "I'd love for you to come into my TikTok for Business Masterclass and share how entrepreneurs can easily hop on trends. It's not a paid speaking gig but if you're comfortable giving us your time I'd be happy to promote your TikTok trend membership. Would you like to come and speak in my masterclass?"

Or, "I've got a free biz community on YouTube and we meet every month for biz Q&A. I'd love to have you on to talk about email marketing and share your email marketing membership. Are you down for that?"

your turn!

Write down examples of
how YOU would use this
question...



17

I'D LOVE TO HAVE YOU AS A GUEST SPEAKER IN MY
COMMUNITY. WOULD YOU LIKE TO COME SHARE YOUR
BRILLIANCE WITH US?

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STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



18

WANNA BE BIZ BESTIES?

I think we can all agree that entrepreneurship can be isolating and get lonely AF. It's so important you build a village of biz besties who are travelling the entrepreneurial journey right alongside you. (Seriously, meeting like-minded biz besties is the BEST part of being an entrepreneur!)

I know it can feel awkward to ask people to be friends, but trust me, they are probably feeling just as awkward.

I'll DM people on social media, email them after networking events, ask for introductions from my other biz besties ... and ask if they'd like to connect up for a Zoom hang, phone call, or lunch to get to know each other.

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



18

WANNA BE BIZ BESTIES?

If we're vibing, I'll 100% (tongue in cheek) ask, "Wanna be biz besties?"

It's a bit silly and is a fun way to say "Hey I want to stay connected and build a friendship with you" and paves the way for a fun new friendship in the making.

Then, let the GIF and meme sharing commence ...

your turn!

Write down examples of
how YOU would use this
question...



18

WANNA BE BIZ BESTIES?

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STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



19

ARE YOU ACCEPTING APPLICATIONS FOR

This is a great question to use if you want to apply for a podcast, guest speaking, accelerator, affiliate partnership, mentor/mentee, or whatever!

If you want to put yourself out there but aren't sure if they are currently open to new applicants just ask!

- "Are you accepting speaker applications for the next Startup Canada Tour?"
- "Are you accepting podcast guest applications right now?"
- "Are you accepting applications for new mentees in your program?"

your turn!

Write down examples of
how YOU would use this
question...



19

ARE YOU ACCEPTING APPLICATIONS FOR

A large empty rectangular box with a black border, intended for writing examples of how to use the question.

STEP

three

Let's get into the 20 yes/no sales questions including 44 ways to use them!



20

WOULD YOU LIKE TO HOP ON A ZOOM AND...

- get to know each other
- ... tell me about where you're stuck
- ... explore how we can collaborate... talk about working together
- ... make a plan to take over the world

The #1 question I use almost every day ... would you like to hop on a Zoom and ...

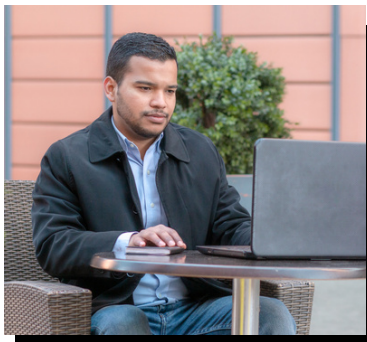
Networking for biz besties, new customers, collaborations, and cool new opportunities starts with first getting to know each other.

Zoom hangs are the bedrock of most entrepreneurs' growth in their first few years of business so get those meetings scheduled!

I've got a great YouTube video all about how networking makes growing a biz so much easier for you.

your turn!

Write down examples of
how YOU would use this
question...



20

WOULD YOU LIKE TO HOP ON A ZOOM AND...

A large, empty rectangular box with a black border, intended for writing examples of how to use the question.

So, there you have it...

My 20 favourite questions for starting a feel-good sales conversation!

✉️ Do me a favour send me a **DM on Instagram** (*@radicallinds*) and tell me YOUR favourite question and how you'll use it this week!

And if you're ready for more sales with less ick join my **Ick-Free Sales Community**

It's for entrepreneurs ready to learn real marketing & sales skills that feel good, get into action with weekly challenges, and connect online for group coaching with a community of misfits!



Until next time, remember
selling is easy when you ask
the right questions!

 Lindsay