



The Liquidation Offer Worksheet

Opportunities	Solutions	Outcome



Opportunities	Solutions	Outcome

The Opportunities

- What problems does your prospect have?
- What do your prospects desire most?



The Solutions

- What specific problem(s)/desire(s) will your (potential) product/service solve?
- What additional side benefits or solutions does your (potential) product/service provide?

The Outcome

- How will your prospect's life be different as a result of solving their problem(s) and/or fulfilling their desires?
- How will they feel when they achieve these desires, overcome their challenges?



List The Reasons They Wouldn't Buy (Objections, skepticism, obstacles)



What are the top 3-5 objections from the list above?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.