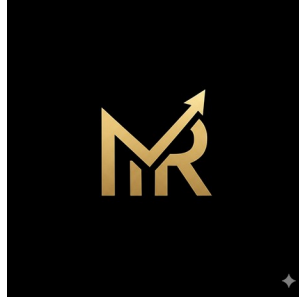


MARCUS RUTLEDGE



C.A.S.E SALES EXECUTION CHEAT SHEET

The high level conversation map for closers, coaches, consultants, and entrepreneurs.

Connect | Assess | Solve | Empower

This resource is designed to give the reader clarity, action steps, and enough insight to understand the problem while creating a clear next step to book a deeper strategy session with Marcus Rutledge and the brand ecosystem.

How To Use This Cheat Sheet

The C.A.S.E Framework helps you control the conversation without sounding controlling. It gives structure to your discovery, confidence to your positioning, and clarity to your close. Use it before calls, during consultations, inside your CRM notes, and when training your sales team.

Marc's Sales Truth

People do not buy because you explained everything. They buy when they feel understood, see the cost of staying the same, and trust you to lead them into the next move.

The Four Part Conversation Flow

Phase	Purpose	What You Are Looking For
Connect	Create trust and emotional alignment	Pain, goals, background, urgency, relational connection
Assess	Diagnose the real issue	Cost, timeline, root cause, failed attempts, hidden risk
Solve	Position the right answer	Outcome, proof, simplicity, process, fit
Empower	Move the prospect into action	Confidence, future pacing, decision, commitment

CONNECT

Start with the person before you start with the pitch. This is where trust is created.

6 High Level Questions

- What made you start looking for a solution right now?
- What is the bigger goal behind this decision?
- What are you tired of dealing with in this area?
- Who else is affected when this problem does not get fixed?
- What would make this conversation valuable for you today?
- What would you need to feel confident moving forward?

What To Listen For

- Energy shift
- Personal motivation
- Current frustration
- Emotional urgency

Power Move

Repeat their words back so they know you heard them.

ASSESS

This is where you stop selling symptoms and uncover the real problem.

6 High Level Questions

- What is this problem costing you each month in money, time, or missed opportunity?
- How long has this issue been slowing you down?
- What have you already tried that did not create the result you wanted?
- What happens if nothing changes over the next 6 to 12 months?
- Where is the breakdown happening: people, process, offer, credit, capital, or consistency?
- What is the hidden cost that most people around you do not see?

What To Listen For

- Dollar impact
- Operational breakdown
- Time lost
- Decision makers
- Consequences of delay

Power Move

Ask the second question. The money is usually one layer deeper.

SOLVE

Tie your solution directly to the pain, the money, the time, and the desired result.

6 High Level Questions

- If we could solve the real problem, what would the right outcome look like?
- What type of solution would make sense for where you are now?
- What would need to be included for you to feel protected and supported?
- What would make this simple enough for you to execute?
- How would you measure success after 30, 60, and 90 days?
- What proof would help you feel certain this is the right direction?

What To Listen For

- Desired result
- Readiness level
- Objections hidden as concerns
- Gaps in understanding

Power Move

Do not oversell. Make the next move feel clear and logical.

EMPOWER

Help the prospect see who they become after they execute.

6 High Level Questions

- What becomes possible once this problem is handled?
- How would this change your confidence as a leader or business owner?
- What would this do for your family, future, or financial position?
- What decision do you already know you need to make?
- What would execution look like for you this week?
- Are you ready to stop managing the problem and start building the solution?

What To Listen For

- Confidence
- Fear
- Belief
- Commitment
- Next step clarity

Power Move

Close with leadership, not pressure.

Booking Call CTA

If you are ready to build a sales process that creates clarity, confidence, and conversions, book a strategy session at marcrutledge.com.