

5 Questions People Are Asking Themselves About You

KEY ISSUE: YOU CANNOT CONVINCe IF YOU CANNOT CONNECT

Connecting is the key. Learn to connect better and it will change your life; and, the lives of those you are attempting to convince.

Harvard Business Review

Key Point: "Fixed Action Response"



Edward Tolman

Understand and learn to control *YOUR* " _____
_____ " response

Understand and respond appropriately to your *CLIENT'S* ...
" _____ " _____

I AM IMPORTANT

(Am I being treated with respect?)

YES, I am ...

I ALREADY HAVE A POINT OF VIEW

(Is it being considered?)

YES, it is ...

WHAT IS YOUR IDEA?

(Is it attractive, realistic, low risk?)

YES, it sounds OK ...

HOW WILL IT HELP ME?

(Will it get me what I want?)

YES, I understand ...

AM I BEING UNDULY PRESSURED?

(Is my right to decide being respected?)

I AM COMFORTABLE WITH THIS ...

YES ... LET'S DO IT!

KEY ISSUE: RESPOND APPROPRIATELY AND NO CLOSE IS NECESSARY
- DON'T AND NO CLOSE WILL WORK

- *SOLUTION #1: ASK*

Ask permission to ask

"If you have a couple of minutes there are just a few questions I would like to ask while I have you on the phone ...

Offer a benefit to the potential client

... questions that will help me put together some specific information for you when we meet and save you some valuable time."



THE BENEFIT OF ASKING QUESTIONS VS. MAKING STATEMENTS

- Questions generate answers
- Questions allow the other person(s) to get his/her point across
- Questions offer them no targets at which to strike
- Questions control the conversation

- *SOLUTION #2: Unique – Compelling – Value Strategies To Frame The 1st Appointment*

List Of Items For The Seller To Have/Gather/Prepare

The Agenda – To Close The Conversation & “Pre-frame” The 1st Appointment

Pre-Appointment Package

ASSIGNMENT ... Decision – Commitment – IMPLEMENTATION

- Create and prioritize a list of questions for the initial phone conversation
- Create a list of items the seller should have ready for the first meeting
- Develop “Agenda” letter and conversation
- Create and begin sending your Sellers’ Pre-Appointment Package