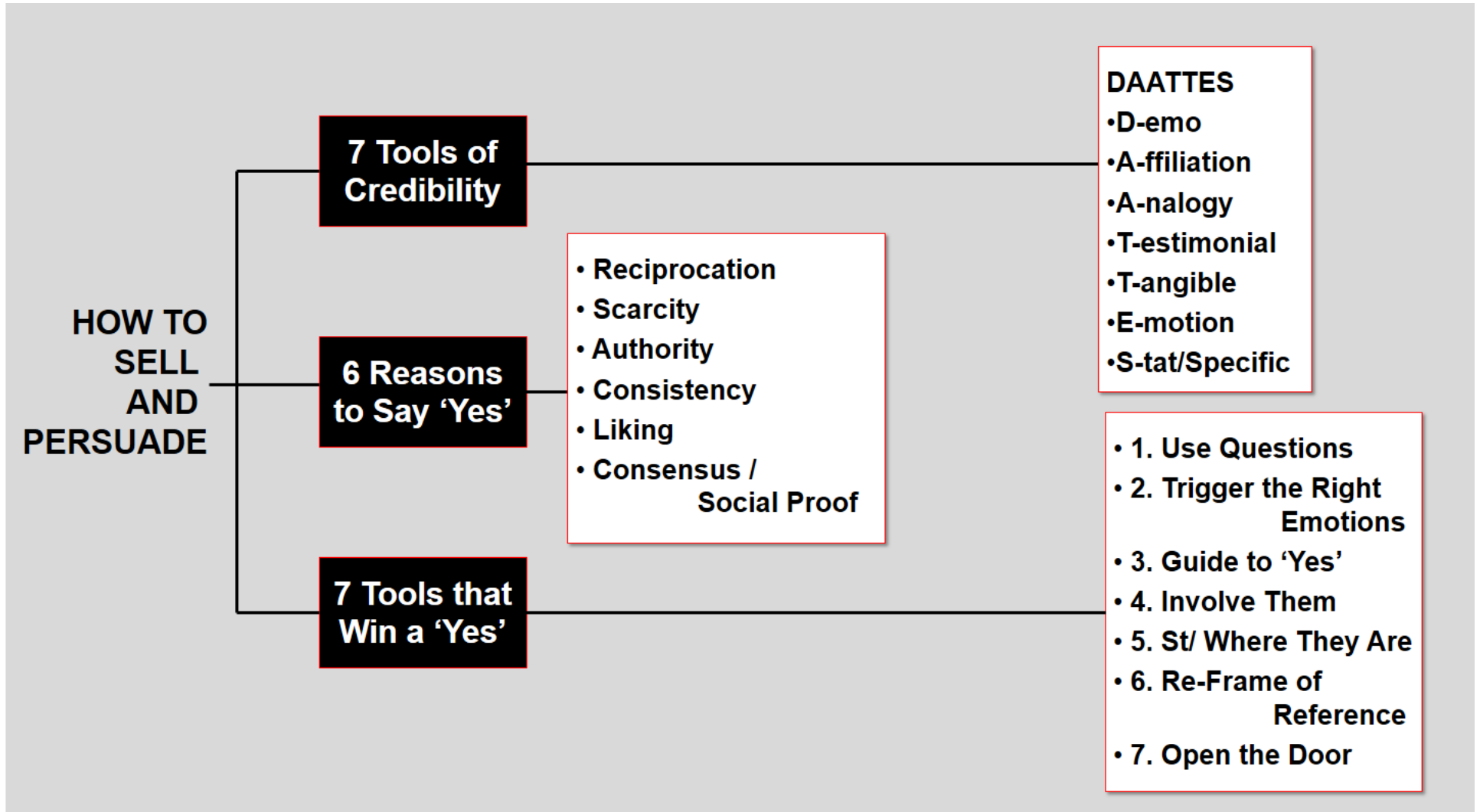


INFLUENCE, PERSUADE AND SELL – WORKSHEET





--9 QUICK-TIPS--

- 1. Set their Expectation**
- 2. Avoid Negative Triggers**
- 3. Surprise Them with the Truth...**
- 4. Use a “Boomerang”**
- 5. Yes... Avoiding Eye Contact Can Help**
- 6. What Do You Want Them to Admit...**
- 7. The Power of WHY...**
- 8. When They Say NO... Agree!**
- 9. Take Their Temperature... Often**

INFLUENCE, PERSUADE AND SELL ANYONE

Place a check ✓ for NOW and an F for FUTURE

THE BIG CONCEPTS

7 TOOLS OF CREDIBILITY

Why should they believe you or agree with you?

___ 1. DEMONSTRATION (Here's how it works...):

___ 2. AFFILIATION (Here's who says it's good...):

___ 3. ANALOGY (Here's what it's like...):

___ 4. TESTIMONIALS (Here's what others say about it...):

___ 5. TANGIBLE (Here's a way to touch/experience it...):

___ 6. EMOTION (mad-glad-sad-fear-shame):

___ 7. STATISTIC OR SPECIFIC (Here's a statistic on it...):

6 REASONS TO SAY "YES"

- ___1. RECIPROCATION – What can you give or offer them up-front? (free document, product sample, gift)

- ___2. SCARCITY – How can you limit the amount or time available?

- ___3. AUTHORITY – Who do they trust, that if this person said so they would definitely buy or agree?

- ___4. COMMITMENT / CONSISTENCY – How can you show them it's like something they've already chosen?

- ___5. LIKE YOU – How can you get them to like you more?
(compliment them, fight for their cause, look attractive to them)

- ___6. CONSENSUS / SOCIAL PROOF – How can you show that others like them or others they respect are already using or agreeing to it?

7 TOOLS THAT WIN A "YES"

- ___1. QUESTIONS –

What question uncovers whether they are an ideal prospect for your product or idea?

What are 5 questions you need to ask them once they say yes?

- ___2. EMOTIONAL TRIGGERS –

What's a rhyme or phrase to explain why they should say yes? (If the glove don't fit...)

What MYSTERY CREATING question or statement can make them want to hear more?

What trigger words will turn the person off to your product or idea?

What's another more attractive way to say it? (not buy... but "own" or "invest in this amazing product")

What's the most important feature or benefit of your product or idea?

How can you present it in an unusual attention-getting way? (empowering clothes, men brain damaged)

___3. GUIDE THEM TO "YES" – What do you want them to admit? (problem they have)

___4. INVOLVE THEM – How can you physically involve them in your presentation?

___5. START WHERE THEY ARE... – What do they already know, like and dislike about your product or idea?

How did you hear about us?

What prompted you to contact us?

What else can you tell me about what you are looking for?

What other options are you considering?

Where are you in your meetings with them?

What have you liked, and not liked, about what you've seen so far?

What is your decision process, and who else will be involved?

What is your role in this process?

What is your time-frame for making a decision?

___6. RE-FRAME THEIR FRAME-OF-REFERENCE – What's your core message?

What's their biggest objection or concern?

Why is that exactly the reason they should say yes?

What are they getting when they say yes? (the actual benefit)

___7. OPEN THE DOOR – How can you make them receptive right from the start of your presentation?

If they become negative, how can you get them positive, even slightly? (What if...)