

STRATEGY: Ask the Magic Question and Use the Magic E-Mail to Perform Sales

Pipeline Angioplasty

- Separate Prospects from Information Seekers
- The Magic E-Mail: Subj: Quick Question
- I have you on my _____ list of people I'm expecting to hear back from. Am I _____?



Answer the prospect's 5 _____ early in the meeting.

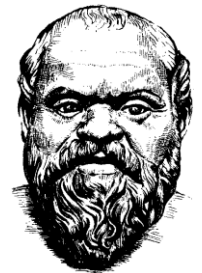
1. Why are you here (Purpose)?
2. What's going to happen (Process)?
3. What's in it for me (Payoff)?
4. What are your _____?
5. How _____ is this going to _____?

Avoid doing the 10 things buyers dislike

1. Lack of _____
2. Lack of interest or _____
3. Over-aggressiveness and failure to _____
4. Lack of product knowledge
5. Lack of follow through
6. Taking the customer for granted
7. Lack of understanding of the customer's business
8. Failure to make and keep appointments
9. Lack of creativity
10. Failure to keep promises

Use the "Magic Phrase" In _____ for this _____ I ...

SOMETHING SOCRATES SAID: " I cannot teach anybody anything. I can only get them to _____."



THINK ABOUT THIS: What is selling like when you are at your very best?

- How do you _____?
- How do you _____?
- How do your advertisers and prospects _____ to you?

What do you mean "persuasive"? The 3 "vibes" you give off when you are at your very best.

1. I'm _____.
2. I _____ what I'm _____.
3. I _____.