

“Adults learn better and retain more when they are _____ in the process.

What do you mean?

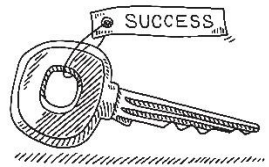
- _____

Precision Language is using exact, _____ words to communicate to each other what is really happening.

What do you mean “consulting?” Giving _____.

The Three Secrets of Success

1. You’ve got to _____ what you’re doing.
2. You’ve got to _____ you _____ what you’re doing.
3. You’ve got to be _____ for what you _____.



When you are _____ people (customers) come to you for _____ and _____, not your _____.

The Evolution of the Sales Mindset

- Era 1: _____
- Era 2: _____
- Era 3: Become a source of _____

What do you mean “selling?” Selling is earning the right to make a _____.

Winning the game within the game of selling. The Missing Metrics

- Sales process metrics
- _____ metrics
- _____ metrics

Sales process metrics/advances/new business moves

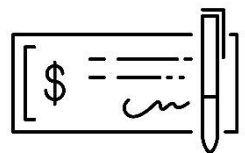
1. Get referral
2. Dial the phone
3. Have the first meeting
4. Do the needs analysis
5. Write a proposal
6. Make a proposal
7. Confirm the order

What do you mean “big order?”

What do you mean “great relationship?”

What do you mean, “Take it to the next level?”

You don’t have a business relationship until someone writes you a check.



Relationship Metrics: The Chart Relationship Anal

Prospecting Principles: Don’t pick up the phone or drop in without a _____.

_____ The reason for my unexpected sales call is because . . .

. . . I have an _____ I want to _____.

. . . I have some _____ I think you’ll appreciate.

The Ad Contrarian

Tell it to me over the phone

I can’t. I have _____.

Besides it will take no more than 20 minutes and it’s a non-_____ conversation.

_____ - _____ conversation.