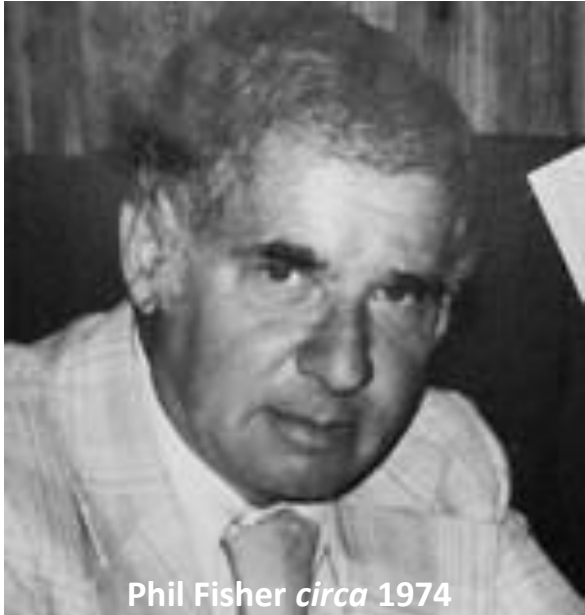


Getting Fired for This Was the Best Thing that Ever Happened to Me



Discussion Questions

Phil Fisher told a young Lytle to quit worrying about his problems and start worrying about his customers' problems. Does it take getting fired to do that? What does it take?

What problem did Lytle discover that he could solve for the store owner? Why didn't he think of it before he got fired?

How do you (will you) keep yourself focused on the prospect's problems rather than your own?

Think of three prospects or customers? What problems do they have right now? What are universal problems that every business has?

What action(s) will you take as a result of this Instant Sales Training session?