

## Whose Line Is It Anyway?

### Quick Icebreaker

#### My Senior Speech Class Final Speech: "My Philosophy of Life."

- "Life Is Like One Big \_\_\_\_\_ Movie."
- There's a \_\_\_\_\_ for every situation.
- There's a \_\_\_\_\_ for every situation.



#### Life is one BIG \_\_\_\_\_. It happened in Las Vegas one evening.

- That wasn't the \_\_\_\_\_ he had used that \_\_\_\_\_.
- It was pre-\_\_\_\_\_, pre-practiced, and ready to go.
- "You should never think of what you're going to \_\_\_\_\_ when it's coming out of your \_\_\_\_\_."
- Travel agent: "Hello, this is Geri. I can \_\_\_\_\_."
- My first MEMO pad.

#### Dale Carnegie's Concept: "Selective use of pre-\_\_\_\_\_ language.

- Response modules: A \_\_\_\_\_ for every \_\_\_\_\_.

#### My second audio product: *How to \_\_\_\_\_ ... Automatically.*



Why I hate Q&A after 41 years in the seminar business: \_\_\_\_\_ the sales trainer.

#### Quotes, quips, questions and comebacks.

- "As long as you're in \_\_\_\_\_, you're in \_\_\_\_\_."
- "Management is a series of \_\_\_\_\_ which are constantly being \_\_\_\_\_ by more \_\_\_\_\_."
- "Radio doesn't \_\_\_\_\_. It's the \_\_\_\_\_ you make (made) to our audience that \_\_\_\_\_ or doesn't \_\_\_\_\_."
- "Advertising is \_\_\_\_\_. I'm selling \_\_\_\_\_."
- "People respond to \_\_\_\_\_ not to \_\_\_\_\_."
- "\_\_\_\_\_ is better than \_\_\_\_\_"
- "I don't know if your should be on our station or not. I do know that if I get excited about your business, \_\_\_\_\_."
- "Selling is earning the right to make a \_\_\_\_\_."

## Whose Line Is It Anyway?

- “I want you to be able to say, No” to my \_\_\_\_\_ and \_\_\_\_\_ instead of to me.”
- “I’m curious. Why did you decide to meet with me today instead of last week or next month?”
- “\_\_\_\_\_’s \_\_\_\_\_?”
- “\_\_\_\_\_?”
- “Al, do I \_\_\_\_\_ your \_\_\_\_\_?”
- “Send me a proposal.”
  - LINE: \_\_\_\_\_?”

### Four Magic Phrases and One Magic Question from *The Accidental Salesperson*

- Instead of saying, “Thank you for calling me back,” say, “I \_\_\_\_\_ your call.”
- “This is the \_\_\_\_\_ I \_\_\_\_\_.” People buy the WAY you sell before they buy WHAT you sell.
- “In \_\_\_\_\_ for this \_\_\_\_\_, I . . . .”
- “(Gasp), I don’t send out off-the-shelf media kits. I \_\_\_\_\_ everything. What do you want in your media kit?”
- Magic Question: “Are you willing to work with me on a \_\_\_\_\_?”

“I want to think it over.” <https://www.youtube.com/watch?v=0VEMbTj4OX0&t=105s>

**Three Words That Will Change Your Life:** “\_\_\_\_\_.”

- Then, “\_\_\_\_\_?”

### The Process Comment

- “\_\_\_\_\_ did I \_\_\_\_\_ you?”

### Whose \_\_\_\_\_ Line is it Anyway

- Three FREE tools that I use to improve my writing:
  1. SubjectLine.com <https://www.subjectline.com/>
  2. American Marketing Institute Headline Analyzer <https://www.aminstitute.com/>
  3. Hemmingway Editor <https://hemingwayapp.com/>

“INSTANT INFLUENCE” (Motivational Interviewing): Why \_\_\_\_\_ you decide to \_\_\_\_\_?”

- **My Senior Speech Class Final Speech:** When you run out of \_\_\_\_\_ and \_\_\_\_\_, you \_\_\_\_\_ with the \_\_\_\_\_.

### Action Planning



## Whose Line Is It Anyway?

To know and not to do is not to know. A training program **that doesn't change your behavior in some way is as useless as a parachute that opens on the FIRST bounce.** Take *application notes*. Decide which concept or new approach you will use or share with others on your team. Use the smaller line to put in an action date.

Idea #1: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #2 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #3: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #4: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #5: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #6: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #7: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #8: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #9 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #10 \_\_\_\_\_

Applies to: \_\_\_\_\_