

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 17

How to Run DISCO Calls Differently

FOR AN INBOUND V. OUTBOUND BUYER



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(& WHAT PHRASES TO USE) FOR AN **OUTBOUND-SOURCED BUYER**.**



1

**SO, WHAT IS
THE DIFFERENCE?**
*BETWEEN **INBOUND** & **OUTBOUND**....
QUALITATIVELY.*



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND** **DIFFERENCE #1**

THE AMOUNT OF RESEARCH
THAT THEY'VE DONE BEFORE YOUR CALL



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #2

THE LEVEL OF PROBLEM
THAT THEY BELIEVE THAT THEY HAVE



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #3

THEIR **TIMELINE**
OF HOW QUICKLY THEY WANT TO SOLVE IT



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #4

THEIR LEVEL OF URGENCY
OF HOW IMPORTANT THEY THINK IT IS TO SOLVE IT



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #5

THE AMOUNT THEY BELIEVE
THAT THEY SHOULD SOLVE THE PROBLEM NOW



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #6

THE AMOUNT OF BELIEFS THEY HAVE
IN RELATIONSHIP TO THE PROBLEM—
& THE AMOUNT THEY HAVE SELF-DIAGNOSED



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #7

THE AMOUNT THEY BELIEVE
THAT WHAT THEY HAVE SELF-DIAGNOSED IS CORRECT



THE DIFFERENCES BETWEEN: **INBOUND & OUTBOUND**

DIFFERENCE #8

THEIR LIKELIHOOD TO BUY
& CONVERSION RATES BECAUSE OF IT



2

**WHAT'S THE MINDSET OF AN
INBOUND-SOURCED BUYER?
& WHAT YOU NEED TO KEEP IN MIND,
BECAUSE OF THEIR MINDSET.**



THE MINDSET: OF AN **INBOUND-SOURCED BUYER**
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT.....**

THEY ARE **MORE SOLD**
ON WHAT THEY NEED TO SOLVE THEIR PROBLEM—
& THAT THEY KNOW WHAT THEY NEED.



THE MINDSET: OF AN INBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE MORE RESEARCHED
& BELIEVE THAT THEY KNOW WHAT THEY NEED/WANT MORE.



**THE MINDSET: OF AN INBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.**

YOU HAVE TO KEEP IN MIND THAT.....

**THEY ARE MUCH CLOSER
TO MAKING A MOVE TO TRY TO SOLVE IT—
& ARE CLOSER TO (POTENTIALLY) MAKING THE WRONG DECISION.**



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY ARE LESS WILLING
TO PUT UP WITH QUALIFYING QUESTIONS.
(OR ANY QUESTIONS, THAT DON'T ADD VALUE)



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY ARE LESS WILLING
TO PUT UP WITH A “LAG TIME” TO TALK ABOUT SOLVING IT.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER**
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT.....**

****INDECISION** HITS HARD**
& IS WHAT WILL SLOW THEM DOWN FROM SOLVING IT.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.**

YOU HAVE TO **KEEP IN MIND THAT.....**

THEY'RE **PASSED STATUS-QUO
& YOU SHOULDN'T TRY TO OVERCOME THIS,
BECAUSE THEY'VE PASSED THAT POINT ON THEIR OWN, ALREADY.**



THE MINDSET: OF AN **INBOUND-SOURCED BUYER**
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT.....**

THEY HAVE **A DRIVING IMPACT**
THAT THEY WANT TO AVOID,
& IS SEVERE ENOUGH TO MAKE SOLVING IT, WORTH IT.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY ARE MORE ANXIOUS
TO START MAKING PROGRESS TOWARDS SOLVING IT—
BECAUSE THEY HAVE A DRIVING IMPACT, THAT'S AT STAKE.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY HAVE HAD TO RESEARCH
BECAUSE THEY THINK THAT NO ONE (INCLUDING THE SELLER)
WILL HELP THEM SOLVE THEIR PROBLEM.



THE MINDSET: OF AN INBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY KNOW MORE OVERALL
THAN MOST SELLERS & ANYONE—
ABOUT THEIR ROLE, INTERNAL ORG, & SOLVING THE PROBLEM.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.**

YOU HAVE TO **KEEP IN MIND THAT.....**

THEY DON'T WANT **TO BE QUALIFIED
OR ANSWER ANY QUESTIONS OF SALES REPS—
BECAUSE THEY OBJECTIVELY DO KNOW MORE.**



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

IF THEY TRULY DO KNOW MORE
IT'S IN THEIR BEST INTEREST, TO "SELF-SERVE"
WHAT THEY THINK THE BEST SOLUTION IS FOR THEIR PROBLEM.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THAT THEY ARE SCARED
THEY'LL PICK THE WRONG SOLUTION, THERE'S TOO MUCH INFO
& ALSO HAVE HIGH LEVELS OF OUTCOME UNCERTAINTY.



THE MINDSET: OF AN **INBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY THINK THEY KNOW
WHAT THEY NEED, TO SOLVE THE PROBLEM—
BUT THEY'RE SCARED THEY WON'T BE ABLE TO DO SO SUCCESSFULLY.



3

**WHAT'S THE ROLE OF AN
INBOUND-SOURCED BUYER?
& THE "GAMES OF PRESSURE" THEY'LL PLAY,
BECAUSE OF THEIR ROLE.**



**THE ROLE THEY HAVE & PLAY....
AS AN **INBOUND-SOURCED BUYER** .**

**THEIR ROLE IN THEIR MIND
.....IS TO BUY.
& TO EVALUATE THE BEST OPTIONS, TO DO SO.**



THE ROLE THEY HAVE & PLAY....
AS AN INBOUND-SOURCED BUYER .

& BECAUSE THIS IS THEIR ROLE
THEY'LL WANT TO PRESSURE YOU TO GIVE THEM INFO—
TO HELP THEM BUY OR EVALUATE IN THE BEST WAY POSSIBLE.



THE GAMES

**THAT AN *INBOUND-SOURCED BUYER* :
WILL PLAY, BECAUSE OF THEIR ROLE.**



THE ROLE THEY HAVE: AS AN INBOUND BUYER
& THE " GAMES OF PRESSURE " THEY'LL PLAY, BECAUSE OF IT.

THEY'LL PRESSURE YOU
TO JUST GIVE THEM PRICING.



THE ROLE THEY HAVE: AS AN INBOUND BUYER
& THE " GAMES OF PRESSURE " THEY'LL PLAY, BECAUSE OF IT.

THEY'LL PRESSURE YOU
TO JUST GIVE THEM A DEMO.



THE ROLE THEY HAVE: AS AN INBOUND BUYER
& THE " GAMES OF PRESSURE " THEY'LL PLAY, BECAUSE OF IT.

THEY'LL PRESSURE YOU
TO JUST GIVE THEM A QUOTE.



THE ROLE THEY HAVE: AS AN INBOUND BUYER
& THE " GAMES OF PRESSURE " THEY'LL PLAY, BECAUSE OF IT.

THEY'LL PRESSURE YOU
TO SHORTEN THEIR MEETING.



THE ROLE THEY HAVE: AS AN INBOUND BUYER
& THE " GAMES OF PRESSURE " THEY'LL PLAY, BECAUSE OF IT.

THEY'LL PRESSURE YOU
TO JUST SEND THEM A QUOTE, WITH MORE INFORMATION.



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**YOUR ETHICAL
RESPONSIBILITY.....
TO AN *INBOUND-SOURCED BUYER.***



YOUR **ETHICAL RESPONSIBILITY: WITH AN** **INBOUND BUYER** **RESPONSIBILITY #1**

DISCOVER ANY: MISDIAGNOSES
THAT WILL PREVENT THEM FROM BEING SUCCESSFUL.



YOUR **ETHICAL RESPONSIBILITY: WITH AN** **INBOUND BUYER** **RESPONSIBILITY #2**

DISCOVER IF: IT'S UNSOLVABLE
OR WHEN THE LIKELIHOOD OF SOLVING THE PROBLEM IS LOW.



YOUR ETHICAL RESPONSIBILITY: WITH AN INBOUND BUYER RESPONSIBILITY #3

DISCOVER ANY: SOLUTION HICCUPS

**FIND ANY MISDIAGNOSES THEY HAVE IN THEIR PLANS TO SOLVE IT,
OR BELIEFS THAT WILL LEAD THEM TO SOLVING IT UNSUCCESSFULLY .**



YOUR ETHICAL RESPONSIBILITY: WITH AN INBOUND BUYER

RESPONSIBILITY #4

DISCOVER ANY: MISEXPCTATIONS
OR MISBELIEFS THEY HAVE ON HOW MUCH OF THE PROBLEM
WILL BE SOLVED, IF THEY MOVE FORWARD WITH THEIR PLAN.



BUT THE MAIN THING....



YOU MUST DO

WHEN MEETING WITH AN INBOUND-SOURCED BUYER...



IS TO CORRECT
ANYTHING THAT THEY'RE ALREADY THINKING...



IN RELATIONSHIP TO THE PROBLEM, OR HOW TO SOLVE IT....



THAT IS INCORRECT
& WOULD HURT THEM IF THEY TOOK ANY ACTION,
THAT IS BASED ON THE MISBELIEF.



YOUR ETHICAL RESPONSIBILITY: WITH AN INBOUND BUYER RESPONSIBILITY #5

**CORRECT: ANYTHING MISBELIEFS
THAT THEY HAVE AROUND THE PROBLEM, OR HOW TO SOLVE IT
THAT WOULD HURT THEM, IF THE ACTED UPON THE MISBELIEF.**



5

**WHAT'S THE MINDSET OF AN
OUTBOUND-SOURCED BUYER?
& WHAT YOU NEED TO KEEP IN MIND,
BECAUSE OF THEIR MINDSET.**



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY AREN'T YET SOLD
THAT THEY NEED TO SOLVE THE PROBLEM AT HAND.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY AREN'T YET SOLD
THAT THE PROBLEM AT HAND, IS WORTH SOLVING.



THE MINDSET: OF AN **OUTBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY MIGHT BE RESEARCHING

WHAT THEY WOULD DO- JUST IN CASE
ONE DAY IT DID BECOME A PROBLEM, THAT THEY NEED TO SOLVE.



THE MINDSET: OF AN **OUTBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY DON'T (NECESSARILY) KNOW
WHAT THEY WANT– OR WHAT THEY NEED
OR CONVINCE THAT THEY NEED ANYTHING AT ALL.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE LIKELY NOT CLOSE
TO MAKING A DECISION TO SOLVE IT—
& MUCH LESS, MAKING A DECISION TO SOLVE IT WITH YOU.



THE MINDSET: OF AN **OUTBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY DON'T THINK THEY
NEED TO SOLVE THE PROBLEM– & SOLVE IT WITH YOU–
SO THEY HAVE MORE “POWER” TO HOLD BACK THEIR INFO.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

LAG TIME DOESN'T BOTHER THEM
BUT WHAT DOES BOTHER THEM IS PRESSURE—
A SALES REP PRESSURING THEM TO SOLVE IT, OR FOR INFORMATION.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY'RE OK WITH STATUS-QUO

**STATUS-QUO IS WHAT HAS KEPT THEM STATIC-
& WILL CONTINUE TO KEEP THEM STATIC, UNLESS CHANGED.**



THE MINDSET: OF AN **OUTBOUND-SOURCED BUYER** & WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO **KEEP IN MIND THAT**.....

THEY HAVE NO REASON TO BUY
BASED ON WHAT THEY KNOW SO FAR—
& WON'T BUY, UNLESS YOU CAN FIND SOMETHING NEW.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THIS IS WHERE YOU'LL FIND
BUYERS THAT ARE "TIRE KICKERS" –
WHO JUST WANT TO GATHER MORE INFORMATION.



THE MINDSET: OF AN OUTBOUND-SOURCED BUYER
& WHAT YOU HAVE TO KEEP IN MIND, WITH ONE OF THEM.

YOU HAVE TO KEEP IN MIND THAT.....

THEY DON'T HAVE A DRIVING IMPACT
(IN MOST CASES) THE IMPACTS THAT THEY HAVE, BY DEFINITION-
AREN'T WORTH SOLVING, BASED ON WHAT THEY KNOW.



6

**WHAT'S THE ROLE OF AN
OUTBOUND-SOURCED BUYER?
& THE "TOUGH GUY GAMES" THEY'LL PLAY,
BECAUSE OF THEIR ROLE.**



**THE ROLE THEY HAVE & PLAY....
AS AN **OUTBOUND-SOURCED BUYER** .**

**THEIR ROLE IN THEIR MIND
IS TO EVALUATE OPTIONS OF HOW TO SOLVE THE PROBLEM,
& WHAT THEY WOULD HYPOTHETICALLY NEED.....**



THE ROLE THEY HAVE & PLAY....
AS AN OUTBOUND-SOURCED BUYER .

THEIR ROLE IN THEIR MIND

**IN CASE THEY DID DECIDE TO SOLVE IT– THEY'D KNOW EXACTLY
WHAT TO DO, WHEN THEY DECIDED TO MAKE THE JUMP.**



THE ROLE THEY HAVE & PLAY....
AS AN OUTBOUND-SOURCED BUYER .

& BECAUSE THIS IS THEIR ROLE
THEY'LL WANT TO PLAY TOUGH GUY & NOT GIVE YOU
ANY INFORMATION..... BECAUSE THEY DON'T HAVE TO.

*****ESPECIALLY PAIN INFORMATION– BECAUSE IT GIVES YOU LEVERAGE DOWN THE ROAD.*****



**THE ROLE THEY HAVE & PLAY....
AS AN **OUTBOUND-SOURCED BUYER** .**

& ESPECIALLY PAIN INFORMATION

**BECAUSE IT GIVES YOU LEVERAGE DOWN THE ROAD
WHEN THEY (MIGHT) COME BACK INTO SOLVE IT.**



**THE ROLE THEY HAVE & PLAY....
AS AN **OUTBOUND-SOURCED BUYER** .**

**THEY WANT YOU TO GIVE THEM
ALL OF THE INFO, & QUOTE THEM NOW– WHEN THEY DON'T NEED IT,
SO IT'LL BE CHEAPER.... EVEN WHEN THEY DO NEED IT.**



THE GAMES

**THAT AN *OUTBOUND-SOURCED BUYER* :
WILL PLAY, BECAUSE OF THEIR ROLE.**



**THE ROLE THEY HAVE: AS AN OUTBOUND BUYER
& THE "TOUGH GUY GAMES " THEY'LL PLAY, BECAUSE OF IT.**

**THEY'LL PLAY "TOUGH GUY"
& LIKE THEY DON'T NEED YOU.**



**THE ROLE THEY HAVE: AS AN OUTBOUND BUYER
& THE "TOUGH GUY GAMES " THEY'LL PLAY, BECAUSE OF IT.**

**THEY'LL PLAY "TOUGH GUY"
& LIKE THEY DON'T NEED ANYONE.**



**THE ROLE THEY HAVE: AS AN OUTBOUND BUYER
& THE "TOUGH GUY GAMES " THEY'LL PLAY, BECAUSE OF IT.**

**THEY'LL PLAY "TOUGH GUY"
& LIKE THEY DON'T HAVE A PROBLEM.**



**THE ROLE THEY HAVE: AS AN OUTBOUND BUYER
& THE "TOUGH GUY GAMES " THEY'LL PLAY, BECAUSE OF IT.**

**THEY'LL PLAY "TOUGH GUY"
& LIKE THEY DON'T AREN'T THINKING ABOUT SOLVING ANYTHING.**



7

YOUR ETHICAL
RESPONSIBILITY.....
TO AN **OUTBOUND-SOURCED BUYER.**



YOUR ETHICAL RESPONSIBILITY: WITH AN OUTBOUND BUYER RESPONSIBILITY #1

UNCOVER IF: IT'S NOT WORTH IT
IF THEIR PROBLEM IS TRULY NOT WORTH SOLVING AT THIS POINT.



YOUR ETHICAL RESPONSIBILITY: WITH AN OUTBOUND BUYER RESPONSIBILITY #2

DIAGNOSE: THE POINT OF NO RETURN

**THE LAST DATE THAT THEY CAN MOBILIZE TO SOLVE THE PROBLEM,
& THAT THEY CAN STILL SOLVE THE PROBLEM SUCCESSFULLY.**



YOUR ETHICAL RESPONSIBILITY: WITH AN OUTBOUND BUYER

RESPONSIBILITY #3

DIAGNOSE: ANY UNDER SCOPING
**WHERE THEY'VE MISUNDERSTOOD THE SIZE OF THE PROBLEM—
OR MISSED ANY PIECES THAT ADD TO IT, THAT EXIST.**



YOUR ETHICAL RESPONSIBILITY: WITH AN OUTBOUND BUYER

RESPONSIBILITY #4

DIAGNOSE: ANY IMPACTS
THAT THEY WERE UNAWARE OF— & THAT THE IMPACTS
THAT THEY'VE IDENTIFIED ARE TRULY NOT WORTH SOLVING.



BUT THE MAIN THING....



YOU MUST DO

WHEN MEETING WITH AN OUTBOUND-SOURCED BUYER...



**IS TO CORRECT
ANYTHING THAT THEY'VE MISSED....**



**IN RELATIONSHIP TO
THE PROBLEM'S SIZE,
& THAT MAKES IT NOT WORTH IT TO SOLVE....**



THAT IS INCORRECT

**& WOULD HURT THEM IF THEY DON'T TAKE ACTION,
BASED ON THE THINGS THAT WILL HAPPEN IF THEY DON'T
SOLVE FOR IT— THAT THEY DIDN'T KNOW ABOUT.**



SO WHERE THEY'RE INCORRECT
IS THEY THINK THINGS DON'T EXIST, WHEN THEY DO.



SO TL;DR....



**YOU NEED TO FIND
THINGS THEY'RE NOT THINKING ABOUT....**



**IN ORDER TO FIND OUT
IF THE PROBLEM THEY THINK ISN'T WORTH SOLVING.....**



**TRULY ISN'T WORTH
SOLVING & DOING SOMETHING ABOUT.....**



& ANYTHING THEY'VE MISSED
ABOUT THE PROBLEM, OR RELATED TO IT...



**SO YOU CAN CORRECT
(POTENTIALLY) THEIR MISTAKE OF NOT SOLVING IT....**



**& SAVE THEM FROM
EXPERIENCING THE IMPACT FROM THE PROBLEM.....**



**THAT THEY WOULD HAVE
EXPERIENCED IF THEY DIDN'T SOLVE THE PROBLEM....**



**THAT DOES MAKE SOLVING
THE PROBLEM, WORTH IT OVERALL....**



**BUT THAT THEY'RE UNAWARE
OF THE FACT THAT THEY EXISTED, BEFORE YOU.**



8

THE KEY DIFFERENCES....
FOR AN *INBOUND-SOURCED BUYER.*



THE DIFFERENCES

**IN WHAT YOU SHOULD EMPHASIZE WHILE DIAGNOSING:
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** IN WHAT **YOU SHOULD EMPHASIZE** , WHEN DIAGNOSING FOR THEM.

1

**EMPHASIS ON THE
MISDIAGNOSES.**

2

**EMPHASIS ON THEIR
SELF-DIAGNOSIS...**

**ON THEIR BELIEFS IN
REGARDS TO SOLVING
THE PROBLEM- SINCE
THEY'RE RELATIVELY
CONVINCED ON
SOLVING IT.**

3

**EMPHASIS ON THEIR
FALSE ASSUMPTIONS..**

**AROUND SOLVING IT-
HOW THEY THINK THEY
SHOULD SOLVE IT &
THINK THEY NEED TO
DO SO- SO YOU CAN
COURSE CORRECT.**

4

**EMPHASIS ON FINDING
TACTICAL PROBLEMS...**

**& ROOT CAUSES THEY
HAVE IDENTIFIED THAT
AREN'T RIGHT- & ONES
THEY'VE MISSED, THAT
THEY NEED TO LOOK AT
TO BE SUCCESSFUL.**

THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** IN WHAT **YOU SHOULD EMPHASIZE** , WHEN DIAGNOSING FOR THEM.

5

**EMPHASIS ON IF IT'S
SOLVABLE.**

6

**EMPHASIS ON THE
SOLVING PROCESS....**

**THAT THEY HAVE
PLANNED- TO MAKE
SURE THEY DON'T
MAKE A MIS-STEP.**

7

**EMPHASIS ON
IMPACTS THAT THEY...**

**THINK WILL HAPPEN,
THAT WON'T- THINK
WON'T HAPPEN THAT
WILL, & THINK THEIR
PLAN WILL HELP THEM
AVOID, THAT WON'T.**

8

**EMPHASIS ON THE
LAST POSSIBLE DATE...**

**THAT THEY CAN BEGIN
SOLVING THE
PROBLEM, & STILL BE
SUCCESSFUL IN DOING
SO, SO THEY DON'T
MISS IT.**

THE DIFFERENCES

**IN THE ACTUAL DIAGNOSIS YOU BUILD OVERALL:
FOR AN INBOUND-SOURCED BUYER .**



DIFFERENCE 1

**THE DIFFERENCE IN WHAT'S IMPORTANT :
FOR AN AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** IN **WHAT'S IMPORTANT** , WHEN DIAGNOSING FOR THEM.

WHAT'S MORE IMPORTANT: WITH **AN INBOUND BUYER....**

IS TYPICALLY MISDIAGNOSIS.... MORE THAN MISSED.

USUALLY IT'S AROUND FINDING OUT WHAT THEY BELIEVE: AROUND HOW TO SOLVE THE PROBLEM, WHAT TO EXPECT, & WHY THEY NEED TO SOLVE IT....

THAT'S NOT TRUE, TO PREVENT THEM FROM MAKING A MISTAKE.

MISDIAGNOSIS ARE TYPICALLY MORE IMPORTANT IN THIS CASE, BECAUSE THEY'RE ABOUT TO MAKE A MOVE TO SOLVE IT—> SO THE PLAN HAS TO BE CORRECT.

DIFFERENCE 2

**THE DIFFERENCE IN WHAT “HELP” LOOKS LIKE :
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS ... IN WHAT “HELP” LOOKS LIKE , TO THEM.

“HELP” FOR AN INBOUND-SOURCED BUYER....

IS HELPING THE A BUYER UNDERSTAND: WHEN THEY HAVE STARTED TO SOLVE A PROBLEM... BUT HOW THEY BELIEVE THEY SHOULD GO ABOUT IT, IS INCORRECT.

IT'S UNDERSTANDING IF THEIR BELIEFS & SELF-DIAGNOSIS AROUND THE PROBLEM IS ACCURATE– IF THEIR BELIEFS AROUND HOW THEY SHOULD SOLVING IT ARE CORRECT – & IF THERE DECISION TO “MOBILIZE” TO SOLVE IT, IS WARRANTED.

THE “HELP” HERE, IS WHEN THEY ARE IN A STATE OF ACTION, & THEY EITHER SHOULDN'T BE.... OR SHOULDN'T TRY TO SOLVE IT, THE WAY THAT THEY'RE PLANNING ON SOLVING IT— & CORRECTING THOSE ASSUMPTIONS, BY CORRECTING THE INACCURACIES THEY MADE IN THEIR SELF-DIAGNOSIS.

DIFFERENCE 3

**THE DIFFERENCES IN THE SELF-DIAGNOSIS THAT EXISTS :
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** OF **THE SELF-DIAGNOSIS** THAT THEY'VE BUILT.

1

THE SELF-DIAGNOSIS
FOR SURE EXISTS....

FOR INBOUND—
BECAUSE THEY'VE
DEVELOPED BELIEFS
ENOUGH TO WANT TO
SOLVE IT, & ENOUGH
TO THINK ABOUT HOW.

2

THE AMOUNT THAT
THEY BELIEVE, WHAT...

THEY BELIEVE, IS
HIGHER HERE—
BECAUSE THEY'VE
DEVELOPED BELIEFS
ENOUGH TO MAKE A
MOVE TO SOLVE IT.

3

THE VOLUME OF
BELIEFS THAT ARE....

IN THEIR
SELF-DIAGNOSIS IS
HIGH IN THIS CASE—
BECAUSE THEY'VE
MADE A MOVE, TO DO
SOMETHING ABOUT IT.

4

THEIR SELF-DIAGNOSIS
OF HOW THEY SHOULD:

GO ABOUT SOLVING IT,
IS HIGHER HERE,
BECAUSE THEY'VE
ALREADY STARTED THE
PROCESS TO SOLVE
THE PROBLEM.

THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** OF **THE SELF-DIAGNOSIS** THAT THEY'VE BUILT.

5

THEY ALWAYS HAVE A
DRIVING IMPACT....

THAT'S "WORTH"
SOLVING IN THEIR
OPINION- BECAUSE
THEY'VE ALREADY
MADE A MOVE TO
START SOLVING IT.

6

THEY HAVE A
STRONGER LEVEL OF...

BELIEF THAT THE
PROBLEM IS
SOLVABLE- BECAUSE
THEY STARTED TO
SOLVE IT, TO BEGIN
WITH.



DIFFERENCE 4

**THE DIFFERENCES IN FINDING THE “WHY” BEHIND THE BELIEFS :
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** IN FINDING **THE FACTS BEHIND “WHY” THEY BELIEVE** WHAT THEY DO.

1

**THESE SHOULD BE
FOCUSED ON “WHY” ...**

**THEY BELIEVE THEY
SHOULD SOLVE IT THE
WAY THAT THEY
BELIEVE THAT THEY
DO– NOT “IF” THEY
SHOULD SOLVE IT.**

2

**THESE CENTER
AROUND THE FACTS...**

**THAT SUPPORT THE
ACTIONS THEY’RE
GOING TO TAKE– NOT
WHAT SUPPORTS A
BELIEF AROUND IF IT’S
WORTH IT TO SOLVE.**

3

**THESE SHOULD FOCUS
ON THEIR REASONS....**

**ON THE GAME PLAN
THAT THEY HAVE–
SINCE IT’S ALREADY
DEVELOPED.**

DIFFERENCE 5

**THE DIFFERENCES IN FINDING TACTICAL PROBLEMS & ROOT CAUSES :
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** WITH FINDING **TACTICAL PROBLEMS & ROOT CAUSES** FOR THEM.

1

**SINCE THEY'RE ON THE
MOVE TO SOLVE IT....**

**YOU NEED TO ENSURE
THAT THE TACTICAL
PROBLEMS & ROOT
CAUSES THEY THINK
ARE INVOLVED IN
THAT- ARE CORRECT.**

2

**FOR THE MISSED
DIAGNOSES, IT'S LESS..**

**ABOUT FINDING THEM
TO SHOW A NEW WAY
TO SOLVE IT- WHICH
CAUSES THEM TO
START TO SOLVE IT,
BECAUSE NOW THEY
BELIEVE THEY CAN....**

3

**& MORE ABOUT
FINDING THINGS THEY:**

**THAT THEY ALSO WILL
NEED TO CHANGE,
TARGET, OR MONITOR,
IN ORDER TO SOLVE
THEIR PROBLEM- THAT
THEY MISSED IN THEIR
SELF-DIAGNOSIS.**

4

**THE FOCUS FOR THE
MISDIAGNOSIS.....**

**SHOULD BE ON WHAT
INDICATORS THEY
BELIEVE THEY NEED TO
CHANGE- IN WHAT
WAY & BY HOW MUCH
TO PREVENT MISTAKES
AROUND SOLVING IT.**

THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** WITH FINDING **TACTICAL PROBLEMS & ROOT CAUSES** FOR THEM.

5

FOR THE
MISDIAGNOSIS...

IT NEEDS TO BE LESS
ABOUT ADDING
EXPERTISE SO THEY'RE
CONVINCED TO BUY—
AND TO BUY WITH
YOU...

6

AND MORE ABOUT
ENSURING THAT THEY..

DON'T MAKE ANY
MISTAKES WHEN THEY
TRY TO SOLVE IT,
REGARDLESS OF WHO
THEY CHOSE TO SOLVE
IT WITH.

7

MISDIAGNOSIS IS
MORE IMPORTANT...

THAN MISSED
DIAGNOSIS, IN THE
INBOUND SOURCED
BUYER SCENARIO— ALL
THINGS BEING EQUAL.

DIFFERENCE 6

**THE DIFFERENCES IN FINDING IMPACTS :
FOR AN INBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** WITH FINDING **IMPACTS** FOR THEM.

1

**FINDING THE IMPACTS
FOR INBOUND....**

**IS TO DECIPHER IF
THEIR BELIEFS ABOUT
THE IMPACT THAT
DROVE THEM TO SOLVE
THE PROBLEM– ARE
TRULY CORRECT.**

2

**IT'S TO DISCOVER IF
THE IMPACT THEY....**

**SELF-DIAGNOSED–
WILL TRULY ACTUALLY
HAPPEN IN THE
FUTURE, IF THEY DON'T
CHANGE.**

3

**IT'S TO UNCOVER IF
THE SELF-DIAGNOSED:**

**IMPACT, THAT MADE
THEM WANT TO SOLVE
THE PROBLEM– IS
TRULY VALID.**

4

**IT'S TO UNCOVER IF
THE IMPACT THEY'VE..**

**SELF-DIAGNOSED– IS
ACTUALLY WORTH
SOLVING THE PROBLEM
FOR, LIKE THEY BELIEVE
THAT IT IS.**

THE DIFFERENCES: FOR **INBOUND-SOURCED BUYERS** WITH FINDING **IMPACTS** FOR THEM.

5

IT'S TO UNCOVER IF
THE IMPACT THEY'VE...

SELF-DIAGNOSED, IS
THE CORRECT
SIZE-AND TRULY NO
BIGGER, OR SMALLER,
THAN THEY BELIEVE IT
TO BE.

6

WANT TO UNCOVER IF
THE IMPACT THAT

SCARED THEM INTO
TAKING ACTION →
IS REALLY AS BAD AS
THEY THINK.

7

FOR INBOUND
SOURCED BUYERS....

YOU'RE DIAGNOSING
(PRIMARY) TO SEE IF
AN IMPACT THAT,
DOESN'T ACTUALLY
EXIST WHEN THEY
BELIEVE IT DOES.. NOT
THE VICE VERSA.

8

FOR INBOUND, YOU'RE
DIAGNOSING MORE...

TO "TALK THEM" OUT
OF SOLVING IMPACTS
THAT YOU DON'T
THINK ARE REAL- NOT
INTO SOLVING ONE
YOU THINK IS REAL..
BUT THEY DON'T.

9

THE KEY DIFFERENCES.....
FOR AN *OUTBOUND-SOURCED BUYER.*



THE DIFFERENCES

**IN WHAT YOU SHOULD EMPHASIZE WHILE DIAGNOSING:
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** IN WHAT **YOU SHOULD EMPHASIZE** , WHEN DIAGNOSING FOR THEM.

1

**EMPHASIS ON THE
MISSED DIAGNOSES.**

2

**EMPHASIS ON THE SIZE
OF THE PROBLEM...**

**AS THEY BELIEVE IT TO
BE- & WHAT ARE THE
PARTS THAT THEY
MISSED, AND THAT
GROW THE SIZE OF THE
PROBLEM.**

3

**EMPHASIS ON THEIR
FALSE ASSUMPTIONS..**

**AROUND THE IDEA
THEY SHOULDN'T
SOLVE IT- BECAUSE
THEY'RE UNAWARE OF
IT'S TRUE SIZE.**

4

**EMPHASIS ON WHAT
HAPPENS IF THEY....**

**CONTINUE TO BELIEVE
THAT THEY SHOULDN'T
SOLVE THE PROBLEM, &
THAT IT'S NOT WORTH
SOLVING- & CONTINUE
TO STAY STILL.**

THE DIFFERENCES

**IN THE ACTUAL DIAGNOSIS YOU BUILD OVERALL:
FOR AN OUTBOUND-SOURCED BUYER .**



DIFFERENCE 1

**THE DIFFERENCE IN WHAT'S IMPORTANT :
FOR AN AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** IN **WHAT'S IMPORTANT** , WHEN DIAGNOSING FOR THEM.

WHAT'S MORE IMPORTANT: WITH **AN OUTBOUND BUYER....**

IS TYPICALLY MISSED DIAGNOSES.... ARE MORE IMPORTANT THAN MISSED.

USUALLY IT'S AROUND FINDING OUT WHAT THEY BELIEVE: AROUND WHAT ABOUT THE PROBLEM MADE SOLVING IT NOT WORTH IT– THE SIZE OF THE PROBLEM, THE IMPACT OF IT, OR PROXIMITY OF THE IMPACT.....

(THAT'S NOT TRUE) AND PREVENTING THEM FROM MAKING A MISTAKE IN NOT SOLVING IT.

MISSED DIAGNOSIS ARE TYPICALLY MORE IMPORTANT, BECAUSE THE THINGS THAT THEY'VE MISSED, HELP CORRECT THE BUYER FROM NOT SOLVING THE PROBLEM, INTO SOLVING IT.

DIFFERENCE 2

**THE DIFFERENCE IN WHAT “HELP” LOOKS LIKE :
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** ... IN **WHAT "HELP" LOOKS LIKE** , TO THEM.

"HELP" FOR AN OUTBOUND-SOURCED BUYER....

IS HELPING THEM UNDERSTAND WHEN & IF THEY'RE NOT SOLVING FOR SOMETHING, WHEN THEY SHOULD BE.

IT'S UNDERSTANDING IF THEIR BELIEFS & SELF-DIAGNOSIS AROUND THE PROBLEM IS ACCURATE- & IF THERE DECISION TO "STAY AS IS", & NOT CHANGE ANYTHING, IS WARRANTED.

THE "HELP" HERE, IS WHEN THEY ARE IN A STATE OF INACTION, BECAUSE THEY BELIEVE SOMETHING THAT'S INCORRECT ABOUT THE PROBLEM AT HAND.



DIFFERENCE 3

**THE DIFFERENCES IN THE SELF-DIAGNOSIS THAT EXISTS :
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** ... OF **THE SELF-DIAGNOSIS** THAT THEY'VE BUILT.

1

**A SELF-DIAGNOSIS FOR
AN OUTBOUND BUYER:**

**DOESN'T NECESSARILY
IN LARGE DEGREE,
EXIST.**

2

**THE AMOUNT THAT
THEY BELIEVE....**

**WHAT THEY BELIEVE, IS
LOWER TYPICALLY FOR
AN
OUTBOUND-SOURCED
BUYER.**

3

**THEY DON'T REALLY
KNOW A TON....**

**AROUND THE PROBLEM
THAT THEY
POTENTIALLY HAVE- &
THEY KNOW THAT
THEY DON'T KNOW
MUCH.**

4

**THERE IS A LOWER
VOLUME OVERALL....**

**OF "BELIEFS" THAT AN
OUTBOUND-SOURCED
BUYER HAS- & LOWER
ASSURANCE IN THE
BELIEFS THAT THEY DO
HAVE.**

THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** ... OF **THE SELF-DIAGNOSIS** THAT THEY'VE BUILT.

5

THEIR SELF-DIAGNOSIS
IS CENTERED AROUND..

THE IDEA THAT BASED
ON WHAT THEY
KNOW – THEY DON'T
BELIEVE THAT THEY
HAVE A PROBLEM THAT
IS WORTH SOLVING.

6

DIAGNOSING FOR THIS
TYPE OF BUYER....

SHOULD BE FOCUSED
ON UNCOVERING IF
THEIR CORE BELIEF
THAT THEY SHOULDN'T
SOLVE THE PROBLEM –
IS CORRECT.

7

A DRIVING IMPACT
DOESN'T NECESSARILY:

EXIST YET FOR AN
OUTBOUND BUYER –
THERE'S A GOOD
CHANCE THAT IT
DOESN'T.

8

THEY LIKELY HAVE
IMPACTS OF THE....

PROBLEM THAT THEY
KNOW ABOUT – BUT
THEY'RE NOT BIG
ENOUGH, TO BE A
DRIVING IMPACT, THAT
THEY ACTUALLY DO
SOMETHING ABOUT.

DIFFERENCE 4

**THE DIFFERENCES IN FINDING THE “WHY” BEHIND THEIR BELIEFS :
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** IN FINDING **THE FACTS BEHIND “WHY” THEY BELIEVE** WHAT THEY DO.

1

THESE ARE ANCHORED
TO WHY THEY BELIEVE..

THEY SHOULDN'T
SOLVE IT RIGHT NOW.

2

IN THIS CASE, YOU'RE
TRYING TO UNCOVER..

“WHY” THEY THINK
THAT THE PROBLEM IS
NOT WORTH SOLVING.

3

THE FOCUS HERE IS TO
DIAGNOSE THE FACTS..

THAT MAKE THEM
BELIEVE THE
PROBLEM– IS AT THE
LEVEL THEY THINK IT IS
& WHY THAT MAKES IT
NOT WORTH SOLVING.

4

ALSO COULD BE
FOCUSED ON WHY...

THEY THINK THEY ARE
IN A SPOT (RELATIVE
TO THEIR PEERS), THAT
MEANS THEY
SHOULDN'T SOLVE THE
PROBLEM RIGHT NOW.

DIFFERENCE 5

**THE DIFFERENCES IN FINDING TACTICAL PROBLEMS & ROOT CAUSES :
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** WITH FINDING **TACTICAL PROBLEMS & ROOT CAUSES** FOR THEM.

1

SINCE THEY'VE CHOSEN
TO NOT SOLVE IT....

YOU SHOULD DIAGNOSE
TACTICAL PROBLEMS
/ROOT CAUSES – TO
UNDERSTAND IF NOT
SOLVING IT, IS TRULY
THE BEST DECISION.

2

THE MISSED DIAGNOSES
SHOULD BE MORE TO....

SEE ARE THERE ANY
TACTICAL PROBLEMS
/ROOT CAUSES (THEY
MISSED) – THAT
SUGGEST THEY HAVE A
PROBLEM THAT THEY
SHOULD SOLVE.

3

OR THE MISSED
DIAGNOSES ARE MORE:

ONES THAT
DIAGNOSING THEM
MAKE THE PROBLEM
MORE SOLVABLE, &
START TO SOLVE A
PROBLEM THEY WERE
NOT SOLVING BEFORE.

4

THE MISDIAGNOSES
HERE, SHOULD BE....

LESS AROUND HOW
THEY'RE THINKING
ABOUT SOLVING THE
PROBLEM, BECAUSE
THEY'RE NOT TRYING
TO SOLVE IT RIGHT
NOW.

THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** ... WITH FINDING **TACTICAL PROBLEMS & ROOT CAUSES** FOR THEM.

5

**IF YOU'RE TRYING TO
FIND A MISDIAGNOSIS:**

**FOR OUTBOUND
BUYERS, IN HOW
THEY'RE TRYING TO
SOLVE IT, THEY MIGHT
NOT EVEN HAVE BUILT
A PLAN TO SOLVE IT,
BECAUSE THEY AREN'T.**

6

**THE MISDIAGNOSIS
FOR OUTBOUND CASE..**

**SHOULD BE THAT THEY
BELIEVE A TACTICAL
PROBLEM ROOT CAUSE
LEVEL– MEANS THEY
SHOULDN'T SOLVE IT,
BUT THEY'RE WRONG
IN THAT ASSUMPTION.**

7

**FINDING MISSED
DIAGNOSIS THAT...**

**INVALIDATE THE SIZE
OF THE PROBLEM IS
NOT WORTH
SOLVING– & PROVE
THAT IT IS... IS MORE
IMPORTANT THAN A
MISDIAGNOSIS HERE.**

DIFFERENCE 6

**THE DIFFERENCES IN FINDING IMPACTS :
FOR AN OUTBOUND-SOURCED BUYER .**



THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** WITH FINDING **IMPACTS** FOR THEM.

1

THE FOCUS IS TO FIND
IF THEIR BELIEFS...

AROUND THE IMPACTS
THAT THEY KNOW OF
PROBLEM- TRULY
AREN'T BIG ENOUGH
TO WARRANT
SOLVING, OR MAKE
SOLVING WORTH IT.

2

HERE YOU'RE TRYING
TO MAKE SURE THAT...

WHAT'S NOT SCARING
THEM ENOUGH TO
TAKE ACTION, IS
VALID. (& IF THEIR
INACTION IS VALID)

3

THE FOCUS FOR
OUTBOUND BUYERS...

IS TO FIND OUT IF THE
IMPACTS THAT EXIST,
ARE TRULY NOT
ENOUGH FOR THEM TO
SOLVE FOR - & NOT
VERY BAD, LIKE THEY
THINK.

4

ANOTHER FOCUS HERE
FOR IMPACTS...

IS FOR THE IMPACTS
THAT THEY DON'T
BELIEVE WILL TRULY
HAPPEN IF THEY DON'T
DO ANYTHING- IS
THAT ASSUMPTION
CORRECT.

THE DIFFERENCES: FOR **OUTBOUND-SOURCED BUYERS** ... WITH FINDING **IMPACTS** FOR THEM.

5

IN THIS CASE, WHEN
YOU FIND AN IMPACT..

IT MORE OFTEN TALKS
THEM INTO SOLVING A
PROBLEM THEY WERE
NOT GOING TO SOLVE
BEFORE, THEN TALKING
THEM OUT OF IT.

6

IF YOU DIAGNOSE AN
IMPACT IN THIS CASE...

IT'S TYPICALLY ONE
THAT CHANGES THEIR
VIEW THAT THEY
DON'T NEED TO SOLVE
SOMETHING, INTO
BELIEVING THAT THEY
DO NEED TO SOLVE IT.



10

**THE 3 STEPS OF
DIAGNOSTIC SELLING....**
***FOR ALL BUYERS,
REGARDLESS OF THEIR SOURCE.***



**SO THERE ARE REALLY
ONLY 3 STEPS IN DIAGNOSTIC SELLING....**



**ON A DISCOVERY CALL
THAT YOU SHOULD EXECUTE....**



**REGARDLESS
OF "HOW" THEY CAME IN.
(AKA. *HOW THEY WERE SOURCED*)**



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #1: UNCOVERING THEIR SELF-DIAGNOSIS .

STEP #1

UNCOVERING THE BUYER'S SELF-DIAGNOSIS

(THE KNOWN & REASONS BEHIND THE KNOWN.)



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #2: DEVELOPING YOUR DIAGNOSIS .

STEP #2

DEVELOPING YOUR DIAGNOSIS

(FINDING WHAT THE BUYER MISDIAGNOSED.)



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #3: DIAGNOSING THE UNKNOWNNS .

STEP #3

DIAGNOSING THE UNKNOWNNS

(FINDING THE BUYER'S MISSED DIAGNOSIS.)



11

**THE 3 STEPS OF
DIAGNOSTIC SELLING....
(*& WHAT PHRASES TO USE*)
FOR AN **INBOUND-SOURCED BUYER.****



THE 3 STEPS

OF A DISCOVERY CALL:
FOR AN *INBOUND-SOURCED* BUYER .



THE 3 STEPS: ON A DISCOVERY CALL..... WITH AN INBOUND-SOURCED BUYER .

1

**STEP 1 (P1): UNCOVER
THE SELF-DIAGNOSIS..**

**OF WHAT PROBLEM
THEY WANT TO SOLVE,
HOW THEY'RE
THINKING ABOUT
GOING ABOUT
SOLVING IT.....**

2

**STEP 1 (P1): UNCOVER
THE SELF-DIAGNOSIS..**

**OF WHAT THEY THINK
THEY'LL NEED TO
SOLVE IT, & WHAT
THEY'RE TRYING TO
AVOID, BY SOLVING IT.**

3

**STEP 1 (P2): FIND THE
"WHY" BEHIND WHAT..**

**THEY BELIEVE IN
REGARDS TO THE
PROBLEM. & WHY THEY
SELF-DIAGNOSED THE
IMPACT THEY DID, &
BELIEVE THE PROBLEM
IS THEY SIZE THEY DO.**

4

**STEP 1 (P2): FIND THE
"WHY" BEHIND WHAT..**

**THEY BELIEVE IN TERMS
OF THE SOLUTION THEY
THINK THEY NEED- &
WHY THEY BELIEVE
THEY NEED TO SOLVE
THE PROBLEM, IN THE
WAY THAT THEY DO.**

THE 3 STEPS: ON A DISCOVERY CALL..... WITH AN INBOUND-SOURCED BUYER .

5

STEP 2: BUILD YOUR OWN DIAGNOSIS:

& IDENTIFY ANYTHING THAT'S MISDIAGNOSED IN RELATIONSHIP TO THE PROBLEM, OR HOW THEY'RE THINKING ABOUT SOLVING IT.....

6

(CONT.) TO CORRECT ANYTHING THAT....

THEY BELIEVE, THAT'S INACCURATE- THAT WOULD HURT THEM, IF THEY ACTED UPON THE MISASSUMPTIONS.

7

STEP 3: DIAGNOSE THE UNKNOWNNS.

TO FIND ANYTHING THEY'VE MISSED IN REGARDS TO WHAT THEY'LL NEED IN ORDER TO SOLVE IT, THINGS THEY'VE MISSED THAT THEY SHOULD WATCH..

8

(CONT.) OUT FOR WHILE SOLVING IT:

OR THINGS THAT THEY'VE MISSED, THAT WILL HAPPEN IF THEY DON'T SOLVE FOR THE PROBLEM.

THE PHRASES

**TO USE, AT THE START OF A DISCO CALL:
WITH AN **OUTBOUND-SOURCED BUYER** .**



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL..... WITH AN INBOUND-SOURCED BUYER .

1

SO WHAT I KNOW IS
YOU REQUESTED....

TO CHAT WITH US
(TIMEFRAME), ABOUT
(NATURE OF THE
REQUEST).....

2

WHAT I DON'T KNOW—
IS WHY.

3

CAN YOU GIVE ME A
LITTLE CONTEXT....

AROUND _____.

4

CAN YOU WALK ME
THROUGH A BIT....

ABOUT WHY YOU
WERE WILLING TO GIVE
ME THE TIME FOR A
CALL TODAY?

THE PHRASES TO USE: TO INTRO A DISCOVERY CALL..... WITH AN INBOUND-SOURCED BUYER .

5

**CAN YOU GIVE ME A
BIT OF CONTEXT....**

**AROUND WHAT YOU
WERE
HYPOTHETICALLY
TRYING TO SOLVE,
WHEN YOU REQUESTED
TO CHAT?**

6

**CAN YOU GIVE ME A
LITTLE BACKGROUND...**

**ON WHAT IT IS THAT
YOU WERE WANTING--
WHEN YOU
REQUESTED TO CHAT?**



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**THE 3 STEPS OF
DIAGNOSTIC SELLING....
(*& WHAT PHRASES TO USE*)
FOR AN **OUTBOUND-SOURCED BUYER.****



THE 3 STEPS

OF A DISCOVERY CALL:
FOR AN OUTBOUND-SOURCED BUYER .



THE 3 STEPS: ON A DISCOVERY CALL..... WITH AN OUTBOUND-SOURCED BUYER .

1

**STEP 1 (P1): UNCOVER
THE SELF-DIAGNOSIS..**

**OF WHAT THEY THINK
THE LEVEL IS, OF THE
PROBLEM AT HAND– &
IMPACTS OF THE
PROBLEM, AS THEY
KNOW THEM TO BE.**

2

**STEP 1 (P1): UNCOVER
THE SELF-DIAGNOSIS..**

**OF WHAT MADE THEM
THINK THAT THE
PROBLEM AT HAND,
WAS NOT WORTH
SOLVING, AT THIS
POINT IN TIME.**

3

**STEP 1 (P2): FIND THE
“WHY” BEHIND WHAT..**

**THEY BELIEVE IN
REGARDS TO THE LEVEL
OF PROBLEM. & WHY
THEY SELF-DIAGNOSED
THE IMPACT THEY DID,
& THE FACTS THAT
SUPPORT THEM BOTH.**

4

**STEP 1 (P2): FIND THE
“WHY” BEHIND WHAT..**

**THEY BELIEVE MAKES
THE PROBLEM NOT
WORTH SOLVING AT
THIS POINT IN TIME– &
WHY THEY THINK THEY
ARE OKAY, REMAINING
AS IS, AT THIS POINT.**

THE 3 STEPS: ON A DISCOVERY CALL..... WITH AN OUTBOUND-SOURCED BUYER .

5

STEP 2: BUILD YOUR OWN DIAGNOSIS.

& IDENTIFY ANYTHING THAT'S **MISDIAGNOSED** IN RELATIONSHIP TO THE PROBLEM, THAT THEY BELIEVE WON'T HAPPEN THAT WILL, OR WILL HAPPEN THAT WON'T..

6

(CONT.) TO CORRECT ANYTHING THAT....

THEY BELIEVE, THAT'S INACCURATE- THAT BELIEVING COULD HURT THEM IF IT PREVENTS THEM FROM SOLVING SOMETHING THAT THEY SHOULD.

7

STEP 3: DIAGNOSE THE UNKNOWN.

TO FIND WHAT THEY'VE **MISSED** IN REGARDS TO THE PROBLEM SIZE, IMPACTS THEY'VE MISSED THAT WILL OCCUR IF THEY DON'T SOLVE THE PROBLEM...

8

(CONT.) OR THINGS THEY'VE MISSED:

THAT MAKE THE PROBLEM THEY THINK DOESN'T WARRANT SOLVING IT, WORTH IT TO SOLVE- FROM THE SIZE IT ADDS TO THE PROBLEM, AT HAND.

THE PHRASES

**TO USE, AT THE START OF A DISCO CALL:
WITH AN **OUTBOUND-SOURCED BUYER** .**



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL..... WITH AN OUTBOUND-SOURCED BUYER .

1

**WELL IF YOU DON'T
MIND ME SAYING...**

**YOU LOOK LIKE
SOMEONE, WHO
DOESN'T WASTE THEIR
TIME....**

2

**I'M ASSUMING THAT
YOU AGREED TO TAKE:**

**THIS CALL TODAY,
BECAUSE YOU HAVE A
PROBLEM THAT YOU
THINK MAY OR MAY
NOT BE WORTH
SOLVING...**

3

**THAT YOU WANTED TO
SEE HOW YOU MIGHT..**

**GO ABOUT SOLVING IT,
IF ONE DAY YOU
DECIDED TO- & WHAT
THEY MIGHT LOOK LIKE
TO SOLVE THAT WITH
US.**

4

**IF YOU DON'T MIND ME
ASKING....**

**WHAT IS THAT
PROBLEM?**

THE PHRASES TO USE: TO INTRO A DISCOVERY CALL..... WITH AN OUTBOUND-SOURCED BUYER .

5

**CAN YOU WALK ME
THROUGH....**

**WHY YOU AGREED TO
GIVE ME THE TIME ON
THE CALL TODAY?**

6

**I KNOW THAT __ SENT
YOU THIS EMAIL....**

**AND THAT YOU
AGREED TO TAKE THE
CALL WITH ME TODAY.**

7

**BUT WHAT I DON'T
KNOW IS WHY.**

**WOULD YOU MIND
FILLING ME IN A LITTLE
OF CONTEXT, OF WHY
YOU RESPONDED, IN
THE FIRST PLACE?**



IN SUMMARY...





THE END.

