DIAGNOSTIC SELLING....

SEASON 4 EPISODE 3

Losing to Status-Quo v. Indecision

& THE INSIDIOUS NATURE OF [illegible] SELLING

AGENDA

ACT I
WHAT IS STATUS-QUO?
WHILE SELLING.

ACT II
WHAT IS INDECISION?
WHILE SELLING.

ACT III
WHAT ARE BUYERS ULTIMATELY AFRAID OF?

ACT IV
THE 2 TYPES OF FEAR…..
WHAT IS FOMO" V. FOMU?

AGENDA

ACT V

THE 2 ROLES THEY'RE AFRAID THEY'LL PLAY....

& 2 ERRORS THEY'RE AFRAID OF MAKING, WHILY PLAYING THEM: ERRORS OF COMMISSION V. OMISSION.

ACT VI

WHAT ARE BUYERS AFRAID OF.....

IN "STATUS-QUO" DEALS?

ACT VII

WHAT ARE BUYERS AFRAID OF.....

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ACT VIII

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ACT IX
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ACT XI
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<u>ACT XIII</u>

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****& SINCE WE NEED TO ⬆️⬆️⬆️ A BUYER'S ABILITY TO SOLVE THE PROBLEM...****

(BY FINDING UNKNOWNS FOR THEM)

<u>ACT XIV</u>

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HOW DO YOU DECREASE THEIR FEAR OF FAILURE.....

THEIR LIKELIHOOD OF FAILURE, & THEIR FEAR OF WHAT THEY DON'T KNOW: AT THE EXACT SAME TIME?

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& HOW EXACTLY DO I GO ABOUT THAT?

ACT XVIII

HOW DOES DIAGNOSING UNKNOWNS....

AFFECT AN STATUS-QUO BUYER?

AGENDA

ACT XIX
HOW DOES DIAGNOSING UNKNOWNS….
AFFECT AN INDECISION BUYER?

ACT XX
AN EXAMPLE —--› WITH THE SPORT OF CURLING:
THE 3 FACTORS AT PLAY IN BUYER MOVEMENT– HOW YOU COULD TARGET THEM, SHOULD TARGET THEM……
WHY COI SELLING IS SO TERRIBLE, & WHICH ONE OF THE 3 TO FOCUS ON INSTEAD.

ACT XXI
WHEN YOU DIAGNOSE UNKNOWNS:
WHO DOES THE BUYER SEE DIFFERENTLY, HOW DO THEY SEE THEM DIFFERENTLY—----›
& HOW DO THEIR ACTIONS CHANGE, BECAUSE OF IT?

BUT FIRST.....

A LAW AROUND MOTION

NEWTON'S FIRST LAW.

NEWTON'S 1ST LAW :
AN OBJECT, IN MOTION ....

NEWTON'S 1ST LAW :

AN OBJECT, AT REST ....

NEWTON'S **1ST LAW** :
UNLESS ENACTED UPON.

1

WHAT IS STATUS-QUO?

WHILE SELLING.

STATUS-QUO

WHEN A BUYER DOES NOT BELIEVE---›
THEIR ISSUE IS BIG ENOUGH, OR IMPACTFUL ENOUGH....

TO MOBILIZE

TO ACTUALLY DO SOMETHING ABOUT IT YET—--›

BUT INSTEAD PREFER TO REMAIN AS IS, AND NOT CHANGE. (YET)

EVEN IF THEY ARE

IN PAIN---› IT'S NOT BAD ENOUGH TO ACTUALLY DO SOMETHING ABOUT IT , OR THAT WARRANTS SOLVING IT.

SO THEY PREFER TO

JUST STAY STATIC ------›

& JUST MAINTAIN THE STATUS-QUO , FOR NOW.

STATUS – QUO

AN OBJECT, AT REST …….

STATUS - QUO

UNLESS ENACTED UPON.

OUTBOUND

IS A GOOD EXAMPLE OF THIS ----→

AND THAT'S <u>WHY</u> IT'S ONLY 6% CONVERSION.

INBOUND

IS A 35% CONVERSION HOWEVER ----›

BECAUSE THEY'RE ALREADY CONVINCED IT'S BIG ENOUGH.

STATUS-QUO

THE BUYER (BASED ON WHAT THEY KNOW) IS AT REST.

STATUS - QUO

~ 20% - 40% OF DEALS----›

ARE LOST TO " STATUS-QUO "

STATUS - QUO

AND THEY WILL STAY AT REST ,

UNLESS ENACTED UPON, BY AN OUTSIDE FORCE.

2

WHAT IS INDECISION?

WHILE SELLING.

INDECISION

WHEN A BUYER <u>DOES</u> BELIEVE---›

THAT THEIR PROBLEM IS BIG ENOUGH , OR IMPACTFUL ENOUGH ....

TO MOBILIZE

& <u>ACTUALLY</u> DO SOMETHING ABOUT ---›

BUT THEY STILL DIDN'T CLOSE ANYWAY.

EVEN IF THEY <u>ARE</u>

HAVE A PROBLEM, THAT WARRANTS SOLVING IT.....

THEY STILL

JUST STAY STATIC.

INDECISION

AN OBJECTION, IN MOTION ....

INDECISION

UNLESS ENACTED UPON.

INDECISION

~ 60% - 80% OF DEALS----›

ARE LOST TO *INDECISION* .

INDECISION

THE BUYER (BASED ON WHAT THEY KNOW) IS IN MOTION.

INDECISION

AND THEY WILL STAY IN MOTION,
UNLESS ENACTED UPON, BY AN OUTSIDE FORCE.

INDECISION

AN OUTSIDE FORCE LIKE.....
PROCUREMENT.

INDECISION

AN OUTSIDE FORCE LIKE.....
BUDGET CUTS.

INDECISION

AN OUTSIDE FORCE LIKE.....

NEW DECISION MAKERS, BEING HIRED.

INDECISION

AN OUTSIDE FORCE LIKE.....
LAYOFFS.

3

WHAT ARE BUYERS AFRAID OF?

FEAR. UNCERTAINTY. DOUBT.

YOUR BUYER HAS F.U.D.

FEAR. UNCERTAINTY. DOUBT.

4

THE 2 TYPES OF FEAR: FOMO V. FOMU

FOMO

THE FEAR OF MISSING OUT.

WHAT'S THE FEAR OF MISSING OUT ?

& WHAT ARE THE TRAITS OF FOMO – IN A DEAL.

1

IT'S THE FEAR OF MISSING OUT….

ON IF THEY DON'T DO SOMETHING.

2

IT'S USED IN STATUS-QUO…..

& SELLERS TRY TO INCREASE THIS FEAR, OF WHAT HAPPENS IF THEY MISS OUT ON TAKING ACTION.

3

THEY HAVE SOME FEAR OF MISSING OUT….

AND THE SELLER TRIES TO GROW IT.

4

IF THE FEAR OF MISSING OUT STAYS…

AS IS– & NOTHING ELSE CHANGES…. THEY WON'T MOVE TO CHANGE.

WHAT'S THE FEAR OF MISSING OUT ?
& WHAT ARE THE TRAITS OF FOMO – IN A DEAL.

5

IN THIS CASE, THEY'RE NOT MOVING YET....

AND IT'S MOBILIZING THEM FROM A STATIC STATE—-> TO ONE WHERE THEY MAKE A MOVE TO DO SOMETHING ABOUT IT.

6

THIS IS THE ROUTED AROUND THE....

FEAR OF INACTION.

7

THIS FEAR IS....

THE FEAR OF (FATAL) INACTION.

FOMU

THE FEAR OF MESSING UP.

WHAT'S THE FEAR OF MESSING UP ?
& WHAT ARE THE TRAITS OF FOMU – IN A DEAL.

1

IT'S THE FEAR OF MESSING UP.....

IF THEY DO SOMETHING, BUT WHAT THEY DO IS UNSUCCESSFUL.

2

IT'S USED IN INDECISION.....

& SELLERS NEED TO DECREASE THIS FEAR, OF WHAT HAPPENS IF THEY MESS UP WHEN TAKING ACTION.

3

THEY HAVE SOME FEAR OF MESSING UP....

AND THE SELLER NEEDS TO LESSEN IT.

4

IF THIS FEAR OF MESSING UP.......

CONTINUES– OR GROWS.... IT WILL DE-MOBOILIZE THEM.

WHAT'S THE FEAR OF MESSING UP ?

& WHAT ARE THE TRAITS OF FOMU – IN A DEAL.

5

IN THIS CASE, THEY'RE ALREADY MOVING….

AND IT'S ABOUT PREVENTING THEM FROM DE-MOBILIZING INTO A STOP.

6

THIS IS THE ROUTED AROUND THE….

FEAR OF ACTION.

7

THIS FEAR IS….

THE FEAR OF (INEFFECTIVE) ACTION.

5

THE 2 TYPES OF ERRORS:

ERRORS OF COMMISSION V. ERRORS OF OMISSION.

EOO

ERRORS OF OMISSION.

WHAT'S AN ERROR OF OMISSION ……
& HOW MUCH, DO BUYERS FEAR THEM?

ERRORS OF OMISSION

WHAT HAPPENS IF THEY DON'T DO SOMETHING– THAT THEY SHOULD HAVE?

WHAT'S AN ERROR OF OMISSION ?

& RELATIVE FEAR—› BUYER'S HAVE ABOUT MAKING THEM.

1

THIS IS AN ERROR, THAT WAS MADE...

BY NOT DOING SOMETHING.

2

THIS IS AN ERROR, THAT WAS MADE....

BY OMITTING ACTION, THAT THEY SHOULD HAVE TAKEN.

3

AN ERROR OF OMISSION IS TIED...

TO STATUS-QUO. IF THEY STAY STILL, AND IT'S A MISTAKE TO STAY STILL.

4

THIS IS AN ERROR, WHERE THEY...

SHOULD HAVE TAKEN ACTION– BUT THEY OMITTED THE ACTION & DIDN'T DO SOMETHING, WHEN THEY SHOULD HAVE.

WHAT'S AN ERROR OF OMISSION ?

& RELATIVE FEAR—› BUYER'S HAVE ABOUT MAKING THEM.

5

THIS IS AN ERROR, THAT WAS MADE...

WHERE THE ERROR WAS BEING (FATALLY) INACTIVE, ABOUT SOMETHING THEY SHOULD HAVE ACTED ON.

6

THIS IS AN ERROR, WAS MADE &.....

THEY WERE WONDERING– WHAT HAPPENS IF I LEAVE SOMETHING OUT–OR MISS OUT ON DOING SOMETHING, I SHOULD HAVE.

7

AN ERROR OF OMISSION....

IS AN ERROR OF NOT DOING SOMETHING... WHEN THEY SHOULD HAVE DONE SOMETHING.

8

IN AN ERROR OF OMISSION.....

THE DM IS NOT NECESSARILY DIRECTLY RESPONSIBLE FOR THE ISSUE– OR AUTHOR IT.

EOC

ERRORS OF COMMISSION.

WHAT'S AN ERROR OF COMMISSION ……
& HOW MUCH, DO BUYERS FEAR THEM?

ERRORS OF COMMISSION

WHAT HAPPENS IF THEY DO SOMETHING–
AND IT DOESN'T WORK?

WHAT'S AN ERROR OF COMISSION ?

& RELATIVE FEAR—› BUYER'S HAVE ABOUT MAKING THEM.

1

THIS IS AN ERROR, THAT WAS MADE...

BY DOING SOMETHING, THAT WAS UNSUCCESSFUL.

2

THIS IS AN ERROR, THAT WAS MADE....

BY TAKING AN ACTION, THAT THEY SHOULDN'T HAVE TAKEN.... BECAUSE IT WAS THE WRONG ONE.

3

ERRORS OF COMMISSION ARE....

TIED TO INDECISION. IF THEY DIDN'T STAY STILL, & IT WAS A MISTAKE TO TAKE THE ACTION THEY DID.

4

THIS IS AN ERROR, WHERE THEY SHOULD...

HAVE NOT TAKEN THE ACTION THAT THEY DID– NOT BECAUSE THEY SHOULDN'T HAVE TAKEN ACTION, BUT BECAUSE IT WAS THE WRONG ONE.

WHAT'S AN ERROR OF COMISSION ?

& RELATIVE FEAR—› BUYER'S HAVE ABOUT MAKING THEM.

5

THIS IS AN ERROR, THAT WAS MADE...

WHERE THE ERROR WAS BEING (INEFFECTIVELY) ACTIVE- & THEY SHOULD HAVE TAKEN ACTION, BUT A DIFFERENT ONE.

6

THIS IS AN ERROR, WAS MADE &.....

THEY WERE WONDERING– WHAT HAPPENS IF I MESS THIS UP–OR AM NOT ABLE TO SOLVE IT.

7

AN ERROR OF COMMISSION....

IS AN ERROR OF DOING SOMETHING, THAT DOESN'T WORK.

8

IN AN ERROR OF COMMISSION.....

IT'S 100% ATTRIBUTABLE TO THEM– THEY ARE DIRECTLY INVOLVED, & GUILTY BECAUSE IT WAS INCORRECT.

WHAT'S AN ERROR OF OMISSION ?
& RELATIVE FEAR—› BUYER'S HAVE ABOUT MAKING THEM.

9

WITH AN ERROR OF COMMISSION....

IF IT DOESN'T SOLVE THE PROBLEM, IT MAKES THE PROBLEM WORSE, BY DEFAULT. (BC THEY EXPEND RESOURCES)

10

WITH AN ERROR OF COMMISSION....

IF IT DOESN'T SOLVE THE PROBLEM, IT MAKES THE PROBLEM WORSE, BY DEFAULT. (BC THEY TAKE A HIT IN THEIR CREDIBILITY)

11

AN ERROR OF COMMISSION....

THEY'RE WONDERING WHAT HAPPENS IF I MESS UP– OR TRY TO SOLVE THE ISSUE, & AM NOT SUCCESSFUL.

12

IN AN ERROR OF COMMISSION.....

THEY WORRY ABOUT WHAT HAPPENS IF THEY <u>DO</u> SOMETHING, BUT AREN'T SUCCESSFUL IN WHAT THEY CHOOSE TO DO.

6

WHAT ARE BUYERS AFRAID OF.......

IN STATUS-QUO DEALS?

STATUS-QUO

AND HOW IT WORKS.

WHAT BUYERS ARE AFRAID OF….
IN STATUS-QUO DEALS.

1

THAT AN IMPACT WILL OCCUR….

IF THEY DON'T TAKE ACTION & CHANGE.

2

THE SIZE OF THE IMPACT, COULD BE…

CRIPPLING & IRREVERSIBLE, ONCE IT HAPPENS.

3

THAT IT COULD HAVE BEEN PREVENTED.

4

THAT IF THEY DON'T CHANGE NOW….

IT WILL BE TOO LATE TO AVOID THE IMPACT, ONCE THEY DO START TO SOLVE FOR IT.

STATUS-QUO ……
& THE TYPE OF FEAR , WHILE THEY'RE IN THIS STATE.

THE TYPE OF FEAR THEY'VE GOT IN

STATUS-QUO

THE FEAR OF MISSING OUT . (FOMO)

STATUS-QUO ……
& THE TYPE OF ERROR , THE BUYER IS AFRAID OF.

THE TYPE OF ERROR THEY'RE AFRAID OF IN

STATUS-QUO

AN ERROR OF OMISSION . (EOO)

STATUS-QUO ……

& WHAT THEY HAVE FEAR OF: WHEN THEY'RE IN THAT STATE.

WHAT THEY HAVE FEAR OF IN

STATUS-QUO

THE FEAR OF (FATAL) INACTION .

STATUS-QUO ……

& THE QUESTIONS A BUYER ASKS: WHEN THEY'RE IN THIS STATE.

- *WILL THE IMPACT THEY'RE AFRAID…. ACTUALLY OCCUR?*
- *WILL IT HAPPEN…. IF THEY DON'T DO ANYTHING, AT ALL?*
- *WILL IT HAPPEN…. IF THEY DON'T START SOLVING FOR IT NOW?*
- *IS THE IMPACT THEY'RE AFRAID OF….. AVOIDABLE?*

& DOES THE PAIN OF THE IMPACT OCCURRING ——-->
OUTWEIGH THE PAIN OF DOING SOMETHING ABOUT IT ?

THE ULTIMATE QUESTION FOR

STATUS-QUO

IS IT ACTUALLY WORTH IT —-›

TO DO SOMETHING ABOUT THIS PROBLEM?

THE ULTIMATE QUESTION FOR

STATUS-QUO

SHOULD I ACTUALLY MOBILIZE --›

TO DO SOMETHING, ABOUT THIS PROBLEM?

THE ULTIMATE QUESTION FOR

STATUS-QUO

& IF I <u>DON'T</u> DO SOMETHING ABOUT IT —->

WILL I REGRET IT ?

THE ULTIMATE FEAR FOR

STATUS-QUO

IS THEY WILL GET THAT ANSWER WRONG.

7

WHAT ARE BUYERS AFRAID OF.......

IN INDECISION DEALS.

INDECISION

AND HOW IT WORKS.

WHAT BUYERS ARE AFRAID OF….
IN INDECISION DEALS.

1

THEY'RE AFRAID, THAT IF THEY TAKE ACTION…

THAT THEY'LL PICK THE WRONG PRODUCT.

2

THEY'RE AFRAID, THAT IF THEY TAKE ACTION…

THAT THERE IS TOO MUCH INFORMATION, FOR THEM TO FIGURE OUT WHAT ADVICE TO FOLLOW.

3

THEY HAVE OUTCOME UNCERTAINTY…

& FEAR THAT IF THEY TAKE ACTION, & PICK THE RIGHT PRODUCT, & READ THE RIGHT INFO– THEY'LL <u>STILL</u> FAIL IN ACHIEVING THEIR OUTCOME.

INDECISION ......

& HOW IT RELATES TO: FEAR-TYPE .

THE TYPE OF FEAR IN

INDECISION

THE FEAR OF MESSING UP . (FOMU)

INDECISION ……

& THE TYPE OF ERROR, THAT THE BUYER IS AFRAID OF.

THE TYPE OF ERROR THEY'RE AFRAID OF IN

INDECISION

AN ERROR OF COMMISSION. (EOC)

INDECISION ……

& WHAT THEY HAVE FEAR OF: WHEN THEY’RE IN THIS STATE.

WHAT THEY HAVE FEAR OF IN

INDECISION

THE FEAR OF (INCORRECT) ACTION .

INDECISION ……
& THE QUESTIONS A BUYER ASKS : WHEN THEY'RE IN THIS STATE.

- *IS THE PROBLEM…. ACTUALLY SOLVABLE?*
- *IF SO…. WILL I BE ABLE TO SOLVE FOR IT?*
- *WHAT WILL I NEED…. TO SOLVE FOR IT?*
- *WHAT'S THE LIKELIHOOD THAT I CAN SOLVE FOR IT…. IF I TRY?*
- *WHAT'S THE IMPACT IF I TRY TO SOLVE FOR IT…. & I'M NOT ABLE TO?*
- *HOW MUCH HARDER WILL IT BE…. IF I CAN'T SOLVE FOR IT, THE 1ST TIME?*
- *DO I KNOW ENOUGH…. IN ORDER TO SOLVE FOR IT?*
- *DO I HAVE ENOUGH ABILITY…. IN ORDER TO SOLVE FOR IT?*
- *DO I HAVE WHAT I NEED…. IN ORDER TO BE ABLE TO SOLVE FOR IT?*

& IF I TRY TO SOLVE FOR IT ----›
WILL I BE ABLE TO SOLVE FOR IT, SUCCESSFULLY ?

THE ULTIMATE QUESTION FOR

INDECISION

IF I TRY TO SOLVE IT—->

WILL I BE ABLE TO SOLVE IT SUCCESSFULLY ?

THE ULTIMATE FEAR FOR

INDECISION

IS THEY WILL GET THAT ANSWER WRONG.

8

WHICH FEAR.....
IS STRONGER?

SO......
WHICH FEAR
IS STRONGER ?

FOMU

THE FEAR OF MESSING UP.

IS MUCH
STRONGER
THAN....

FOMO

THE FEAR OF MISSING OUT.

WHAT TYPE OF ERROR ARE PEOPLE MORE AFRAID OF?

EOC

ERRORS OF COMMISSION.

ARE <u>MUCH</u>

STRONGER

THAN....

EOO

ERRORS OF OMISSION.

WHAT ABOUT FEAR TYPE?

FOA

THE FEAR OF (INCORRECT) ACTION.

IS <u>MUCH</u>

STRONGER

THAN....

FOI

THE FEAR OF (FATAL) INACTION.

WITH THE
FEAR OF MESSING UP...

BUT WHY?

IN ENTERS OMISSION BIAS.

WHAT IS OMISSION BIAS?

OMISSION BIAS DEFINED:

THE PSYCHOLOGICAL PREFERENCE FOR HARM– THAT'S CAUSED BY OMISSIONS…….

OVER

EQUAL OR GREATER HARM CAUSED BY ACTS.

SO THE MORE THE
OUTCOME UNCERTAINTY ...

=

THE GREATER THE DESIRE,
TO STAY STILL.

WHAT ARE THE REASONS....

THAT FEAR OF MESSING UP : WINS OUT?

1

THEIR AUTHORSHIP IS MORE DIRECT....

IF IT'S NOT SUCCESSFUL & ATTRIBUTABLE TO THEM.

2

IF I DO SOMETHING & IT DOESN'T WORK....

IT INHERENTLY LOWERS MY CREDIBILITY OF WHAT TO DO NEXT.

3

IF I MAKE A MOVE TO SOLVE THE PROBLEM...

IF IT DOESN'T WORK, I CAN'T CLAIM IGNORANCE– WHERE IF I DO NOTHING, I CAN SAY I DIDN'T KNOW.

4

IF I TAKE ACTION & IT DOESN'T WORK....

IT NEGATIVELY AFFECTS MY ABILITY TO SOLVE IT IN THE FUTURE– BUT NOT NECESSARILY WITH INACTION.

WHAT ARE THE REASONS....

THAT FEAR OF MESSING UP : WINS OUT?

5

IF I TAKE ACTION, I HAVE A HAND IN IT....

WHERE AS INACTION, I CLAIM THAT IT'S SOMEBODY ELSE'S FAULT.

6

TAKING ACTION REQUIRES YOUR....

OPINION (& WRONG ONE, IF IT DIDN'T WORK)– BUT INACTION DOESN'T.

7

INACTION YOU CAN SPREAD OUT THE....

GUILT, SHAME, & BLAME– ACTION YOU CAN'T SO MUCH– IT'S DOWN TO WHO MADE THE ACTION.

9

THE 2 NEW ELEMENTS:

THAT OMISSION BIAS INTRODUCES.

WITH OMISSION BIAS NOW BEING A PART OF THE EQUATION....

2 ADDITIONAL FACTORS BECOME A PART OF THE DECISION AS WELL.

THE ELEMENTS —--› THAT OMISSION BIAS INTRODUCES
ELEMENT #1

THEY'RE NOT <u>JUST</u> CONSIDERING
THE LEVEL OF IMPACT OF NOT SOLVING IT……

BUT ALSO

THE LIKELIHOOD THAT IT WILL OCCUR, IF THEY DO NOTHING.

THE ELEMENTS ---› THAT OMISSION BIAS INTRODUCES
ELEMENT #2

THEY'RE NOT JUST CONSIDERING
THE LEVEL OF IMPACT OF NOT SOLVING IT……

BUT ALSO

THE LIKELIHOOD THAT THEY CAN SOLVE IT, IF THEY TRY.

10

HOW DO SELLERS.....

TRY TO LEVERAGE A BUYER'S FEAR–
FOR THEIR OWN (SELFISH) PURPOSES?

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER'S FEAR?
WAY #1

SELLERS TAKE A BUYER'S FEAR.....

& TRY TO GROW IT.

HOW DO SELLERS —-› TRY TO **LEVERAGE** A BUYER'S FEAR?

WAY #2

SELLERS TAKE A BUYER'S FEAR…..

& TRY TO AMPLIFY IT.

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER’S FEAR?
WAY #3

SELLERS TAKE A BUYER’S FEAR…..

& TRY TO MAKE THEM FEEL IT MORE.

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER'S FEAR?

WAY #4

SELLERS TAKE A BUYER'S FEAR…..

& TRY TO INCREASE THEIR EMOTIONAL RESPONSE TO IT.

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER'S FEAR?

WAY #5

SELLERS TAKE A BUYER'S FEAR.....

& TRY TO GROW IT, BY MAKING THEM AFRAID THAT THEY'LL MISS OUT ON A DISCOUNT —--› IF THEY DON'T ACT NOW.

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER'S FEAR?
WAY #6

SELLERS TAKE A BUYER'S FEAR…..

& TRY TO GROW IT, BY MAKING THEM AFRAID THAT THEY'LL MISS OUT ON USAGE BENEFITS —--› IF THEY DON'T ACT NOW.

HOW DO SELLERS —-› TRY TO LEVERAGE A BUYER'S FEAR?

WAY #7

SELLERS TAKE A BUYER'S FEAR.....

& TRY TO GROW IT, BY MAKING THEM AFRAID THAT THEY'LL INCUR AN IMPACT —--› IF THEY DON'T SOLVE FOR IT NOW.

11

THE 3 (SLEAZY) TACTICS:

THAT SELLERS TRY TO USE ---›
TO LEVERAGE A BUYER'S FEAR.

TECHNIQUE #1

COI SELLING

TECHNIQUE #2

ROI SELLING

TECHNIQUE #3

DISCOUNTING

12

THE 7 MISTAKES THAT SELLERS MAKE:

MISTAKE #1

THEY TRY TO MOBILIZE A BUYER WITH FEAR.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #1 .

1

THEY TRY TO GROW FEAR OVERALL….

THINKING FEAR IS A GOOD THING–
BUT FOR SOME REASON, IT DOESN'T WORK.

2

YOU'RE TRYING TO PUT MORE FEAR….

ON TOP OF FEAR, THAT ALREADY EXISTS.

3

FEAR KEEPS YOU STILL.

4

THE GOAT EXAMPLE.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #1 .

5

IF YOU TRY TO GROW ONE FEAR….

YOU END UP GROWING ALL FEAR.

6

WHEN YOU TRY TO GROW THEIR FOMO….

YOU END UP INCREASING THEIR FOMU AS WELL.

7

EXAMPLE: TARGETED WEIGHT LOSS.

MISTAKE #2

THEY DON'T REALIZE THAT: THERE'S 2 FEARS & BUYER SCENARIOS.

(& TREAT THEM BOTH THE SAME)

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……
THE REASONS BEHIND MISTAKE #2 .

1

THEY'RE TRYING TO GROW ONE FEAR….

WITHOUT REALIZING THAT THERE ARE 2.

2

THEY MISTAKE THE FEAR OF MISSING OUT..

THAT COMES ALONG WITH STATUS-QUO– & FEAR OF MESSING UP, WITH INDECISION…

AS THE SAME THING.

3

EVEN IF THEY DO REALIZE THAT….

THEY ARE DIFFERENT– THEY THINK YOU SHOULD TREAT BOTH OF THOSE FEARS…..

IN THE SAME WAY.

MISTAKE #3

THEY DON'T REALIZE THAT:
FEAR OF ACTION IS STRONGER.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #3 .

1

THEY DON'T EVEN REALIZE….

THAT THE FEAR OF MESSING UP, EXISTS.

2

THEY DON'T EVEN REALIZE….

THAT THE FEAR OF MESSING UP, IS STRONGER.

3

THEY DON'T EVEN REALIZE….

THAT THE FEAR OF MESSING UP, IS MORE PREVALENT.

4

THEY DON'T EVEN REALIZE….

THAT THE FEAR OF MESSING UP, IS WHY MOST DEALS ARE LOST.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #3 .

5

THEY DON'T EVEN REALIZE….

THAT THE FEAR OF MESSING UP, IS WHAT MAINLY PREVENTS BUYERS, FROM BUYING.

6

IF THEY WERE TO PICK ONE OF THE 2 FEARS…

TO FOCUS ON ADDRESSING —> THEY SHOULD FOCUS ON THE FEAR OF MESSING UP…

7

BUT THEY DON'T.

8

WHEN THEY TARGET THE FEAR OF MESSING UP….

THEY DON'T REALIZE THAT THIS FEAR—-> NEEDS TO DECREASE, NOT INCREASE, FOR THE BUYER TO BUY.

MISTAKE #4

THEY DON'T REALIZE THAT:
THE 2 FEAR TYPES WORK INVERSELY.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #4 .

1

THEY TRY TO GROW BUYER FEAR…..

& IT MIGHT WORK….

2

BUT IT WORKS ON INCREASING…..

BOTH FEARS, NOT JUST THE FEAR OF MISSING OUT.

3

WITH A BUYER WHO'S INACTIVE IN BUYING…..

(AKA STATUS-QUO) "FEAR" FOR THEM, NEEDS TO INCREASE.

SO IT WILL GET THEM MOVING.

4

THE FEAR THAT BAD STUFF WILL HAPPEN…..

IF THEY DON'T START MOVING, NEEDS TO GROW, AND —->

"SCARE THEM INTO DOING SOMETHING."

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR......

THE REASONS BEHIND MISTAKE #4 .

5

WITH A BUYER WHO'S ACTIVE IN BUYING.....

(AKA INDECISION) "FEAR" FOR THEM, NEEDS TO DECREASE.

THAT'S WHAT WILL KEEP THEM MOVING.

6

THE FEAR THAT BAD STUFF WILL HAPPEN.....

IF THEY DO START MOVING, NEEDS TO FALL OFF, AND —-›

MAKE THEM BELIEVE, THEY'LL SUCCEED, IF THEY DO SOLVE FOR IT.

7

SO WITH FEAR OF MISSING OUT....

YOU NEED FEAR TO INCREASE.

8

BUT WITH FEAR OF MESSING UP......

YOU NEED FEAR TO DECREASE.

BUT.....

WHAT HAPPENS TO ONE FEAR.....

HAPPENS

TO BOTH.

& IT SCARES

THE BUYER STILL.

MISTAKE #5

THEY DON'T ALLEVIATE THE BUYER'S MAIN FEAR: DECREASE IT, CHANGE IT, OR ADDRESS IT AT ALL.

(THE FEAR OF MESSING UP- THE FEAR OF INEFFECTIVE ACTION)

MISTAKE #6

IF THEY DO TARGET THE RIGHT FEAR (FOMU)–
THEY TARGET THE WRONG THING ABOUT IT.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……
THE REASONS BEHIND MISTAKE #6 .

1

THEY TARGET THE <u>CONSEQUENCES</u> OF GETTING IT WRONG…

NOT THE LIKELIHOOD OF GETTING IT WRONG, TO BEGIN WITH.

2

THEY TARGET THE <u>BELIEF</u> THAT THEY'LL GET IT WRONG….

VERSUS THE ACTUAL LIKELIHOOD THAT THEY WILL.

3

THEY TARGET THE BELIEF THAT THEY'LL GET IT WRONG….

VERSUS THEIR ABILITY, TO GET IT RIGHT.

4

THEY FOCUS ON CONSEQUENCES….

WHEN THEY NEED TO FOCUS ON THEIR ABILITY TO AVOID THOSE CONSEQUENCES.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……

THE REASONS BEHIND MISTAKE #6 .

5

DON'T NEED TO GROW THEIR FEAR OF THE CONSEQUENCES.

6

DON'T NEED TO FALSELY LOWER THE CONSEQUENCES….

THAT WILL HAPPEN, IF THEY GET IT WRONG.

7

DON'T NEED TO FOCUS ON THE FEAR OF THOSE…

CONSEQUENCES HAPPENING.

8

DON'T NEED TO FOCUS ON THE FEAR OF…

WHAT HAPPENS IF THEY DO.

THE 7 MISTAKES: OF TRYING TO GROW BUYER FEAR……
THE REASONS BEHIND MISTAKE #6 .

9

NEED TO FOCUS ON THE LIKELIHOOD….

THAT THEY'LL GET IT WRONG– BY FOCUSING ON THEIR ABILITY, TO GET IT RIGHT.

10

DON'T NEED TO FOCUS ON THE CONSEQUENCES OF….

STRIKING OUT– BUT THE LIKELIHOOD THAT I'LL STRIKE OUT, BY FOCUSING ON MY ABILITY ———-—-→

11

MY ABILITY TO SWING AT THE RIGHT PITCH, IN THE RIGHT WAY….

TO AVOID STRIKING OUT, TO BEGIN WITH.

12

DON'T NEED TO LESSEN THEIR FEAR…..

BUT LESSEN THE LIKELIHOOD THAT WHAT THEY'RE AFRAID OF, COMES TRUE.

MISTAKE #7

IF THEY DO TARGET THE RIGHT THING & FEAR (FOMU)–
THEY GO ABOUT IT, THE WRONG WAY.

THERE ARE 6 WAYS
THAT SELLERS GO ABOUT IT...

THAT HARM

AND CERTAINLY <u>DON'T</u> HELP.

WRONG WAY #1

THEY TRY TO CONVINCE THEM TO NOT BE AFRAID– BY TELLING THEM THAT THEY SHOULDN'T BE.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #1: THEY TRY TO CONVINCE THEM, BY TELLING THEM.

1

YOU CAN'T AFFECT ANY EMOTION….

BY TELLING SOMEONE TO FEEL IT, MORE OR LESS.

2

YOU HAVE TO SAY OR DO SOMETHING ELSE…

FOR THEM TO FEEL, OR BELIEVE SOMETHING.

3

YOU DON'T HAVE THE CREDIBILITY….

TO TELL THEM TO BE LESS AFRAID (FROM YOUR AGENDA), EVEN IF YOU DID.

4

YOU CAN'T "WILL" SOMEONE….

TO BELIEVE SOMETHING.

WRONG WAY #2

THEY TRY TO CONVINCE THEM TO <u>NOT</u> BE AFRAID– WITHOUT EVEN HAVING THE SPECIFICS, ABOUT <u>THEM</u>.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #2: THEY TRY TO REASONS, ON GENERIC ADVICE.

1

THEY TRY TO LOWER "GENERIC" FEAR….

WITHOUT KNOWING WHY THEY WOULD BE AFRAID, IN SPECIFIC.

2

IF I DON'T KNOW THEIR SPECIFIC FEAR….

HOW COULD I APPROPRIATELY COUNTER IT?

3

IF I DON'T KNOW THEIR SPECIFIC FEAR….

HOW CAN I TELL THEM WHAT THEY SHOULD NOT BE AFRAID OF?

4

IF I DON'T KNOW THEIR SPECIFIC FEAR….

HOW DO I KNOW, THAT THERE'S NOTHING TO BE AFRAID OF?

WRONG WAY #3

THEY TRY TO CONVINCE THEM TO NOT BE AFRAID–WITHOUT EVEN ASKING THEM ANY QUESTIONS FIRST.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #3: THEY TRY TO CONVINCE, WITHOUT ASKING QUESTIONS.

1

YOU CAN'T TELL ANYONE ANYTHING….

(AT LEAST WITH CERTAINTY) WITHOUT ASKING QUESTIONS.

2

YOU CAN'T TELL ANYONE ANYTHING….

(AT LEAST WITH CERTAINTY) WITHOUT ASKING QUESTIONS….

FIRST.

3

I CAN'T KNOW WHAT THEY BELIEVE….

THAT'S NOT TRUE– THAT NEEDS TO BE CORRECTED, IF I DON'T EVEN KNOW WHAT THEY THINK.

4

IF I DON'T KNOW WHAT THEY BELIEVE….

I CERTAINLY DON'T KNOW WHAT THEY BELIEVE THAT'S WRONG.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #3: THEY TRY TO CONVINCE, WITHOUT ASKING QUESTIONS.

5

IF I DON'T KNOW WHAT THEY BELIEVE…

I DON'T KNOW THAT IT TRULY IS WRONG.

6

EVEN IF I POSSESSED THE ABILITY….

TO DIAGNOSE CORRECTLY OF WHAT THEY SHOULD DO– OR IF THEY SHOULD BE AFRAID— BASED ON THEIR INFO……

7

IF I DON'T HAVE THAT INFO…..

I COULDN'T ACCURATELY SAY WHETHER THEY SHOULD BE AFRAID— EVEN IF I COULD, IF I HAD THE INFO.

8

YOU SHOULDN'T BE AFTER LOWERING FEAR:

BUT EVEN IF YOU WERE, SIZING UP THE LIKELIHOOD OF THEIR FEAR BEING TRUE–

IS THE FIRST STEP IN LOWERING IT.

WRONG WAY #4

THEY TRY TO CONVINCE THEM TO <u>NOT</u> BE AFRAID– WITHOUT EVEN (FULLY) UNDERSTANDING THEM FIRST.

WRONG WAY #5

THEY TRY TO LESSEN THEIR LEVEL OF FEAR– BUT THE USE THE WRONG "AMMO", TO DO IT.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #5: THEY TRY TO CONVINCE, & USE THE WRONG AMMO.

1. THEY USE CASE STUDIES.
2. THEY USE CUSTOMER STORIES.
3. THEY USE REFERENCES.
4. THEY USE THEIR OWN WORDS.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #5: THEY TRY TO CONVINCE, & USE THE WRONG AMMO.

5

THEY USE ROI USE CASES.

6

THEY USE AVERAGE RESULTS.

7

THEY USE LISTS OF DOPE VENDORS.

WRONG WAY #6

THEY TRY TO LESSEN THEIR LEVEL OF FEAR– BUT THEY'RE THE WRONG PERSON, TO DO IT.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #6: THEY'RE THE WRONG PERSON, TO BE ABLE TO DO IT.

1

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY DON'T KNOW THEIR SPECIFIC INFO.

2

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY DON'T KNOW THEIR SPECIFIC FEAR.

3

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY ARE GIVING AN OPINION… WITHOUT KNOWING THINGS FIRST.

4

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY DIDN'T ASK QUESTIONS FIRST…. TO LEARN THAT INFO.

HOW SELLERS TRY TO MAKE A BUYER LESS AFRAID……

WRONG WAY #6: THEY'RE THE WRONG PERSON, TO BE ABLE TO DO IT.

5

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY WEREN'T FORCED TO DIAGNOSE WITHOUT… THEY DID IT NATURALLY.

6

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEY HAVEN'T DONE OR KNOWN ANYTHING, THAT PROVES THAT THEY'RE CREDIBLE.

7

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE THEIR AGENDA IS CLEARLY ON SELLING.

8

THE SELLER IS THE WRONG PERSON….

& HAS NO CREDIBILITY– BECAUSE EVEN IF THEY "GET THE RIGHT ANSWER"…..

IT'S ACCIDENTAL.

SO.....

THE PUNCHLINE IS.....

EITHER THE SELLER

DOESN'T KNOW ENOUGH, TO BE ABLE TO HELP THEM….

OR CARE ENOUGH

ABOUT THEM– TO TRY– OR SEE IF THEY CAN.

13

WHEN YOU INCREASE, THE FEAR OF THE BUYER…

HOW DO THEY REACT PSYCHOLOGICALLY?

SO.....

WHEN YOU TRY TO

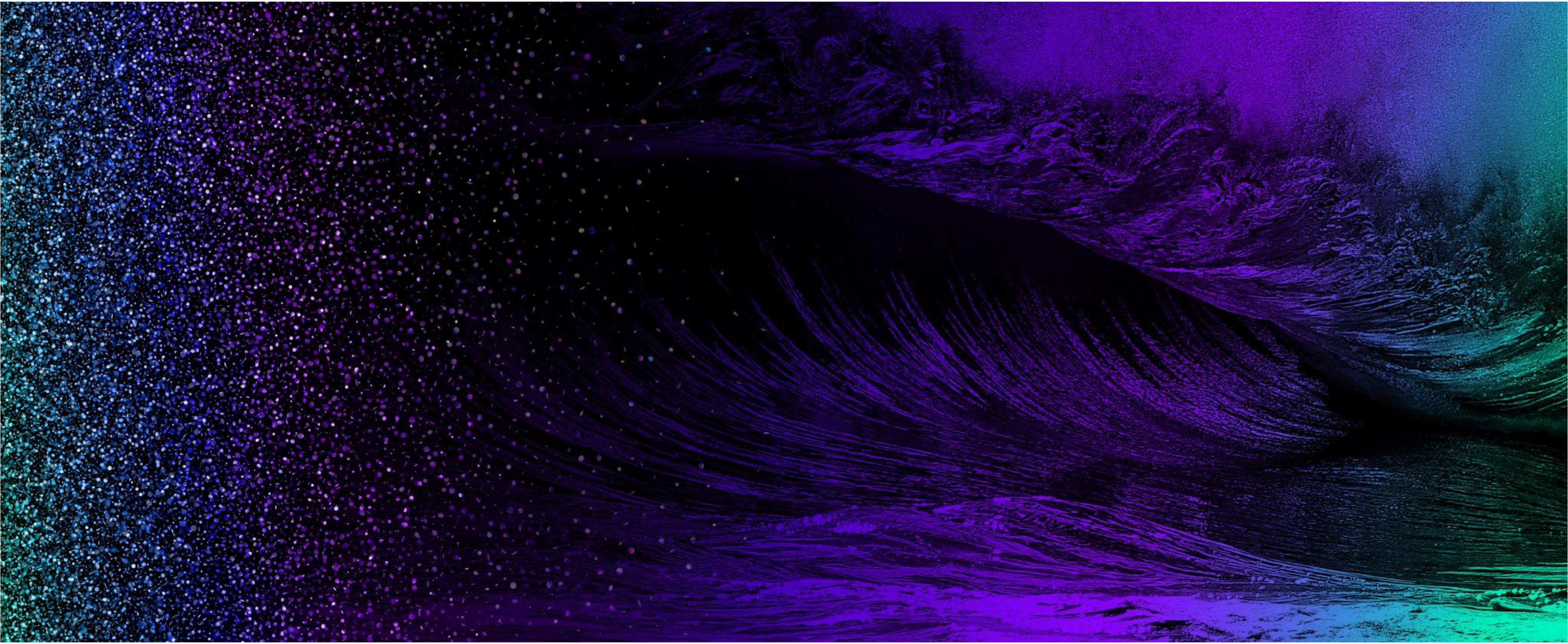
MANIPULATE THE BUYER THROUGH COI SELLING

(& TECHNIQUES LIKE IT)

HOW DOES THAT

AFFECT THE BUYER– PSYCHOLOGICALLY?

Volume at Each One of These Stages



Volume at Each One of These Stages

Volume at Each One of These Stages

Volume at Each One of These Stages

HOW DOES COI SELLING (& TECHNIQUEST LIKE IT)……
AFFECT THE BUYER– PSYCHOLOGICALLY ?

1

PUTTING MORE FEAR, ON EXISTING FEAR.

2

YOU DECREASE THEIR TRUST IN YOU…..

BECAUSE YOUR AGENDA IS TO SELL.

3

YOU INCREASE PRESSURE ON THEM….

AND IT MAKES THE BUYER, PULL AWAY.

4

THEY CAN FEEL YOU PULLING…..

SO THEY COUNTER THAT MOTION—› BY RETREATING EMOTIONALLY.

HOW DOES COI SELLING (& TECHNIQUEST LIKE IT)......
AFFECT THE BUYER– PSYCHOLOGICALLY ?

5

THEY FEEL ALONE & ISOLATED.....

LIKE THEY HAVE NO PARTNER IN SOLVING IT– & NEVER WILL.

6

THEY FEEL LIKE YOU'RE NO THEIR TEAMMATE...

AND ARE ON THE "OTHER TEAM", BY DEFAULT.

7

WHAT THEY SAY IS......

LET ME DO SOME MORE RESEARCH– OR "THINK ABOUT IT".

8

WHAT THEY MEAN IS.....

BACK OFF MATE–

I'LL CALL YOU, WHEN & IF... I'M READY.

SO.....

IF WHAT WE ULTIMATELY

NEED TO BE DO.....

IS INCREASE THEIR

ABILITY TO SOLVE THE PROBLEM.....

BY FINDING

THINGS THAT THEY DIDN'T KNOW.....

14

HOW DOES COI SELLING....

OR FOCUSING ON CHANGING HOW THEY THINK
OR FOCUSING ON CHANGING WHAT THEY THINK
OR TRYING TO GET THEM TO REALIZE SOMETHING
OR FEEL LIKE THEY'RE IN A LOT OF PAIN.....

AFFECT THEIR ACTUAL ABILITY—--->
TO SOLVE THE PROBLEM?

HOW DOES COI SELLING

& TECHNIQUEST LIKE IT....

AFFECT THE BUYER'S

ACTUAL ABILITY— TO SOLVE THE PROBLEM?

UHHHH……

THE PUNCHLINE IS....

IT DOESN'T.

HOW DOES COI SELLING (& TECHNIQUEST LIKE IT)……
AFFECT THE BUYER'S ACTUAL ABILITY– TO SOLVE THE PROBLEM

1

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– TO KNOW WHAT THEY TRULY NEED TO BE SOLVING.

2

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– OF HOW THEY NEED TO SOLVE THE PROBLEM.

3

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– TO KNOW WHAT THEY NEED TO BE THINKING ABOUT, WHILE SOLVING IT.

4

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– TO KNOW WHAT THEY NEED TO LOOK OUT FOR, WHEN SOLVING IT.

HOW DOES COI SELLING (& TECHNIQUEST LIKE IT)……
AFFECT THE BUYER'S ACTUAL ABILITY– TO SOLVE THE PROBLEM

5

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– TO KNOW THE SIGNS…. OF WHEN SOMETHING IS WRONG.

6

COI SELLING DOESN'T INCREASE….

THE AMOUNT OF KNOWLEDGE THEY HAVE (& NEED)– TO KNOW WHAT TO DO ABOUT IT…. IF THOSE SIGNS COME UP.

7

ULTIMATELY….

ULTIMATELY....

IN NO WAY.....

DOES IT INCREASE
THE BUYER'S ABILITY TO SOLVE IT.....

THE LIKELIHOOD
THAT THEY'LL BE ABLE TO SOLVE IT.....

OR HELP THE BUYER

IN ANY WAY.

15

WHAT THE BUYER IS ACTUALLY TACTICALLY AFRAID OF?

(THAT'S OUTSIDE OF THE FEAR OF FAILURE)

THAT THEY <u>DON'T</u>

KNOW ENOUGH.

THAT THEY <u>DON'T</u> KNOW ENOUGH ABOUT IT....

THAT THEY <u>DON'T</u>

KNOW ENOUGH ABOUT HOW TO SOLVE IT....

THAT THEY DON'T
KNOW ENOUGH WHERE THEY'RE WRONG....

& THAT THEY DON'T KNOW

WHAT THEY DON'T KNOW....

BUT THEY DO KNOW

THAT THEY DON'T KNOW EVERYTHING...

& THEY'RE AFRAID.....

THAT THEY <u>DON'T</u>

KNOW MUCH....

& THAT THEY <u>DON'T</u>

ENOUGH TO SOLVE IT....

SUCCESSFULLY.

16

HOW DO YOU DECREASE....

THE BUYER'S: FEAR OF FAILURE
THE BUYER'S: LIKELIHOOD OF FAILURE
THEIR FEAR: OF HOW MUCH THEY DON'T KNOW
THEIR FEAR: THAT THEY DON'T KNOW ENOUGH
& THE AMOUNT: THAT THEY DON'T KNOW

ALL AT THE EXACT SAME TIME?

SO, IF I CAN'T USE COI SELLING (& TECHNIQUEST LIKE IT)......
HOW CAN I DECREASE THEIR FEAR OF FAILURE ?

1

THE THING THAT NEEDS TO CHANGE....

IS THE AMOUNT THAT THEY DON'T KNOW.

2

SO, THE AMOUNT OF UNKNOWNS....

THAT THEY OBJECTIVELY NOT BE AWARE OF–

NEEDS TO DECREASE.

3

SO TO DECREASE THE SIZE OF THE POT....

OF THINGS THAT THEY DON'T KNOW........

4

YOU HAVE TO INCREASE THE SIZE....

OF THE POT– OF THE THINGS THAT THEY DO KNOW.

SO, IF I CAN'T USE COI SELLING (& TECHNIQUEST LIKE IT)......
HOW CAN I DECREASE THEIR FEAR OF FAILURE ?

5

WHEN YOU GROW THE AMOUNT THAT THEY....

DO KNOW– YOU ALSO GROW THEIR ABILITY TO SOLVE IT.

6

WHEN YOU GROW THE AMOUNT THAT THEY....

DO KNOW– YOU ALSO GROW THEIR ABILITY TO IDENTIFY..... THE SCENARIOS IN WHICH THEY CAN'T.

7

& WHEN YOU GROW THEIR ABILITY....

YOU ALSO GROW THEIR CONFIDENCE.

8

& WHEN YOU GROW THEIR CONFIDENCE....

YOU DECREASE THE AMOUNT OF FEAR THEY HAVE– THAT THEY'LL SCREW IT UP.

SO, IF I CAN'T USE COI SELLING (& TECHNIQUEST LIKE IT)......
HOW CAN I DECREASE THEIR FEAR OF FAILURE?

9

THE FEAR OF MESSING UP DECREASES.....

WHEN & AS THE LIKELIHOOD, THAT THEY WILL BE UNSUCCESSFUL.... ALSO DECREASES.

10

& THE LIKELIHOOD THEY WILL MESS IT UP..

DECREASES–
WHEN YOU INCREASE THE AMOUNT OF THINGS THAT THEY DO KNOW.

11

& YOU INCREASE THE AMOUNT OF THINGS....

THAT THEY DO KNOW–

& DECREASE THE AMOUNT OF THINGS THAT THEY DON'T KNOW...... BOTH.....

12

BY DIAGNOSING UNKNOWNS.

SO, IF I CAN'T USE COI SELLING (& TECHNIQUEST LIKE IT)……
HOW CAN I DECREASE THEIR FEAR OF FAILURE?

13

SO IT STARTS WITH WHAT THEY KNOW….

14

BUT IT FINISHES, WITH WHAT THEY DON'T….

AND LESSENING THAT POT OVERALL.

15

SO STOPPPPPPP……..

THINKING, LOOKING AT, ANALYZING, TARGETING, & ASKING ABOUT……

THEIR FEAR.

16

AND STARTTTTTTT…..

THINKING ABOUT, LOOKING FOR, ANALYZING, TARGETING, & ASKING AROUND…..

THEIR UNKNOWNS.

IN SUMMARY…

THE END.