

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 4

How to Create New Buyer Urgency

*OUT OF THIN AIR
(& NOT JUST ATTRACT IT)*



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AGENDA

ACT I

WHAT IS BUYER URGENCY?

ACT II

HOW DO YOU **ATTRACT** IT V. **CREATE** IT?

ACT III

HOW DO REPS NORMALLY TRY TO CREATE IT?

METHOD 1: WITH **INEFFECTIVE** TECHNIQUES.



AGENDA

ACT IV

WHY METHOD 1: DOESN'T ACTUALLY WORK?
(AKA. USING **INEFFECTIVE** TECHNIQUES)

ACT V

HOW DO REPS NORMALLY TRY TO CREATE IT?
METHOD 2: WITH **FALSE** & **DECEPTIVE** TECHNIQUES.

ACT VI

WHY METHOD 2: DOESN'T ACTUALLY WORK?
(AKA. USING **FALSE** & **DECEPTIVE** TECHNIQUES)

AGENDA

ACT VII

HOW DO REPS NORMALLY TRY TO CREATE IT?

METHOD 3: BY TRYING TO MAKE **THEIR URGENCY**, THE **BUYER'S URGENCY**.

ACT VIII

WHY METHOD 3: DOESN'T ACTUALLY WORK?

(AKA. TRYING TO MAKE **THEIR URGENCY**, THE **BUYER'S URGENCY**.)

ACT IX

SO..... HOW CAN YOU REALLY CREATE IT?



AGENDA

ACT X

HOW DO YOU CREATE IT? BY FINDING SOMETHING NEW.

PART 1: WITH SOMETHING THAT INCREASES THE SIZE, OF A PRE-KNOWN PROBLEM.

ACT XI

HOW DO YOU CREATE IT? BY FINDING SOMETHING NEW.

PART 2: WITH SOMETHING THAT INCREASES THE ABILITY TO SOLVE, A PRE-KNOWN PROBLEM.

ACT XII

HOW DO YOU CREATE IT? BY FINDING SOMETHING NEW.

PART 3: WITH SOMETHING THAT CREATES, A COMPLETELY NEW PROBLEM TO SOLVE.

1

WHAT IS **URGENCY**?



WHAT IS **URGENCY
& HOW DO YOU “CREATE” IT?**

TO **CREATE URGENCY—**

YOU HAVE TO “CREATE**” SOMETHING....
FOR THE BUYER TO BE URGENT ABOUT.**



WHAT IS **URGENCY
& HOW DO YOU “CREATE” IT?**

MOST SELLERS—

FOCUS ON “CREATING**” MORE URGENCY....
OF WHY A BUYER, SHOULD BUY.**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

**BUT THERE’S JUST
ONE PROBLEM WITH THAT.**



WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?

BUYERS NEVER BUY....



**WHAT IS URGENCY
& HOW DO YOU "CREATE" IT?**

JUST TO BUY.



WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?

BUYERS BUY....
TO SOLVE.



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

SO INSTEAD OF—

**FOCUSING ON “CREATING” MORE URGENCY,
OF WHY A BUYER, SHOULD BUY....**



WHAT IS **URGENCY
& HOW DO YOU “CREATE” IT?**

WE HAVE TO—

FOCUS ON “CREATING**” MORE URGENCY....
OF WHY A BUYER, SHOULD **SOLVE**.**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

TO CREATE MORE—

**URGENCY TO SOLVE, WE HAVE TO
“CREATE” MORE THAT ACTUALLY NEEDS SOLVING....**



WHAT IS **URGENCY
& HOW DO YOU “CREATE” IT?**

OR MORE—

ABILITY TO SOLVE IT: **& MORE REASON TO BELIEVE
THAT **THEY CAN**, BECAUSE OF THAT NEW ABILITY.**



**WHAT IS URGENCY
& HOW DO YOU "CREATE" IT?**

SO, TO CREATE MORE—

**TO SOLVE—> YOU HAVE
TO "CREATE" A BIGGER PROBLEM....**



WHAT IS **URGENCY**
& HOW DO YOU “CREATE” IT?

OR CREATE—

AN **ENTIRELY NEW** ONE.



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

BUT HOW?



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

HOW YOU CREATE THIS—

**IS NOT BY MAKING UP
SOMETHING THAT DOESN'T EXIST....**



WHAT IS **URGENCY
& HOW DO YOU “CREATE” IT?**

BUT BY FINDING—

**SOMETHING THAT DOES EXIST,
BUT THAT THE BUYER **DOESN'T KNOW ABOUT.****



**WHAT IS URGENCY
& HOW DO YOU "CREATE" IT?**

AND TO CREATE MORE—

**ABILITY TO SOLVE—> YOU CAN CREATE MORE
KNOWLEDGE: ON WHAT NEEDS TO BE CHANGED.....**



**WHAT IS URGENCY
& HOW DO YOU "CREATE" IT?**

CREATE—

**MORE ABILITY—>
THAT THEY HAVE, TO ACTUALLY SOLVE IT.....**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

OR CREATING MORE—

**LIKELIHOOD—> THEY CAN SOLVE IT, BY FINDING
THINGS THAT THEY’RE COMPLETELY UNAWARE OF.**



WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?

BUT....



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

THEIR BELIEF—

**THAT THEY CAN SOLVE IT.....
IS A BYPRODUCT, NOT THE GOAL.**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

INSTEAD YOU’RE GOING—

**TO “CREATE” URGENCY: BY INCREASING THEIR
ABILITY & URGENCY—> THAT THEY CAN SOLVE IT....**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

OR CREATE MORE—

**BY INCREASING THE URGENCY—>
THAT THEY SHOULD SOLVE IT....**



**WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?**

**AND WE'RE GONNA UNPACK
HOW YOU CAN DO
EXACTLY THAT....TODAY.**



2

HOW DO YOU
ATTRACT URGENCY
V. **CREATE** URGENCY?



HOW TO ATTRACT PRE-EXISTING URGENCY



URGENCY.....

WHAT IS ATTRACTING IT ?

**WITH ATTRACTING URGENCY....
YOU'RE TRYING TO "PULL SOMETHING IN".**



URGENCY....
THAT'S PRE-EXISTING .

MEANING THIS IS...

PRE-EXISTING URGENCY—>

**THAT ALREADY EXISTS, BASED ON A PROBLEM,
THAT THE BUYER ALREADY KNOWS ABOUT.**



URGENCY....

HOW DO YOU ATTRACT IT (PRE-EXISTING URGENCY) ?

& YOU'RE TRYING...

TO ATTRACT —>

**THE BUYER TO SOLVE THAT PROBLEM.....
(THAT THEY ALREADY KNOW ABOUT)**

WITH YOU.



HOW TO CREATE NEW URGENCY



URGENCY.....
WHAT IS CREATING IT ?

WITH CREATING URGENCY....
YOU'RE TRYING TO "CREATE SOMETHING NEW".



URGENCY....
THAT'S NEW & DOESN'T EXIST YET .

MEANING THIS IS...

NEW (UNCREATED) URGENCY—➔

**THAT DOESN'T EXIST YET, & IS BASED ON SOMETHING,
THAT THE BUYER DOESN'T (YET) KNOW ABOUT .**



URGENCY....

HOW DO YOU CREATE IT (NEW URGENCY) ?

AND YOU'RE TRYING...

TO CREATE —>

THE BUYER'S AWARENESS OF A PROBLEM, THAT EXISTS.....
(THAT THEY DIDN'T KNOW ABOUT)

SO THAT THEY: POTENTIALLY SOLVE THAT NEW PROBLEM.....
WITH YOU.



3

**HOW DO REPS NORMALLY
TRY TO CREATE IT?**



STRATEGY 1

COI SELLING



THE 3 MOST COMMON, INEFFECTIVE STRATEGIES.....

STRATEGY 1: COI SELLING .

WHAT IS
COI SELLING?



THE 3 MOST COMMON, INEFFECTIVE STRATEGIES.....

STRATEGY 1: COI SELLING .

DEFN. COI SELLING.... (AKA. *COST OF INACTION SELLING*)

A SELLING STRATEGY, WHEREBY THE SELLER TRIES TO MAKE THE BUYER “REALIZE”– WHAT WILL HAPPEN TO THEM, OR THE ULTIMATE COST TO THEM..... OF STAYING STILL.

IN THIS STRATEGY– THE SELLER ATTEMPTS TO CALCULATE OUT FOR THE BUYER, ALL OF THE THINGS THAT WILL OCCUR, IF THEY DON’T “SOLVE THE PROBLEM”.

THEY TRY TO GO ABOUT THIS– BY ASKING QUESTIONS IN A WAY.... THAT AIMS TO MANIPULATE THE BUYER’S EMOTIONS– & MAKE THEM **FEEL LIKE** THE “PAIN OF SAME” IS TOO HIGH, TO STAY STILL– AND TOO CATASTROPHIC, FOR THEM TO IGNORE.

THEY DO THIS IN THE HOPE, THAT IT WILL “SCARE THE BUYER” INTO ACTION– MOBILIZE THEM TO TRY TO CHANGE THIS REALITY– & DO SOMETHING ABOUT IT, BY BUYING FROM THE SELLER.



STRATEGY 2

ROI SELLING



THE 3 MOST COMMON, **INEFFECTIVE** STRATEGIES.....

STRATEGY 2: **ROI SELLING** .

DEFN. **ROI SELLING**.... (AKA. **RETURN ON INVESTMENT SELLING**)

A SELLING STRATEGY, WHEREBY THE SELLER TRIES TO MAKE THE BUYER “REALIZE”– ALL OF THE BENEFITS THAT THEY WILL REALIZE..... IF THEY BUY FROM THE SELLER.

IN THIS STRATEGY– THE SELLER ATTEMPTS TO CALCULATE OUT FOR THE BUYER, ALL OF THE THINGS THAT THE BUYER WILL INCUR, IF THEY DO “SOLVE THE PROBLEM”.

THEY TRY TO GO ABOUT THIS– BY ASKING QUESTIONS IN A WAY.... TO MANIPULATE THE BUYER’S EMOTIONS– INTO **FEELING LIKE** THEY WILL COMPLETELY CHANGE THEIR REALITY FOR THE BETTER, IF THEY MOVE FORWARD– & MISS OUT (IF THEY DON’T) ON A LEVEL... THAT’S TOO MUCH TO IGNORE.

THEY DO THIS WITH THE HOPE, THAT IT WILL “SCARE THE BUYER” INTO ACTION– BY MAKING THEM AFRAID OF WHAT THEY’LL MISS OUT ON, IF THEY DON’T TAKE ADVANTAGE OF THIS OPPORTUNITY.... HOPING IT CONVINCES THEM, TO TAKE ADVANTAGE OF THE BENEFITS THEY’LL RECEIVE, BY BUYING.



STRATEGY 3

DISCOUNTING



THE 3 MOST COMMON, INEFFECTIVE STRATEGIES.....

STRATEGY 3: **DISCOUNTING** .

DEFN. **DISCOUNTING**....

I REALLY DON'T THINK,
THAT ANYONE NEEDS A DEFINITION. :)



WHY THEY AREN'T EFFECTIVE



HICCUP 1

**THE 3 STRATEGIES BEING USED:
ARE STATISTICALLY INEFFECTIVE.**



HICCUP 2

**THE 3 STRATEGIES BEING USED:
ARE INNATELY FALSE & DECEPTIVE.**



HICCUP 3

**THE 3 STRATEGIES BEING USED:
AIM TO MAKE OUR URGENCY & THE BUYER'S URGENCY.**



4

**WHY THESE 3 STRATEGIES,
DON'T ACTUALLY WORK.**

HICCUP 1.....

THEY'RE STATISTICALLY INEFFECTIVE.



STRATEGY 1

HICCUP #1

WHY IS COI SELLING—> INEFFECTIVE?



INEFFECTIVE STRATEGIES....

STRATEGY #1: WHY COI SELLING DOESN'T WORK.

1

COI SELLING,
ULTIMATELY LOWERS....

THE LIKELIHOOD THAT
THE DEAL WILL CLOSE.

2

YOU'RE TRYING TO PUT
MORE "FEAR"

ON TOP OF THE FEAR...
THAT ALREADY EXISTS.

3

COI SELLING,
IN PRACTICE.....

FOCUSES ON THE
THINGS, THAT THE
BUYER ALREADY
KNOWS.

4

BECAUSE IT FOCUSES
ON THOSE THINGS....

YOU'RE BANKING ON
THE BUYER, **BEING**
CORRECT.
(WHICH IS A HUGE ASSUMPTION)

INEFFECTIVE STRATEGIES....

STRATEGY #1: WHY COI SELLING DOESN'T WORK.

5

YOU'RE NOT SOLVING
THE PROBLEM....

THAT THEY'RE AFRAID,
THAT THEY DON'T
KNOW ENOUGH TO
SOLVE IT.

6

YOU'RE STRICTLY
FOCUSING ON....

THE IMPACT OF THE
PROBLEM. NOT
THE IMPACT OF
SOLVING FOR IT
INCORRECTLY.

7

YOU'RE STRICTLY THE
FOCUSING ON....

THE COST OF THE
PROBLEM. NOT HOW
LIKELY THEY ARE TO
SOLVE IT—> WHICH IS
THEIR MAIN HANGUP,
AT THIS POINT.

8

BECAUSE THE GOAL IS
BUYER "REALIZATION"...

THE SELLER DOESN'T
UNCOVER ALL
UNKNOWN, MANY, OR
ALL POSSIBLE.
(WHICH IS WHAT COUNTERACTS,
THE BUYER'S FEAR OF SOLVING FOR
IT INCORRECTLY.)

INEFFECTIVE STRATEGIES....

STRATEGY #1: WHY COI SELLING DOESN'T WORK.

9

BECAUSE THE GOAL IS THEM "REALIZING"...

THE QUESTIONS FALL VICTIM—> & THE BUYER SHUTS DOWN, (ALONG WITH INFO YOU NEED) BECAUSE THEY CAN FEEL IT.

(SO YOU CAN'T DIAGNOSE, EVEN IF YOU WANTED TO)

10

FROM A PSYCHOLOGY VIEW...

IT MAKES THE BUYER "REBEL" & NOT ANSWER YOUR QUESTIONS.

(AKA THE BUYER GOES INTO "CHILD EGO STATE", BECAUSE YOU WENT INTO "PARENT EGO STATE".)

11

WHEN YOU SEND THE "I'M CONFUSED"....

IN FOLLOW-UPS, THEY ALSO GO INTO THE WRONG EGO STATE, & GUARANTEES A "NO".

(AKA THE BUYER GOES INTO "PARENT EGO STATE", BECAUSE YOU WENT INTO "CHILD EGO STATE".)

12

THEY THINK THAT YOU CAN'T HELP THEM ...

THEY BELIEVE IF YOU COULD DIAGNOSE & HELP THEM— YOU WOULD. BUT YOU CAN'T—SO THAT'S WHY YOU'RE USING SALESY TECHNIQUES.

STRATEGY 2

HICCUP #1

WHY IS **ROI SELLING**—> INEFFECTIVE?



INEFFECTIVE STRATEGIES....

STRATEGY #2: WHY ROI SELLING DOESN'T WORK.

1

WHEN YOU'RE RELYING
ON ROI SELLING....

YOU'RE LIMITED TO
GENERIC
BENEFITS ONLY—
& THE ROI THAT
BUYING BRINGS.

2

WHEN YOU'RE ROI
SELLING....

YOU LOSE ALL
CREDIBILITY WITH THE
BUYER, THAT YOU
KNOW WHAT
MATTERS TO THEM.

3

WHEN YOU'RE SELLING
ON BENEFITS & ROI...

YOU'RE AGNOSTIC OF
THEIR METRICS AS A
PERSONA, & THE TYPE
OF PROBLEM THEY
WANT TO SOLVE.

4

WHEN YOU'RE SELLING
ON BENEFITS & ROI...

YOU'RE AGNOSTIC OF
THEIR GOAL, IF & WHEN
THEY BUY.



INEFFECTIVE STRATEGIES....

STRATEGY #2: WHY ROI SELLING DOESN'T WORK.

5

WHEN YOU'RE SELLING
ON **BENEFITS & ROI...**

YOU DON'T KNOW
THEIR PROBLEM—
OR EVER UNCOVER IT.

6

IF YOU'RE SELLING ON
BENEFITS.....

THEY AREN'T WORTH
THE RISK.

7

IF YOU'RE SELLING ON
ROI.....

IT'S ALSO NOT WORTH
THE RISK—

AND THEY DON'T
BELIEVE YOU ANYWAY.

8

ROI ONLY COMES IN, AS
A FACTOR....

WHEN YOU HAVEN'T
SOLVED A PROBLEM.



INEFFECTIVE STRATEGIES....

STRATEGY #2: WHY ROI SELLING DOESN'T WORK.

9

IF YOU DON'T FIND THE
BUYER'S PROBLEM....

THEY HAVE A HARD
TIME BELIEVING THAT
YOU ACTUALLY CARE
ABOUT HELPING THEM
SOLVE IT.

10

IF YOU DON'T FIND THE
BUYER'S PROBLEM....

YOU CAN'T
RECOMMEND HOW
THEY SHOULD SOLVE
IT, & WHAT THEY
SHOULD USE.

11

IF YOU DON'T FIND THE
BUYER'S PROBLEM....

YOU CAN'T HELP CX,
HELP THE BUYER SOLVE
THE PROBLEM....

BECAUSE YOU DON'T
KNOW WHAT IT IS.

12

IF YOU DON'T FIND THE
BUYER'S PROBLEM....

EVEN IF THEY DO SOLVE
IT– IT WAS WITHOUT
YOUR HELP.



STRATEGY 3

HICCUP #1

WHY IS **DISCOUNTING**—> INEFFECTIVE?



INEFFECTIVE STRATEGIES....

STRATEGY #3: WHY **DISCOUNTING** DOESN'T WORK.

1

DISCOUNTING,
ULTIMATELY LOWERS....

THE LIKELIHOOD THAT
THE DEAL WILL CLOSE.

2

PRICE ISN'T THE
PROBLEM....

THE PROBLEM IS
THEY'RE SCARED,
THAT THEY CAN'T
SOLVE THEIR PROBLEM
IF THEY BUY.

3

DISCOUNTING,
BREAKS TRUST....

BECAUSE THEY'RE
THINKING—> IF YOU'RE
REALLY ON MY SIDE....
WHY YOU DIDN'T GIVE
ME THE **DISCOUNT**,
ORIGINALLY?

4

WHEN YOU **DISCOUNT**,
THE BUYER THINKS....

WHY WOULD YOU
DISCOUNT—>
IF YOU'RE REALLY
DOING SO GREAT, AS A
COMPANY?

INEFFECTIVE STRATEGIES....

STRATEGY #3: WHY DISCOUNTING DOESN'T WORK.

5

WHEN YOU DISCOUNT,
THE BUYER THINKS....

WHY WOULD YOU
DISCOUNT—>

IF YOUR CLIENTS ARE
REALLY GETTING, THAT
GREAT OF RESULTS?

6

WHEN YOU DISCOUNT,
THE BUYER THINKS....

WHY WOULD YOU
DISCOUNT—>

IF YOU REALLY HAVE
THAT MANY PEOPLE,
THAT ARE READY TO
BUY?

7

DISCOUNTING, CAN
STALL THE DEAL....

BECAUSE THE BUYER
MAY THINK:

IF I JUST WAIT—>
WILL YOU LOWER THE
PRICE EVEN MORE?



5

HOW DO REPS NORMALLY TRY TO CREATE IT?

*HICCUP 2.... WITH STRATEGIES THAT ARE
INNATELY **FALSE & DECEPTIVE.***



**SO HOW DO
THEY USE THEM.....
IN A FALSE & DECEPTIVE WAY.**



**& WHAT DOES IT
ACTUALLY LOOK LIKE?
WHEN THEY DO.**



EXAMPLES



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....
BY SAYING A DISCOUNT IS A “LIMITED TIME OFFER”.



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....
BY PRETENDING LIKE “THEY’RE GOING TO RUN OUT”.



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY PRETENDING IN FRONT OF THE BUYER—>
LIKE THEY MESSED UP THEIR OUTREACH.



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY PRETENDING IN FRONT OF THE BUYER—>
LIKE THEY THOUGHT “THEY GOT DISCONNECTED”.



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY PRETENDING TO THE BUYER—>
LIKE YOU'RE CONFUSED, SO THEY HELP YOU OUT.



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY MAKING THE BUYER SEE—>
THEM “LOOK HUMAN”, SO THEY’RE MORE WILLING TO HELP.



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

**BY INVITING THE BUYER—>
TO A WEBINAR, SO THEY FEEL GUILTY.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY INVITING THE BUYER—>
TO SPEAK AT AN EVENT, SO THEY FEEL GUILTY.



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

**BY GIVING THE BUYER—>
A GIFT, SO THEY FEEL GUILTY IN RECIPROCITY.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY MAKING A BUYER BELIEVE THAT AN IMPACT
IS GOING TO HAPPEN, WHEN THEY'RE NOT SURE THAT IT IS.



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY MAKING A BUYER THINK ABOUT THE COST LONG ENOUGH
TO WHERE THEY (INORGANICALLY) FEEL THE PAIN, & BUY.



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

**BY PUTTING “A NAME TO A FACE”,
BY CALCULATING OUT THE SPECIFIC COST OF INACTION.**



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

**BY USING “THE BUYER’S TIMELINE”—
OF WHAT THEY SAID WOULD HAPPEN TO THEM, & WHEN.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

BY USING THE BUYER'S WORDS AGAINST THEM—
BY REITERATING THEIR WORDS & HOLD THEM ACCOUNTABLE.

AND SAY, “BUT I’M CONFUSED: YOU SAID.....”.



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

& SOMETIMES THEY EVEN.....



HOW REPS USE THESE 3 STRATEGIES.....
HICCUP 2: IN A FALSE & DECEPTIVE WAY.

THEY TRY TO CREATE URGENCY.....

**BY GOING AROUND THE POC (TO THEIR BOSS)–
AND “CATCH THEM UP TO SPEED” ON THE COST AT STAKE.**



6

**WHY THESE STRATEGIES,
DON'T ACTUALLY WORK.**

HICCUP 2.....

THEY'RE INNATELY *FALSE & DECEPTIVE.*



THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 2: WHY **FALSE & DECEPTIVE TECHNIQUES** DOESN'T WORK.

1

WHEN YOU'RE USING
THESE STRATEGIES...

YOUR BUYER CAN
ABSOLUTELY TELL.

2

WHEN YOU'RE USING
THESE STRATEGIES...

THEY REALIZE YOUR
AGENDA, IS ON
SOMETHING OTHER
THAN HELPING THEM.

3

BECAUSE OF YOUR
AGENDA.....

THE BUYER CAN'T
TRUST, THAT YOU'RE
ACTUALLY TELLING
THE TRUTH.

4

WHEN A BUYER
NOTICES....

THEY WON'T BELIEVE
YOU.

THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 2: WHY **FALSE & DECEPTIVE TECHNIQUES** DOESN'T WORK.

5

WHEN A BUYER
NOTICES....

THEY SHOULDN'T
BELIEVE YOU.

6

THEY'RE
MANIPULATIVE....

SO THE BUYER STARTS
TO PLAY GAMES BACK.

7

IT MAKES THE BUYER
WELL AWARE....

THAT YOU'RE NOT
"ON THEIR TEAM".

8

WHEN YOU DO THE
COMPETITOR-PLAY....

IN A LOT OF CASES—>

IT'S NOT A "WIN" FOR
THEM, LIKE YOU THINK
THAT IT IS.



THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 2: WHY **FALSE & DECEPTIVE TECHNIQUES** DOESN'T WORK.

9

WHEN YOU DO THE
COMPETITOR-PLAY....

SOMETIMES, IT MAKES
YOU LOOK LIKE A
BULLY.

10

WHEN YOU DO THE
COMPETITOR-PLAY....

THEY THINK—>
I WANT TO USE
SOMETHING BETTER
THAN MY
COMPETITORS, NOT
EQUAL.

11

WHEN YOU DO THE
COMPETITOR-PLAY....

THEY WONDER, IF
YOU'LL TELL OTHER
COMPANIES.... THAT
YOU'RE WORKING
WITH THEM, IF THEY
WORK WITH YOU.

12

IF YOU MAKE THE PLAY
TO GO AROUND THEM..

THERE'S
STATISTICALLY NO
FASTER WAY, TO
COMPLETELY DESTROY
TRUST WITH SOMEONE.



7

HOW DO REPS NORMALLY TRY TO CREATE IT?

*HICCUP 3... WITH STRATEGIES THAT TRY TO
MAKE **THEIR URGENCY, THE BUYER'S URGENCY.***



SO HOW DO REPS USE THEM....

TO TRY TO MAKE **THEIR URGENCY,**
THE BUYER'S URGENCY.



**& WHAT DOES IT
ACTUALLY LOOK LIKE?
WHEN THEY DO.**



EXAMPLES



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE **YOUR URGENCY , **THE BUYER'S URGENCY** .**

THEY TRY TO **CREATE URGENCY.....**

**BY TELLING THE BUYER—>
I HAVE A SPIFF, BY THE END OF THE QUARTER.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE **YOUR URGENCY , **THE BUYER'S URGENCY** .**

THEY TRY TO **CREATE URGENCY.....**

**BY TELLING THE BUYER—>
MY BOSS IS BREATHING DOWN MY NECK, FOR AN UPDATE.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE YOUR URGENCY , THE BUYER'S URGENCY .

THEY TRY TO CREATE URGENCY.....

**BY TELLING THE BUYER—>
I WOULD REALLLLLLLY APPRECIATE IT.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE **YOUR URGENCY , **THE BUYER'S URGENCY** .**

THEY TRY TO **CREATE URGENCY.....**

**BY TELLING THE BUYER—>
NICE THINGS & COMPLIMENTING THEM.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE YOUR URGENCY , THE BUYER'S URGENCY .

THEY TRY TO CREATE URGENCY.....

**BY TELLING THE BUYER—>
“HOW THEY’RE FAILING IN THE ACCOUNT”.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE YOUR URGENCY , THE BUYER'S URGENCY .

THEY TRY TO CREATE URGENCY.....

**BY TELLING THE BUYER—>
THAT THEIR TERRITORY IS CHANGING.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE YOUR URGENCY , THE BUYER'S URGENCY .

THEY TRY TO CREATE URGENCY.....

**BY TELLING THE BUYER—>
THAT IT'S EOQUARTER, & THEY REALLY NEED THIS DEAL.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE **YOUR URGENCY , **THE BUYER'S URGENCY** .**

THEY TRY TO **CREATE URGENCY.....**

**BY TELLING THE BUYER—>
THAT THEY'RE GOING TO GET PUT ON A PIP.**



HOW REPS USE THESE 3 STRATEGIES.....

HICCUP 3: TRYING TO MAKE YOUR URGENCY , THE BUYER'S URGENCY .

THEY TRY TO CREATE URGENCY.....

**BY TELLING THE BUYER—>
“HOW THEY’RE GOING TO GET FIRED”.**



8

**WHY THESE STRATEGIES,
DON'T ACTUALLY WORK.**

HICCUP 3.....

THEY'RE PUTTING *YOUR STUFF, ON THE BUYER.*



THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 3: WHY MAKING **YOUR URGENCY** , **THEIR URGENCY** DOESN'T WORK.

1

YOUR BUYER.....
DOESN'T CARE.

2

YOUR BUYER.....
SHOULDN'T CARE.

3

WHEN YOU SAY THIS
TO A BUYER.....

THANK YOU **SO MUCH.**
(WHAT THEY'RE THINKING.)

4

WHEN YOU SAY THIS
TO A BUYER.....

I'D **REALLY**
APPRECIATE IT.
(WHAT THEY'RE THINKING.)



THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 3: WHY MAKING **YOUR URGENCY** , **THEIR URGENCY** DOESN'T WORK.

5

WHEN YOU SAY THIS
TO A BUYER.....

OMG— THIS IS ___
YOU'RE TOTALLY
GOING TO HATE ME.
(WHAT THEY'RE THINKING.)

6

WHEN YOU PILE ON
THE GUILT OF AN ASK...

AN AVOIDANT,
WON'T RESPOND
WELL.

7

WHEN YOU PILE ON
THE GUILT OF AN ASK...

AN ANXIOUS PERSON,
WILL HIDE FROM THE
PROJECTED SHAME.

8

WHEN YOU PILE ON THE
GUILT OF AN ASK...

ANXIOUS/AVOIDANT,
WILL OSCILLATE
BETWEEN THE TWO.

THE MOST COMMON STRATEGIES, TO **CREATE URGENCY**

HICCUP 3: WHY MAKING **YOUR URGENCY** , **THEIR URGENCY** DOESN'T WORK.

9

WHEN YOU PILE ON THE
GUILT OF AN ASK...

SECURELY ATTACHED,
WON'T DO IT OUT OF
SELF-RESPECT & YOUR
PUSHING, HAS LITTLE
TO NO EFFECT.

(*& CERTAINLY NOT POSITIVE*)

10

EVEN IF THIS DOES
ACTUALLY WORK....

IT'S SLEAZY.

11

PEOPLE CAN FEEL
WHEN IT.....

WHEN YOU'RE DOING
THIS.... MORE THAN
YOU THINK.

12

EVERYTHING COMES
OUT, IN THE END.....

EVENTUALLY.



9

OK.....
SO HOW DO
YOU CREATE IT?



**WHAT IS URGENCY
& HOW DO YOU “ CREATE ” IT?**

TO CREATE URGENCY—

**YOU HAVE TO INCREASE THE LEVEL OF URGENCY....
BEYOND THE LEVEL THAT ALREADY EXISTS.**



WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?

TO INCREASE URGENCY—

YOU HAVE TO INCREASE THE SIZE OF A PROBLEM—
THAT THEY ALREADY KNOW ABOUT.....



**WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?**

OR YOU HAVE TO—

**INCREASE THEIR ABILITY TO SOLVE A PROBLEM—
THAT THEY ALREADY KNOW ABOUT.....**



WHAT IS **URGENCY**
& HOW DO YOU “ **CREATE** ” IT?

OR YOU HAVE TO—

FIND **A BRAND NEW PROBLEM**—
THAT THE BUYER DOESN'T KNOW ABOUT.



WHAT IS **URGENCY**
& HOW DO YOU “ **CREATE** ” IT?

OR YOU HAVE TO—

FIND **A BRAND NEW PROBLEM**—
THAT THE BUYER DOESN'T KNOW ABOUT.



WHAT IS URGENCY
& HOW DO YOU “CREATE” IT?

YOU CAN'T DO THAT
HOWEVER...



WHAT IS **URGENCY
& HOW DO YOU “ **CREATE** ” IT?**

YOU **CAN'T DO THIS—**

BY INCREASING THE BUYER'S **PAIN—
BY DEFINITION.**



**WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?**

BECAUSE—

**PAIN IS SOMETHING....
THAT THE BUYER ALREADY KNOWS ABOUT .**



**WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?**

BUT TO CREATE—

**SOMETHING NEW....
YOU HAVE TO FIND SOMETHING NEW .**



**WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?**

SO, YOU HAVE TO—

**FIND SOMETHING NEW—
THAT INCREASES THE SIZE OF A KNOWN PROBLEM...**



WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?

OR YOU HAVE TO—

**FIND SOMETHING NEW—
THAT INCREASES THEIR OVERALL
ABILITY TO SOLVE A KNOWN PROBLEM...**



**WHAT IS URGENCY
& HOW DO YOU " CREATE " IT?**

OR YOU HAVE TO—

**FIND SOMETHING NEW...
THAT CREATES A NEW PROBLEM ENTIRELY.
(& ONE THAT'S WORTH SOLVING.)**



10

**CREATING URGENCY: BY
FINDING SOMETHING NEW.**

***PART 1: SOMETHING THAT INCREASES THE SIZE,
OF A PRE-KNOWN PROBLEM.***



SCENARIO 1

OF WHAT INCREASES
THE SIZE, OF A **PRE-KNOWN PROBLEM.**



SCENARIO 1

DIAGNOSING A NEW **CURRENT IMPACT**. *(THAT INCREASES THE OVERALL SIZE)*



SCENARIO 2

OF WHAT INCREASES
THE SIZE, OF A **PRE-KNOWN PROBLEM.**



SCENARIO 2

**PROGNOSING
A NEW FUTURE IMPACT.**
(THAT INCREASES THE OVERALL SIZE)



SCENARIO 3

OF WHAT INCREASES
THE SIZE, OF A **PRE-KNOWN PROBLEM.**



SCENARIO 3

DIAGNOSING A NEW **CURRENT EVENT**. *(THAT INCREASES THE OVERALL SIZE)*



SCENARIO 4

OF WHAT INCREASES
THE SIZE, OF A **PRE-KNOWN PROBLEM.**



SCENARIO 4

**PROGNOSING
A NEW FUTURE EVENT.
(THAT INCREASES THE OVERALL SIZE)**



11

**CREATING URGENCY: BY
FINDING SOMETHING NEW.**

***PART 2: SOMETHING THAT INCREASES THEIR
ABILITY TO SOLVE, A PRE-KNOWN PROBLEM.***



SCENARIO 1

OF WHAT INCREASES
THE ABILITY TO SOLVE, A **PRE-KNOWN PROBLEM.**



SCENARIO 1

DIAGNOSING
A NEW **LEARNING INDICATOR.**

(THAT INCREASES THEIR KNOWLEDGE & ABILITY TO SOLVE IT)



SCENARIO 2

OF WHAT INCREASES
THE ABILITY TO SOLVE, A **PRE-KNOWN PROBLEM.**



SCENARIO 2

DIAGNOSING
A NEW **TACTICAL PROBLEM.**

(THAT INCREASES THEIR KNOWLEDGE & ABILITY TO SOLVE IT)



SCENARIO 3

OF WHAT INCREASES
THE ABILITY TO SOLVE, A **PRE-KNOWN PROBLEM.**



SCENARIO 3

DIAGNOSING
A NEW **LEADING INDICATOR.**

(THAT INCREASES THEIR KNOWLEDGE & ABILITY TO SOLVE IT)



SCENARIO 4

OF WHAT INCREASES
THE ABILITY TO SOLVE, A **PRE-KNOWN PROBLEM.**



SCENARIO 4

DIAGNOSING
A NEW **ROOT CAUSE.**

(THAT INCREASES THEIR KNOWLEDGE & ABILITY TO SOLVE IT)



12

**CREATING URGENCY: BY
FINDING SOMETHING NEW.**

***PART 3: SOMETHING THAT CREATES,
A COMPLETELY NEW PROBLEM ENTIRELY.***



SCENARIO 1

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 1

**DIAGNOSING
A NEW OUTCOME.
(THAT'S WORTH SOLVING FOR)**



SCENARIO 2

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 2

PROGNOSING
A NEW **FUTURE IMPACT.**
(THAT'S WORTH SOLVING FOR)



SCENARIO 3

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 3

DIAGNOSING A NEW **CURRENT IMPACT.** *(THAT'S WORTH CHANGING)*



SCENARIO 4

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 4

DIAGNOSING A NEW **BUSINESS PROBLEM.** *(THAT'S WORTH SOLVING FOR)*



SCENARIO 5

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 5

DIAGNOSING A NEW **CURRENT EVENT**. *(THAT'S WORTH CHANGING FOR)*



SCENARIO 6

OF WHAT CREATES
A COMPLETELY **NEW PROBLEM.**



SCENARIO 6

**PROGNOSING
A NEW FUTURE EVENT.
(THAT'S WORTH CHANGING FOR)**





IN SUMMARY...





THE END.

