

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 9

An Object in Motion...

*THE 12 TYPES OF TRIGGER EVENTS
(& HOW TO MOBILIZE A BUYER TO BUY)*



© 2025 Flip the Script

AGENDA

ACT I

A BUYER **IN MOTION**....

ACT II

WHAT DO WE PRIORITIZE SOLVING?

& 5 THINGS YOU'RE PROBABLY NOT CONSIDERING—> THAT ULTIMATELY AFFECT IF THEY BUY.

ACT III

WHAT DOES THIS MEAN: IN SALES?

FOR **STATUS-QUO** BUYERS.



AGENDA

ACT IV

WHAT DOES THIS MEAN: IN PROSPECTING?
FOR **OUTBOUND PIPELINE**.

ACT V

WHAT DOES THIS MEAN: IN SALES?
FOR **INDECISIVE BUYERS**.

ACT VI

THE 2 FACTORS AT PLAY:
WHEN IT COMES TO TRIGGERS.



AGENDA

ACT VII

THE 3 TYPES OF TRIGGERS:
WHEN IT COMES TO THESE FACTORS.

ACT VIII

THE 12 BUCKETS OF TRIGGERS:
WHEN IT COMES TO THESE 3 TYPES.

ACT IX

THE 5 BUCKETS OF TRIGGERS:
FOR **SOLUTION-CENTRIC TRIGGERS.**



AGENDA

ACT X

THE 7 BUCKETS OF TRIGGERS:
OF **DIAGNOSTIC-CENTRIC TRIGGERS**.

ACT XI

& WHAT HAPPENS....
IF WE DON'T FIND THESE FOR OUR BUYERS?

ACT XII

& HOW EXACTLY
DO WE GO ABOUT ACTUALLY TRIGGERING, **"THE GOOD ONES"**?



1

**A BUYER IN MOTION...
& A BUYER AT REST...**



A LAW AROUND MOTION



NEWTON'S FIRST LAW.



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

AN OBJECT IN MOTION
STAYS IN MOTION.....



NEWTON'S 1ST LAW :
AN OBJECT, AT REST

& AN OBJECT AT REST
STAYS AT REST.....



NEWTON'S 1ST LAW:
UNLESS ENACTED UPON.

UNLESS ENACTED UPON —>
BY AN OUTSIDE FORCE.



AN OBJECT (BUYER)
THAT'S AT REST.



AT REST

WHEN A BUYER DOES NOT BELIEVE---

THEY HAVE AN ISSUE **THAT'S BIG ENOUGH , OR **IMPACTFUL ENOUGH** ...**



TO MOBILIZE

& ACTUALLY DO SOMETHING ABOUT ---->

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 , OR IS ONE THAT *WARRANTS SOLVING* .**



SO THEY PREFER TO

JUST STAY STATIC ----->

& JUST MAINTAIN THE STATUS-QUO . (AT LEAST FOR NOW)



AN OBJECT (BUYER)

THAT'S **IN MOTION**.



IN MOTION

WHEN A BUYER DOES BELIEVE--->
THEY HAVE A PROBLEM *BIG ENOUGH* , OR *IMPACTFUL ENOUGH*



TO MOBILIZE

& ACTUALLY DO SOMETHING ABOUT ---->

BUT THEY SLOWED DOWN , & ULTIMATELY DECIDED NOT TO SOLVE IT.



EVEN IF THEY DO
HAVE A PROBLEM THAT THEY WANT TO SOLVE



& EVEN IF THEY DO

**HAVE A PROBLEM THAT'S *BIG ENOUGH* , OR *IMPACTFUL ENOUGH*
TO MAKE *CHANGING, WORTH IT***



& EVEN IF THEY DID
START TO SOLVE THE PROBLEM (OR TRY TO) ORIGINALLY...



THEY EVENTUALLY
SLOWED DOWN FROM TRYING TO SOLVE THE PROBLEM....



AND ULTIMATELY

DECIDED NOT TO TRY TO SOLVE THE PROBLEM, AT ALL.



& THAT THEY PREFERRED TO

JUST STAY STATIC ----->

AND TO MAKE NO DECISION . (AT LEAST FOR NOW)



2

HOW DO WE PRIORITIZE? ***& THE FLUIDITY, OF DECISIONS.***



THE PUNCHLINE

IS NOTHING IS "PERMANENT".



& NOTHING IS
A GIVEN, OR A SURE THING WITH A BUYER.



JUST BECAUSE

THEY ARE “FOR SURE” SOLVING FOR IT TODAY.....



DOESN'T MEAN
THAT WILL BE THE SAME TOMORROW.....



& IT DOESN'T MEAN
THAT WILL ACTUALLY SOLVE IT.



EVERYTHING
ALL COMES DOWN TO PRIORITIES.



& AS THINGS HAPPEN

THINGS SHIFT – ALONG WITH PRIORITIES.



AND EVERYTHING....



& I MEAN EVERYTHING
IS RELATIVE.



& I MEAN EVERYTHING
IS RELATIVE.



& WE'RE OFTEN
MISSING THE OTHER PARTS TO THE PIE....



OR WE'RE OFTEN

FOCUSING ON THE WRONG ONES, EVEN IF WE DO REALIZE THE PIE.



FOR EXAMPLE

WE THINK IT'S ALL ABOUT IMPORTANCE V. URGENCY.



HOW DO WE PRIORITIZE?

URGENCY V. IMPORTANCE



BUT THERE'S 2

TYPES OF URGENCY.



HOW DO WE PRIORITIZE?

PROBLEM URGENCY V. SOLUTION URGENCY

HIGH PROBLEM URGENCY

HIGH PROBLEM URGENCY
HIGH SOLUTION URGENCY

HIGH PROBLEM URGENCY
LOW SOLUTION URGENCY

LOW PROBLEM URGENCY
HIGH SOLUTION URGENCY

LOW PROBLEM URGENCY
LOW SOLUTION URGENCY

HIGH
SOLUTION
URGENCY

LOW
SOLUTION
URGENCY

LOW PROBLEM URGENCY



OR FOR EXAMPLE

THE LIKELIHOOD TO SOLVE IT.....



HOW DO WE PRIORITIZE?

LIKELIHOOD THEY'LL BE ABLE TO SOLVE IT V. IMPACT IF THEY CAN'T

HIGH LIKELIHOOD: THEY'LL BE ABLE TO SOLVE IT

HIGH LIKELIHOOD TO SOLVE IT HIGH IMPACT IF THEY CAN'T	HIGH LIKELIHOOD TO SOLVE IT LOW IMPACT IF THEY CAN'T
LOW LIKELIHOOD TO SOLVE IT HIGH IMPACT IF THEY CAN'T	LOW LIKELIHOOD TO SOLVE IT LOW IMPACT IF THEY CAN'T

LOW LIKELIHOOD: THEY'LL BE ABLE TO SOLVE IT

HIGH
IMPACT:
IF THEY
AREN'T
ABLE TO

LOW
IMPACT:
IF THEY
AREN'T
ABLE TO

BUT THEN THERE'S
ALSO ANOTHER TO THINK ABOUT.....



HOW DO WE PRIORITIZE?

LIKELIHOOD THEY CAN SOLVE IT V. LIKELIHOOD IT WILL RESOLVE ON ITS OWN

HIGH LIKELIHOOD: THEY'LL BE ABLE TO SOLVE IT

HIGH LIKELIHOOD TO SOLVE IT HIGH LIKELIHOOD TO RESOLVE	HIGH LIKELIHOOD TO SOLVE IT LOW LIKELIHOOD TO RESOLVE
LOW LIKELIHOOD TO SOLVE IT HIGH LIKELIHOOD TO RESOLVE	LOW LIKELIHOOD TO SOLVE IT LOW LIKELIHOOD TO RESOLVE

HIGH
LIKELIHOOD:
IT WILL
RESOLVE
ON ITS
OWN

LOW
LIKELIHOOD:
IT WILL
RESOLVE
ON ITS
OWN

LOW LIKELIHOOD: THEY'LL BE ABLE TO SOLVE IT

AND THE LAST EXAMPLE
IS COST.



HOW DO WE PRIORITIZE?

COST OF THE SOLUTION V. AVAILABILITY OF THOSE RESOURCES

HIGH COST OF THE SOLUTION

HIGH COST OF THE SOLUTION
HIGH RESOURCE AVAILABILITY

HIGH COST OF THE SOLUTION
LOW RESOURCE AVAILABILITY

LOW COST OF THE SOLUTION
HIGH RESOURCE AVAILABILITY

LOW COST OF THE SOLUTION
LOW RESOURCE AVAILABILITY

LOW COST OF THE SOLUTION

HIGH
AVAILABILITY
OF THOSE
RESOURCES

LOW
AVAILABILITY
OF THOSE
RESOURCES

BUT EVEN COST
HAS ANOTHER PART TO IT.....



HOW DO WE PRIORITIZE?

COST OF THE SOLUTION V. RELATIVE COST OF THE SOLUTION

HIGH COST OF THE SOLUTION

HIGH RELATIVE COST OF THE SOLUTION	HIGH COST OF THE SOLUTION HIGH RELATIVE SOLUTION COST	HIGH COST OF THE SOLUTION LOW RELATIVE SOLUTION COST	LOW RELATIVE COST OF THE SOLUTION
	LOW COST OF THE SOLUTION HIGH RELATIVE SOLUTION COST	LOW COST OF THE SOLUTION LOW RELATIVE SOLUTION COST	

LOW COST OF THE SOLUTION

3

**WHAT DOES
THIS MEAN IN SALES?**
FOR STATUS-QUO BUYERS.



STATUS-QUO

AND HOW IT WORKS.



STATUS-QUO

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



STATUS-QUO

**& THE REASON THEY ARE " AT REST ",
IS NOT BECAUSE THEY AREN'T IN PAIN. (NECESSARILY)**



STATUS-QUO

**& THE REASON THEY'RE " *AT REST* " ---->
IS NOT BECAUSE THERE IS NO IMPACT. (NECESSARILY)**



STATUS-QUO

**& IT'S NOT BECAUSE THERE'S NO IMPACT ---->
OF THE BUYER BEING, OR STAYING **AT REST**. (NECESSARILY)**



STATUS-QUO

***IT'S BECAUSE THE PAIN ISN'T BAD ENOUGH ---->
& THE IMPACT (THEY KNOW OF) ISN'T BIG ENOUGH...***



STATUS-QUO

***ISN'T WORTH IT, AT THIS POINT IN TIME--->
FOR THEM TO ACTUALLY DO SOMETHING ABOUT.***



STATUS-QUO

**~ 20% - 40% OF DEALS--->
ARE LOST TO STATUS-QUO .**



**OKAY.....
I'M SCREWED
THEN, RIGHT?**



**NO.
NOT NECESSARILY....**



STATUS-QUO

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



STATUS-QUO

*AND THEY WILL STAY AT REST,
UNLESS ENACTED UPON, BY AN OUTSIDE FORCE.*



STATUS-QUO

**AN OUTSIDE FORCE LIKE.....
YOU FINDING A *NEW IMPACT* , OF THE PROBLEM.**



STATUS-QUO

***AN OUTSIDE FORCE LIKE.....
OR AN **EVENT**, THAT EXACERBATES THE PROBLEM.***



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

**OR A *FUTURE IMPACT* OF THE PROBLEM,
THAT WILL HAPPEN IF THEY DON'T SOLVE IT.**



STATUS-QUO

**AN OUTSIDE FORCE LIKE.....
OR A WAY THE PROBLEM IS AFFECTING THEM,
THAT THEY DIDN'T KNOW ABOUT BEFORE.**



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

**OR AN *IMPACT TO A TEAM* THAT'S LATERAL TO THEM,
OR A WAY THE PROBLEM IS AFFECTING THAT TEAM RIGHT NOW.**



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

**OR *AN IMPACT* THAT'S GOING TO HAPPEN DOWN THE ROAD,
IF THEY DON'T SOLVE THE PROBLEM TODAY.**



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

OR AN *EVENT* THAT'S HAPPENING *IN THE FUTURE* ,

THAT MEANS THEY SHOULD START SOLVING THE PROBLEM TODAY.



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

OR A TACTICAL PROBLEM , THAT'S ADDING TO THE SIZE OF IT.



STATUS-QUO

AN OUTSIDE FORCE LIKE.....

OR AN OUTCOME , THAT WILL PAN OUT BECAUSE OF IT.



STATUS-QUO

**AN OUTSIDE FORCE LIKE.....
OR *A ROOT CAUSE* ADDING TO THE PILE,
OR LIST OF WHAT'S GROWING IT.**



STATUS-QUO

& ALL OF THOSE OUTSIDE FORCES ---->
GROW THE SIZE OF THE PROBLEM (AS THEY KNOW IT)



STATUS-QUO

**& GROW THE LIST OF REASONS ---->
OF WHY THE BUYER **SHOULD SOLVE IT.****



STATUS-QUO

**& IF ENOUGH OF THOSE FORCES ADD TO IT ---->
THE BUYER WILL GO FROM BEING AT REST, TO IN MOTION...**



STATUS-QUO

**& ALSO GROW THE LIKELIHOOD ---->
THAT THEY WILL GO FROM AT REST TO IN MOTION....**



STATUS-QUO

**& WILL START TO MAKE A MOVE ---->
TOWARDS MOBILIZING, TO BEGIN TO SOLVE IT.**



STATUS-QUO

**& GO FROM NOT SOLVING THE PROBLEM ---->
TO SOLVING THE PROBLEM.**



STATUS-QUO

**& GO FROM BEING AT REST ---->
TO BEING IN MOTION.**



OR, IN OTHER WORDS...



STATUS-QUO

**THEY'LL GO FROM NOT WANTING TO BUY A THING ---->
TO WANTING TO BUY ANYTHING & EVERYTHING**



STATUS-QUO

***IF IT WILL HELP THEM --->
TO SUCCESSFULLY SOLVE THE PROBLEM.***



4

**WHAT DOES THIS MEAN
IN PROSPECTING?
*FOR OUTBOUND.***



OUTBOUND

**IS A GOOD EXAMPLE OF THIS ----->
AND THAT'S WHY IT'S ONLY 6% CONVERSION.**



5

**WHAT DOES
THIS MEAN IN SALES?**
FOR INDECISIVE BUYERS.



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

AN OBJECT IN MOTION
STAYS IN MOTION.....



NEWTON'S 1ST LAW:
UNLESS ENACTED UPON.

UNLESS ENACTED UPON —>
BY AN OUTSIDE FORCE.



INDECISION

AND HOW IT WORKS.



INDECISION

***THE BUYER (BASED ON WHAT THEY KNEW ORIGINALLY)
WAS *IN MOTION* .***



INDECISION

**AND WHAT THEY WERE “ IN MOTION ” TO DO ---->
WAS TO SOLVE THE PROBLEM.**



INDECISION

***SO THEY STARTED TO SOLVE IT ---->
FIRST, BY EVALUATING ABOUT SOLVING THE PROBLEM.***



INDECISION

**& WHAT THEY NEEDED ----->
IN ORDER TO SOLVE THE PROBLEM.**



INDECISION

***WHAT THEY NEEDED TO DO —>
AND WHAT THEY NEEDED TO BUY.....***



INDECISION

***AND HOW THEY NEEDED TO USE IT --->
IN ORDER TO SOLVE THE PROBLEM SUCCESSFULLY.***



INDECISION

**BUT THEY EVENTUALLY SLOWED DOWN ---->
FROM SOLVING THE PROBLEM.**



INDECISION

**& NOW THEY HAVE GONE FROM BEING *IN MOTION* ---->
TO BEING COMPLETELY *AT REST*.**



INDECISION

**~ 60% – 80% OF DEALS---->
ARE LOST TO *INDECISION* .**



**SO.....
HOW DID
THAT HAPPEN?**



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.***



INDECISION

**AND ALL OF THOSE OUTSIDE FORCES ---->
SLOW THEM DOWN.**



INDECISION

**& IF ENOUGH OF THOSE FORCES ARE PRESENT ---->
THE BUYER WILL “SLOW DOWN” ENTIRELY.**



INDECISION

**& GO FROM SOLVING THE PROBLEM ---->
TO NOT SOLVING THE PROBLEM.**



INDECISION

**& GO FROM BEING IN MOTION ---->
TO NOT BEING IN MOTION.**



OR, IN OTHER WORDS...



INDECISION

***THEY WILL GO FROM STARTING TO BUY ---->
TO NOT BUYING ANYTHING.***



INBOUND

IS A GOOD EXAMPLE OF THIS ----->

BUT JUST BECAUSE THEY START TO SOLVE THE PROBLEM.....



INBOUND

***DOES NOT MEAN THEY WILL CONTINUE TO ----->
OR MAKE THE DECISION & COMMITMENT, TO TRY TO SOLVE IT.***



INBOUND

**IS A 35% CONVERSION HOWEVER ----->
JUST BECAUSE THEY START TO SOLVE THE PROBLEM.....**



6

THE 2 FACTORS AT PLAY:
WHEN IT COMES TO TRIGGERS.



FACTOR #1

THE SELLER'S ABILITY TO AFFECT THE TRIGGER



FACTOR #1....

CAN THE SELLER ACTUALLY AFFECT THE TRIGGER?



THERE ARE 2 FACTORS AT PLAY, WHEN IT COMES TO TRIGGERS.

CAN THE SELLER
ACTUALLY AFFECT
THE TRIGGER?

IS THE TRIGGER,
AT THE SELLER'S
EXPENSE?



FACTOR #2

***THE COST TO THE SELLER
TO AFFECT THE TRIGGER***



FACTOR #2....

IS THE TRIGGER, AT THE SELLER'S EXPENSE?



7

THE 3 TYPES OF TRIGGERS:
WHEN IT COMES TO THESE FACTORS.



**SO BASED ON
THESE 2 FACTORS....**

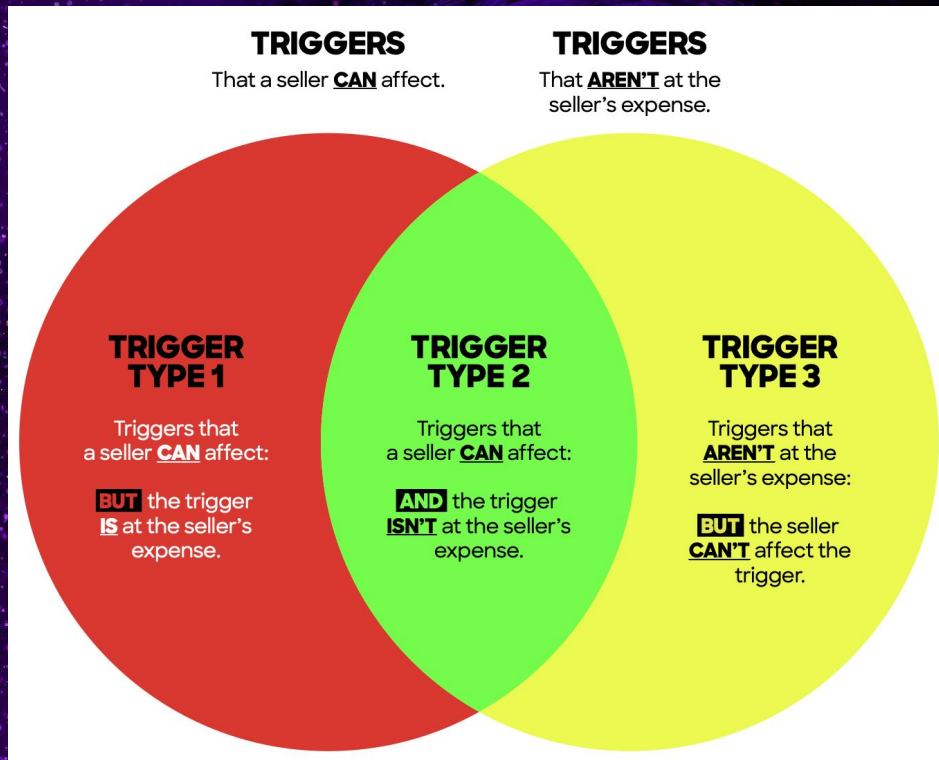


**THERE ARE
3 DIFFERENT TYPES
OF TRIGGERS.**



THE 3 TYPES OF TRIGGERS

BASED ON THE 2 DIFFERENT FACTORS, AT PLAY.



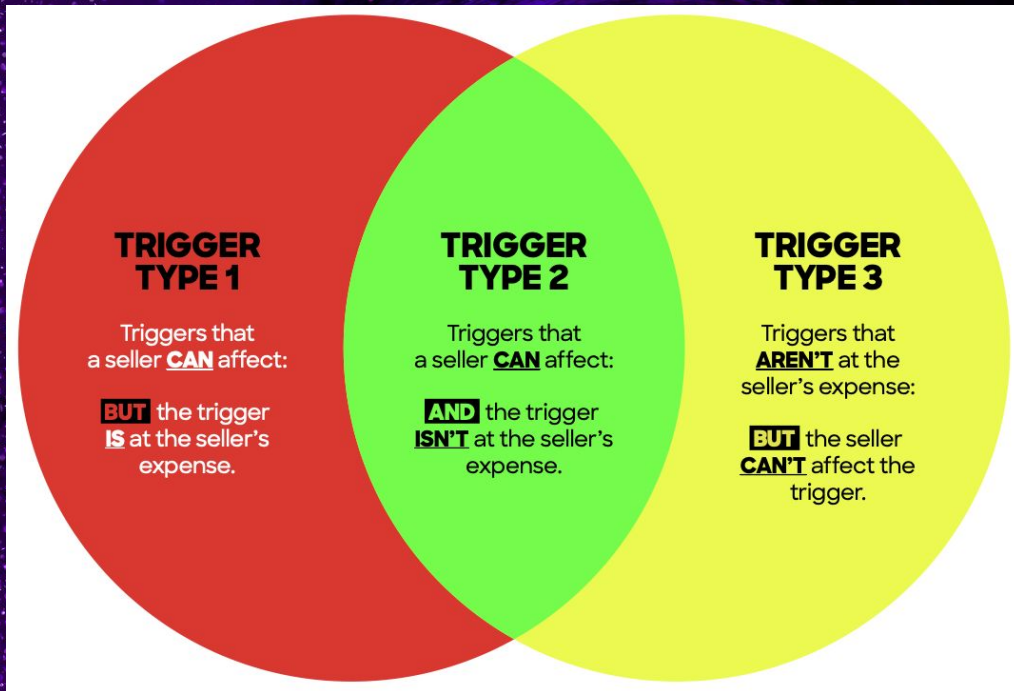
TRIGGER 1

**TRIGGERS THAT THE SELLER CAN AFFECT –
BUT IT IS AT THE SELLER'S EXPENSE , TO DO SO.**



TRIGGER #1....

TRIGGERS **THEY CAN AFFECT** , BUT **ARE AT THEIR EXPENSE** .



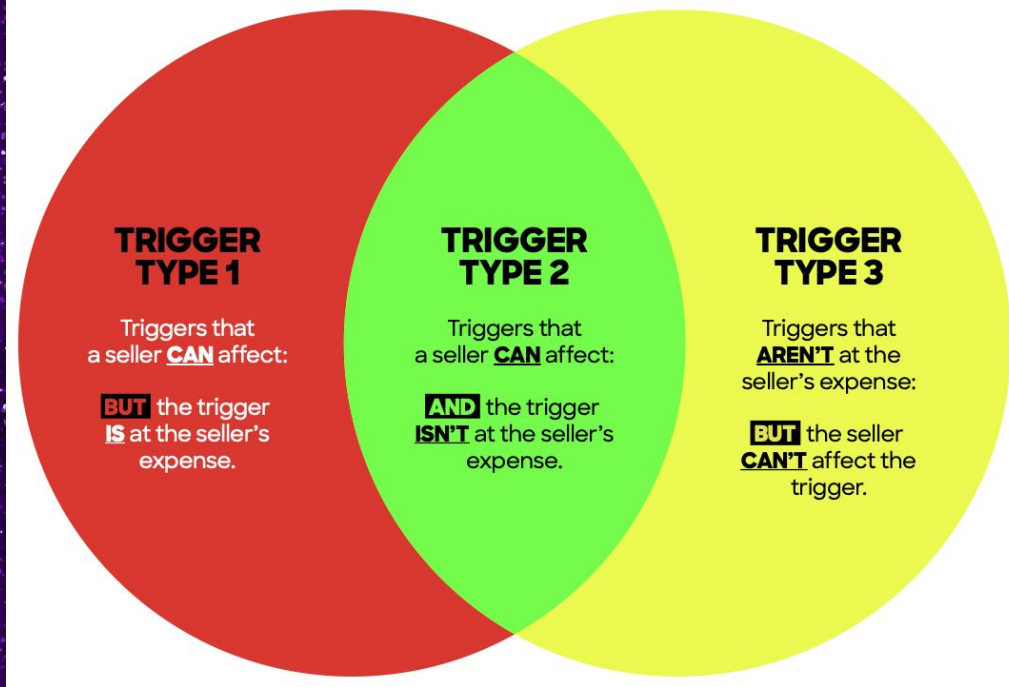
TRIGGER 3

**TRIGGERS THAT AREN'T AT THE SELLER'S EXPENSE –
BUT THE SELLER CAN'T AFFECT THEM .**



TRIGGER #3....

TRIGGERS THAT AREN'T AT THEIR EXPENSE , BUT THEY CAN'T AFFECT .



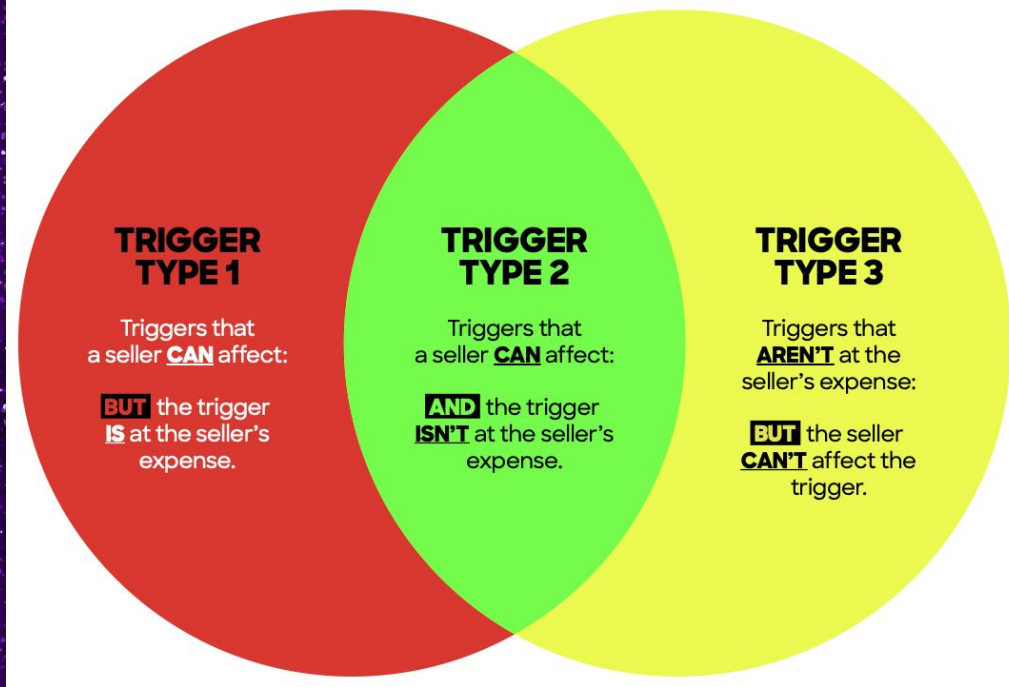
TRIGGER 2

**TRIGGERS THAT A SELLER CAN AFFECT –
AND IT'S NOT AT THE SELLER'S EXPENSE , TO DO SO.**



TRIGGER #2...

TRIGGERS **THEY CAN AFFECT** , AND **AREN'T AT THEIR EXPENSE** .





8

THE 12 BUCKETS OF TRIGGERS



SO THERE ARE 12 BUCKETS OF TRIGGERS



THE 12 BUCKETS OF TRIGGERS

A DEEPER DIVE



BUT THERE ARE 2 DIFFERENT TYPES OF TRIGGERS



**THAT ARE DEPENDENT
ON WHAT THEY "CENTER" ON**



TYPE 1

SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...
BY FLIP THE SCRIPT

THE SOLUTION-CENTRIC TRIGGERS



© 2025 Flip the Script

flipthescript.com



AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

THE SOLUTION-CENTRIC TRIGGERS

BUCKET 1

BUCKET 2

BUCKET 3

BUCKET 4

BUCKET 5

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...

**THE
RESOURCES**

THAT THE
SOLUTION REQUIRES

**THE
AVAILABILITY OF
RESOURCES**

THAT THE
SOLUTION REQUIRES

**THE
RAMIFICATIONS**

OF CHOOSING
THE WRONG **SOLUTION**

**THE
EFFICACY**

OF THE
SOLUTION ITSELF

**THE
PROSPECT'S
EFFICACY**

IN USING
THE **SOLUTION**



TYPE 2

DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE DIAGNOSTIC-CENTRIC TRIGGERS



© 2025 Flip the Script

flipthescript.com



AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

THE DIAGNOSTIC-CENTRIC TRIGGERS

BUCKET 6

BUCKET 7

BUCKET 8

BUCKET 9

BUCKET 10

BUCKET 11

BUCKET 12

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...

THE
PAIN &
PERCEIVED
PAIN

THE
PLEASURE &
PERCEIVED
PLEASURE

THE
BUSINESS
PROBLEM

THE
TACTICAL
PROBLEMS

THE
ROOT
CAUSES

THE
CURRENT
IMPACTS

THE
FUTURE
IMPACTS



9

THE 5 BUCKETS OF:
SOLUTION-CENTRIC TRIGGERS.





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE SOLUTION-CENTRIC TRIGGERS



© 2025 Flip the Script

flipthescript.com

BUCKET 1

OF THE SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 1

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **RESOURCES**
THAT THE **SOLUTION** REQUIRES



THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 1: TRIGGERS ON THE RESOURCES THE SOLUTION REQUIRES . (1-3)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Level of Ease : Currently, to 'solve' the Master Problem .	▲
	The Level of Ease : In the future, to 'solve' the Master Problem . (If they <u>don't</u> 'solve' it today)	▼
	The Level of Ease : Overall, to 'solve for' the Master Problem . (If they start 'solving for' it right now)	▲
2	The Amount of Time : That it would take currently, to 'solve' the Master Problem .	▼
	The Amount of Time : That it would take in the future, to 'solve' the Master Problem . (If they don't 'solve' it today)	▲
	The Amount of Time : That it would take overall, to 'solve for' the Master Problem . (If they do start 'solving for' it right now)	▼
3	The Amount of Time : That the prospect would need to invest currently, to 'solve' the Master Problem .	▼
	The Amount of Time : That the prospect would need to invest in the future, to 'solve' the Master Problem . (If they <u>don't</u> 'solve' it today)	▲
	The Amount of Time : That the prospect would need to invest overall, to 'solve for' the Master Problem . (If they <u>do</u> start 'solving for' it right now)	▼

THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 1: TRIGGERS ON THE RESOURCES THE SOLUTION REQUIRES . (4-5)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
4	The Amount of Resources: That the prospect would need to invest currently, to 'solve' the Master Problem.	▼
	The Amount of Resources: That the prospect would need to invest in the future, to 'solve' the Master Problem. (If they <u>don't</u> 'solve' it today)	▲
	The Amount of Resources: That the prospect would need to invest overall, to 'solve for' the Master Problem. (If they <u>do</u> start 'solving for' it right now)	▼
5	The Amount of Money: That the prospect would need to spend currently, to 'solve' the Master Problem.	▼
	The Amount of Money: That the prospect would need to spend in the future, to 'solve' the Master Problem. (If they <u>don't</u> 'solve' it today)	▲
	The Amount of Money: That the prospect would need to spend overall, to 'solve for' the Master Problem. (If they <u>do</u> start 'solving for' it right now)	▼

THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 1: TRIGGERS ON THE RESOURCES THE SOLUTION REQUIRES . (6-7)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
6	The Amount of Money: That the prospect would need to spend with YOU currently, to 'solve' the Master Problem.	▼
	The Amount of Money: That the prospect would need to spend with YOU in the future, to 'solve' the Master Problem. (If they <u>don't</u> 'solve' it today)	▲
	The Amount of Money: That the prospect would need to spend with YOU overall, to 'solve for' the Master Problem. (If they start 'solving for' it & buy from you right now)	▼
7	The Amount of Money: That the prospect would need to spend with YOU currently, in comparison to other alternatives.	▼
	The Amount of Money: That the prospect would need to spend with YOU in the future, in comparison to other alternatives. (If they <u>don't</u> buy from you, today)	▲
	The Amount of Money: That the prospect would need to spend with YOU overall, in comparison to other alternatives. (If they <u>do</u> buy from you & start 'solving for' the Master Problem right now)	▼

BUCKET 2

OF THE SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 2

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **AVAILABILITY OF THE RESOURCES**
THAT THE **SOLUTION** REQUIRES



THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 2: TRIGGERS ON THE AVAILABILITY OF THE RESOURCES NEEDED (1-3)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Amount of Time: That the prospect has left to 'solve' the Master Problem.	▼
	The Amount of Time: That the prospect has left to start 'solving for' the Master Problem.	▼
2	The Amount of Time: That the prospect has available currently, to 'solve' the Master Problem.	▲
	The Amount of Time: That the prospect has available in the future, to 'solve' the Master Problem. (If they don't 'solve' it today)	▼
	The Amount of Time: That will become available to the prospect in the future, to 'solve' the Master Problem.	▲
3	The Amount of Resources: That the prospect has available currently, to 'solve' the Master Problem.	▲
	The Amount of Resources: That the prospect has available in the future, to 'solve' the Master Problem. (If they don't 'solve' it today)	▼
	The Amount of Resources: That will become available to the prospect in the future, to 'solve' the Master Problem.	▲

THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 2: TRIGGERS ON THE AVAILABILITY OF THE RESOURCES NEEDED (4-6)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
4	The Amount of Money : That the prospect's company has available to spend currently.	▲
	The Amount of Money : That the prospect's company will have available to spend , in the future. (If they <u>don't</u> spend it today)	▼
	The Amount of Money : That will become available in the future, for the prospect's company to spend.	▲
5	The Amount of Budget : That the prospect's department has available to spend currently.	▲
	The Amount of Budget : That the prospect's department will have available to spend , in the future. (If they <u>don't</u> spend it today)	▼
	The Amount of Budget : That will become available in the future, for the prospect's department to spend.	▲
6	The Amount of Budget : That the prospect's department has available to spend on this project currently.	▲
	The Amount of Budget : That the prospect's department will have available to spend on this project , in the future. (If they don't spend the budget, today)	▼
	The Amount of Budget : That will become available in the future, for the prospect's department to spend on this project.	▲

BUCKET 3

OF THE SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 3

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **RAMIFICATIONS**
HOOSING THE WRONG **SOLUTION**



THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 3: TRIGGERS ON THE IMPACT OF CHOOSING THE WRONG SOLUTION .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Amount of Internal Credibility : That the prospect will lose , if the Solution they choose <u>doesn't</u> 'solve' the Master Problem correctly.	▼
	The Amount of Negative Impact : That the prospect's role & team will incur , if the Solution they choose <u>doesn't</u> 'solve' the Master Problem correctly.	▼
	The Amount : That the prospect's Pain & Business Problem will increase , if the Solution they choose <u>doesn't</u> 'solve' the Master Problem correctly.	▼
	The Amount of Time : That will pass & the prospect will lose deploying the first Solution , if it <u>doesn't</u> 'solve' the Master Problem correctly.	▼
2	The Amount of Remaining Resources : That the prospect will have left to deploy another Solution , if the first one <u>doesn't</u> 'solve' the Master Problem .	▲
	The Amount of Remaining Resources : That the prospect will have left to purchase another Solution , if the first one <u>doesn't</u> 'solve' the Master Problem .	▲

BUCKET 4

OF THE SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 4

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **EFFICACY**
OF THE **SOLUTION** ITSELF



THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 4: TRIGGERS ON THE SOLUTION EFFICACY ITSELF . (1 - 3)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Amount of Time : That a Solution will be available.	▼
	The Amount of Time : That a Solution will be available at a given price.	▼
	The Amount of Time : That a Solution will still be effective , in 'solving' the Master Problem .	▼
2	The Size of the Master Problem : That a Solution can 'solve' currently.	▲
	The Size of the Master Problem : That a Solution can 'solve', in the future. (If they <u>don't</u> 'solve' it today)	▼
3	The Amount of Business Problems : That a Solution can 'solve' currently.	▲
	The Amount of Business Problems : That a Solution can 'solve', in the future. (If they <u>don't</u> 'solve' them today)	▼
	The Size of the Business Problem : That a Solution can 'solve' currently.	▲
	The Size of the Business Problem : That a Solution can 'solve', in the future. (If they <u>don't</u> 'solve' it today)	▼

THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 4: TRIGGERS ON THE SOLUTION EFFICACY ITSELF . (4 - 5)

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
4	The Amount of Tactical Problems: That a Solution can 'solve' currently.	▲
	The Amount of Tactical Problems: That a Solution can 'solve', in the future. (If they don't 'solve' them today)	▼
	The Size of the Tactical Problem: That a Solution can 'solve' currently.	▲
	The Size of the Tactical Problem: That a Solution can 'solve', in the future. (If they don't 'solve' it today)	▼
5	The Amount of Root Causes: That a Solution can 'solve' currently.	▲
	The Amount of Root Causes: That a Solution can 'solve', in the future. (If they <u>don't</u> 'solve' them today)	▼
	The Size of the Root Cause: That a Solution can 'solve' currently.	▲
	The Size of the Root Cause: That a Solution can 'solve', in the future. (If they <u>don't</u> 'solve' it today)	▼

BUCKET 5

OF THE SOLUTION-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 5

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **PROSPECT'S EFFICACY**
USING THE **SOLUTION**



THE 5 SOLUTION-CENTRIC TRIGGERS...

BUCKET 5: TRIGGERS ON THE PROSPECT'S EFFICACY USING THE SOLUTION.

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Overall Likelihood: That the prospect will be able to 'solve' the Master Problem , at all.	▲
	The Overall Likelihood: That the prospect is able to 'solve' the Master Problem , at this point in time.	▲
	The Overall Likelihood: That the prospect will be able to 'solve' the Master Problem , in the future. (If they <u>don't</u> 'solve' it today)	▼
2	The Prospect's Level of Assurance: That using your Solution will actually 'solve' the Master Problem , correctly.	▲

10

THE 7 BUCKETS OF....
DIAGNOSTIC-CENTRIC TRIGGERS.





AN OBJECT IN MOTION...
BY FLIP THE SCRIPT

THE DIAGNOSTIC-CENTRIC TRIGGERS



© 2025 Flip the Script

flipthescript.com

BUCKET 6

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 6

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **PAIN** & **PERCEIVED PAIN**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 6: TRIGGERS ON THE PROSPECT'S PAIN & PERCEIVED PAIN

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Initial Creation : Of a new Pain .	▲
	The Overall Level : Of Pain , currently being experienced.	▲
	The Total Number : Of Pains , and the overall level of combined Pain .	▲
2	The Overall Likelihood : That the Pain will persist , in the future. (If they stay as is)	▲
	The Overall Likelihood : That the level of Pain will increase , in the future. (If they stay as is)	▲
3	The Initial Detection : Of a newly Perceived Pain .	▲
	The Overall Level : Of a currently Perceived Pain .	▲
	The Total Number : Of Perceived Pains , and the overall level of combined Perceived Pain .	▲
4	The Overall Likelihood : That the Perceived Pain will become an actual Pain , in the future. (If they stay as is)	▲
	The Overall Likelihood : That the level of Perceived Pain will increase , in the future. (If they stay as is)	▲

BUCKET 7

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 7

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **PLEASURE** & **PERCEIVED PLEASURE**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 7: TRIGGERS ON THE PROSPECT'S PLEASURE & PERCEIVED PLEASURE.

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Initial Creation : Of a new Pleasure .	▲
	The Overall Level : Of Pleasure , currently being experienced.	▼
	The Total Number : Of Pleasures , and the overall level of combined Pleasure .	▼
2	The Overall Likelihood : That the Pleasure will continue to occur , in the future. (If they stay as is)	▼
	The Overall Likelihood : That the level of Pleasure will decrease , in the future. (If they stay as is)	▲
3	The Initial Detection : Of a newly Perceived Pleasure .	▲
	The Overall Level : Of a currently Perceived Pleasure .	▲
	The Total Number : Of Perceived Pleasures , and the overall level of combined Perceived Pleasure .	▲
4	The Overall Likelihood : That the Perceived Pleasure will become an actual Pleasure , in the future. (If they stay as is)	▼
	The Overall Likelihood : That the level of Perceived Pleasure will decrease , in the future. (If they stay as is)	▲

BUCKET 8

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 8

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **BUSINESS PROBLEMS**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 8: TRIGGERS ON THE PROSPECT'S BUSINESS PROBLEMS .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Initial Creation : Of a new Business Problem .	▲
	The Overall Likelihood : That the Business Problem will continue to exist, in the future. (If they stay as is)	▲ ▼
2	The Overall Size : Of the Business Problem , currently.	▲ ▼
	The Overall Likelihood : That the Size of the Business Problem will increase, in the future. (If they stay as is)	▲ ▼
3	The Overall Frequency : That the Business Problem occurs, currently.	▲ ▼
	The Overall Likelihood : That the frequency that the Business Problem occurs, will increase in the future. (If they stay as is)	▲ ▼
4	The Total Number : Of Business Problems that need to be 'solved', currently.	▼

BUCKET 9

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 9

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **TACTICAL PROBLEMS**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 9: TRIGGERS ON THE PROSPECT'S TACTICAL PROBLEMS .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	<p>The Initial Creation or Detection: Of a new Tactical Problem.</p> <hr/> <p>The Overall Likelihood: That the Tactical Problem will continue to cause the Business Problem to exist. (If they stay as is)</p>	<p>▲</p> <hr/> <p>▲ ▼</p>
2	<p>The Overall Size: Of the Tactical Problem, currently.</p> <hr/> <p>The Overall Likelihood: That the Size of the Tactical Problem will increase, in the future. (If they stay as is)</p>	<p>▲ ▼</p> <hr/> <p>▲ ▼</p>
3	<p>The Overall Frequency: That the Tactical Problem occurs, currently.</p> <hr/> <p>The Overall Likelihood: That the frequency that the Tactical Problem occurs, will increase in the future. (If they stay as is)</p>	<p>▲ ▼</p> <hr/> <p>▲ ▼</p>
4	<p>The Total Number: Of Tactical Problems that need to be 'solved', currently.</p>	<p>▼</p>

BUCKET 10

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 10

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **ROOT CAUSES**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 10: TRIGGERS ON THE PROSPECT'S ROOT CAUSES .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
1	The Initial Creation : Of a new Root Cause , that subsequently causes a Tactical Problem , Business Problem , & Master Problem to exist.	▲
	The Initial Detection : Of a Root Cause , where the new knowledge of the Root Cause mobilizes the buyer to 'solve for' an already known Master Problem .	▲
2	The Total Number : Of Root Causes that need to be changed , in order to 'solve' the Business Problem . (And the subsequent Master Problem)	▼
	The Total Number : Of Root Causes that when they are changed in a way that 'solves' the primary Business Problem , they will also 'solve' a separate Business Problem or Tactical Problem . (by default)	▲
3	The Overall Likelihood : That the Root Causes can actually be changed in the way that's required, to 'solve' the Business Problem .	▲
	The Overall Likelihood : That if the Root Causes are changed in the way that the prospect desires, It will actually 'solve' the Business Problem .	▲
	The Prospect's Level of Assurance : That they are able to change the Root Causes in the way that's required, to 'solve' the Business Problem .	▲

BUCKET 11

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 11

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **CURRENT IMPACTS**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 11: TRIGGERS ON THE PROSPECT'S CURRENT IMPACTS .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
	THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...	...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
NEGATIVE: CURRENT IMPACTS		
1	The Initial Creation or Detection : Of a new Negative: Current Impact .	▲
	The Overall Size : Of a known Negative: Current Impact .	▲
	The Total Number : Of Negative: Current Impacts , and the overall level of combined Negative: Current Impacts .	▲
	The Overall Likelihood : That the Negative: Current Impact will continue or worsen , in the future. (If they stay as is)	▲
	The Overall Likelihood : That the Negative: Current Impact will truly be alleviated , if they 'solve' the Master Problem .	▲
POSITIVE: CURRENT IMPACTS		
2	The Initial Creation or Detection : Of a new Positive: Current Impact .	▲
	The Overall Size : Of a known Positive: Current Impact .	▲
	The Total Number : Of Positive: Current Impacts , and the overall level of combined Positive: Current Impacts .	▲
	The Overall Likelihood : That the Positive: Current Impact will continue or increase , in the future. (If they stay as is)	▼
	The Overall Likelihood : That the Positive: Current Impact will truly be sustained , if they 'solve' the Master Problem .	▲

BUCKET 12

OF THE DIAGNOSTIC-CENTRIC TRIGGERS





AN OBJECT IN MOTION...

BY FLIP THE SCRIPT

THE 12 BUCKETS OF TRIGGERS

BUCKET 12

A **CURRENT EVENT** OR **FUTURE EVENT** THAT AFFECTS...

THE **FUTURE IMPACTS**



THE 7 DIAGNOSTIC-CENTRIC TRIGGERS...

BUCKET 12: TRIGGERS ON THE PROSPECT'S FUTURE IMPACTS .

A CURRENT EVENT OR FUTURE EVENT THAT AFFECTS...		
THE ASPECT: THAT THE CURRENT OR FUTURE EVENT IS AFFECTING...		...THE DIRECTION: THAT THE EVENT MUST AFFECT THE ASPECT TO TRIGGER A BUYER TO BUY.
NEGATIVE: FUTURE IMPACTS		
1	The Initial Detection : Of a new Negative: Future Impact .	▲
	The Overall Size : Of a known Negative: Future Impact .	▲
	The Total Number : Of Negative: Future Impacts , and the overall level of combined Negative: Future Impacts .	▲
	The Overall Likelihood : That the Negative: Future Impact will actually occur , in the future. (If they stay as is)	▲
	The Overall Likelihood : That the Negative: Future Impact will truly be avoided , if they 'solve' the Master Problem .	▲
POSITIVE: FUTURE IMPACTS		
2	The Initial Detection : Of a new Positive: Future Impact .	▲
	The Overall Size : Of a known Positive: Future Impact .	▲
	The Total Number : Of Positive: Future Impacts , and the overall level of combined Positive: Future Impacts .	▲
	The Overall Likelihood : That the Positive: Future Impact will occur , in the future. (If they stay as is)	▼
	The Overall Likelihood : That the Positive: Future Impact will truly be inherited , if they 'solve' the Master Problem .	▲

11

**& WHAT HAPPENS
IF WE DON'T
FIND THESE?**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #1

**PROSPECTS CAN FALL OFF
& YOU DON'T KNOW WHY.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #2

**YOU FOCUS ON BUYING TRIGGERS
WHICH AREN'T THE HEAVY HITTERS
& ARE OFTEN COUNTER PRODUCTIVE.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #3

**NO ABILITY TO FORECAST
BECAUSE YOU DON'T KNOW THE DEAL MOVEMENT.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #4

**IF YOU'RE NOT AWARE
THAT FRICTION IS HAPPENING THAT YOU CAN'T CONTROL,
& DON'T KNOW ABOUT— YOU CAN ASSUME THERE ISN'T ANY.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #5

**YOU THINK YOU CONTROL
MORE THINGS THAN YOU DO.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #6

**CAN FAIL TO REALIZE THAT SOME
OF THE TRIGGERS, ARE AT YOUR EXPENSE.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #7

**YOU USE DISCOUNTS
& NOT REALIZE THEY HURT CONVERSION.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #8

**DEPENDING ON DISCOUNTS
TO APPROPRIATELY TRIGGER THEM— WHEN IT WON'T.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #9

**YOU DON'T COUNTERACT FRICTION
BECAUSE YOU DON'T REALIZE IT'S THERE—
& LOSE TO INDECISION.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #10

**YOU MISS THAT THEIR REASONS
AREN'T BIG ENOUGH TO ACTUALLY BUY—
& LOSE **TO STATUS-QUO.****



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #11

**YOU MISS THAT THEIR URGENCY
ISN'T STRONG ENOUGH TO SERIOUSLY CONSIDER– & GET THEM
TO TALK ABOUT THEIR PAIN.... BUT THE DON'T BOOK A MEETING.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #12

**TREAT INBOUND AND OUTBOUND
THE SAME— & LOSE YOUR BUYER'S TRUST—
BECAUSE THEY FEEL LIKE YOU “JUST DON'T GET IT”.**



WHAT HAPPENS IF YOU DON'T FIND THESE?

WHAT HAPPENS #13

**GO AHEAD WITH THEIR INBOUND STORY
AND BELIEVE THEIR LEVEL OF URGENCY—
WHICH GOBBLES YOU UP NEAR THE END WITH INDECISION.**



12

SO...
HOW DO I TRIGGER
THE GOOD ONES?



HOW DO I FIND → THE GOOD ONES?

METHOD #1

DIAGNOSE UNKNOWN.



HOW DO I FIND → THE GOOD ONES?

METHOD #2

FIND A MISDIAGNOSIS.



HOW DO I FIND → THE GOOD ONES?

METHOD #3

FIND A MISSED DIAGNOSIS.



HOW DO I FIND → THE GOOD ONES?

METHOD #4

**SEND THEM RESOURCES
ABOUT THE UNKNOWNNS YOU FOUND.**



HOW DO I FIND → THE GOOD ONES?

METHOD #5

**HELP THE BUYER
WITH MORE THAN JUST BUYING. 🤨**





IN SUMMARY...





THE END.

