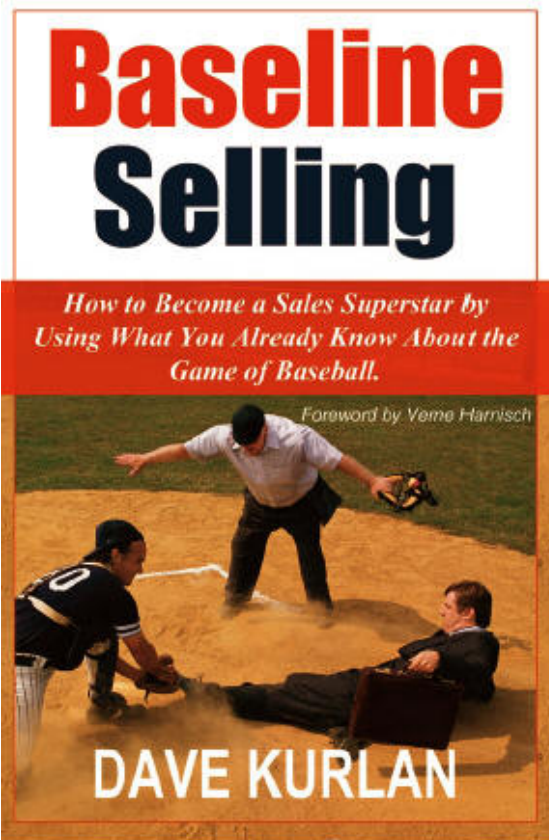




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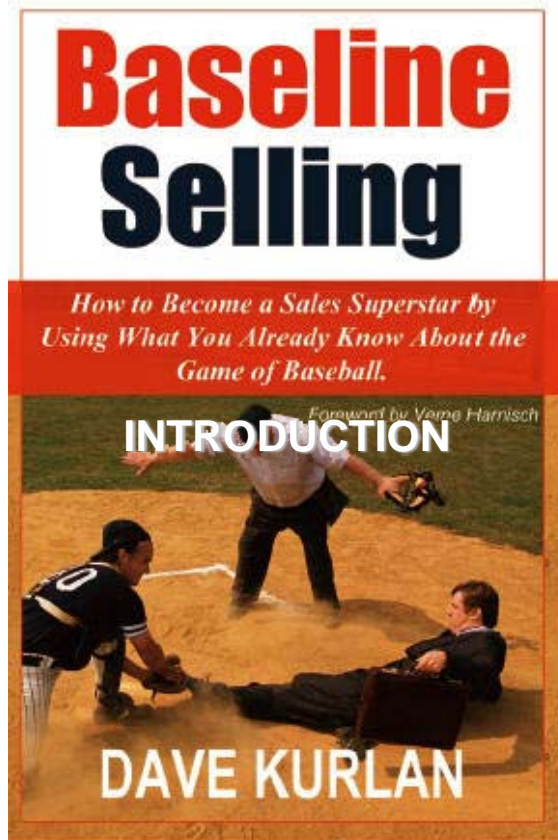


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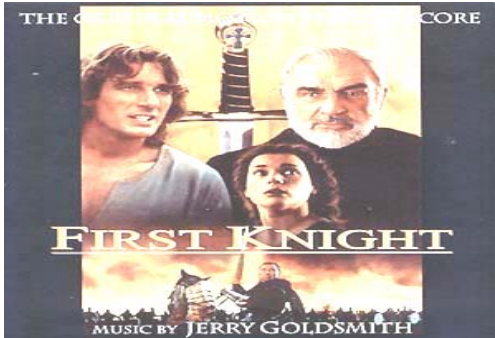
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Lessons Learned

A PROCESS

Scene from First
Knight





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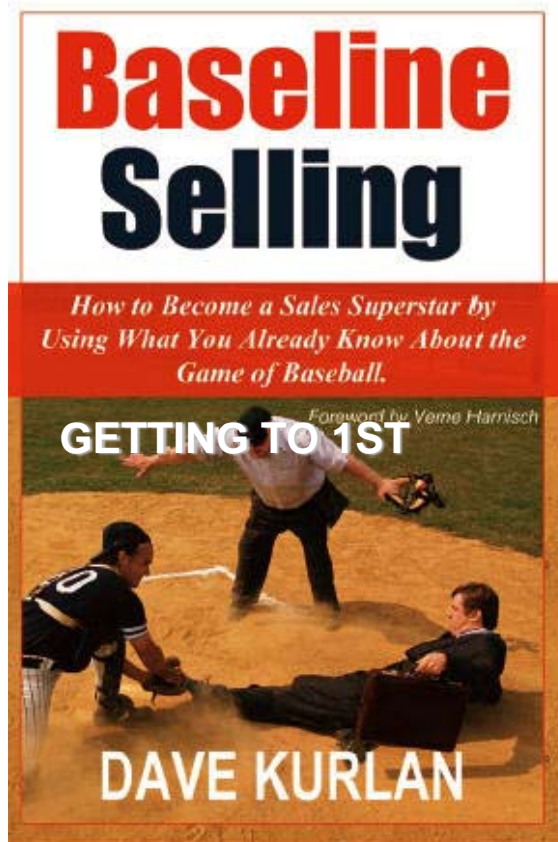
<i>Base</i>	<i>Means</i>	<i>The Definitions</i>
1 st	You got a first appointment.	<p>Fenway Park Gold © Andy Jurinks 1992</p>
2 nd	The prospect needs what you have, has compelling reasons to buy and you have shown your S.O.B Quality.	
3 rd	The prospect is qualified to do business in every way.	
Home	You scored.	





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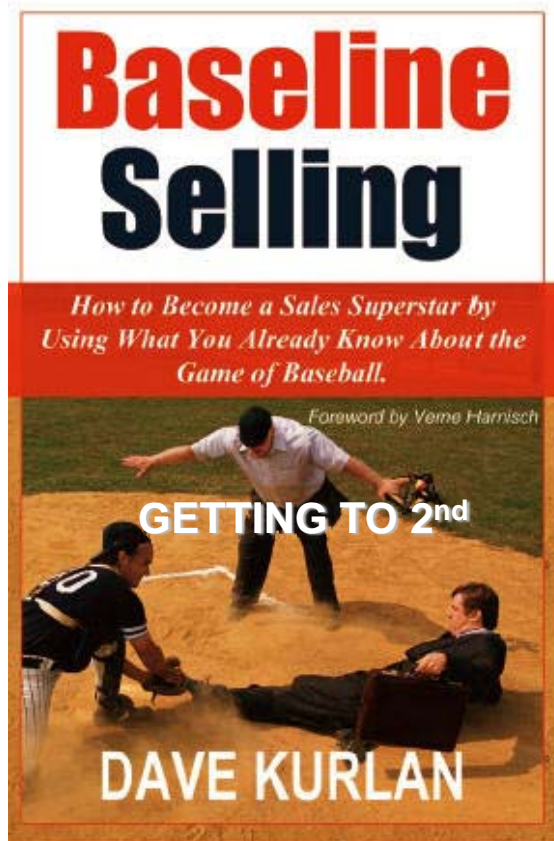
The Process for Getting to 1st Base

1. Intro
2. Stop Sign
3. Positioning Statement
4. Permission
5. Two Examples
6. Discussion
7. Close for an Appointment



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The Process for Getting to 2nd Base

1. Relationship
2. Need it
3. Compelling Reasons to Buy
4. Compelling Reasons to Choose Me
5. SOB Quality
6. Rule of Ratios



Lessons Learned

SOB QUALITY

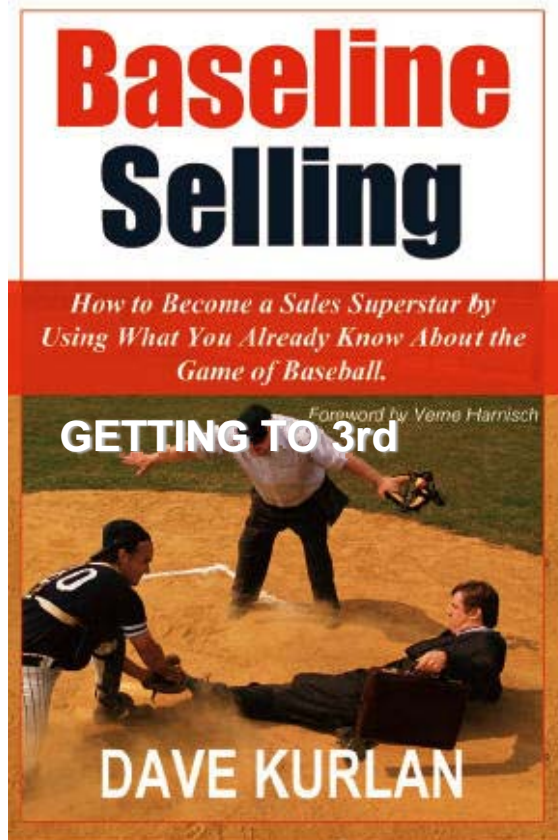
Scene from Ch 6
Hitch





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DUMB AND DUMBER ORIGINAL
MOTION
PICTURE
SOUNDTRACK



Lessons Learned

QUALIFIED

Scene from Ch 21
Dumb and Dumber



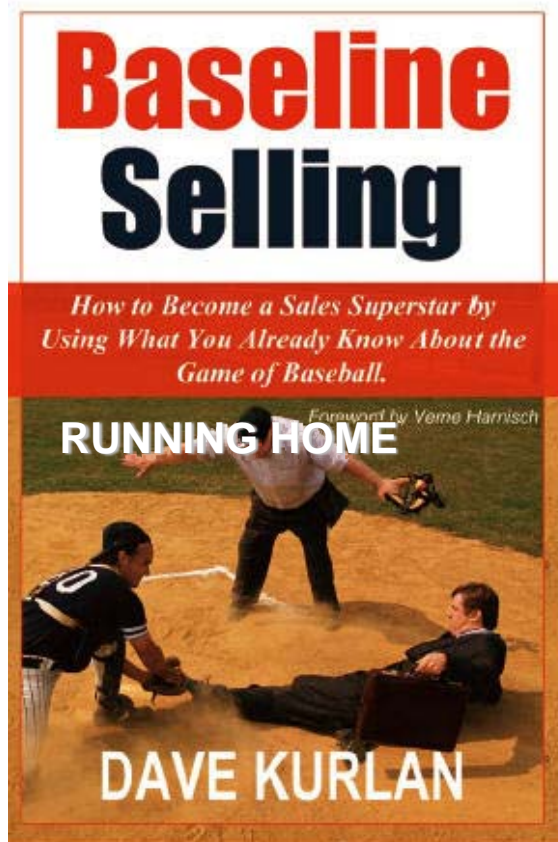
The Process for Getting to 3rd Base

1. Committed
2. Willing to Spend the Money
3. Willing to Spend More for My Help
4. With Decision Maker
5. Timeline for Decision
6. Process for Decision
7. Criteria for Decision
8. Solution that Fits



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The Process for Running Home

1. Review
2. Needs and Cost Appropriate Solution
3. Compelling Presentation - optional
4. Proposal – optional
5. Demo - optional
6. References - optional
7. Trial - optional



Lessons Learned

COMPELLING

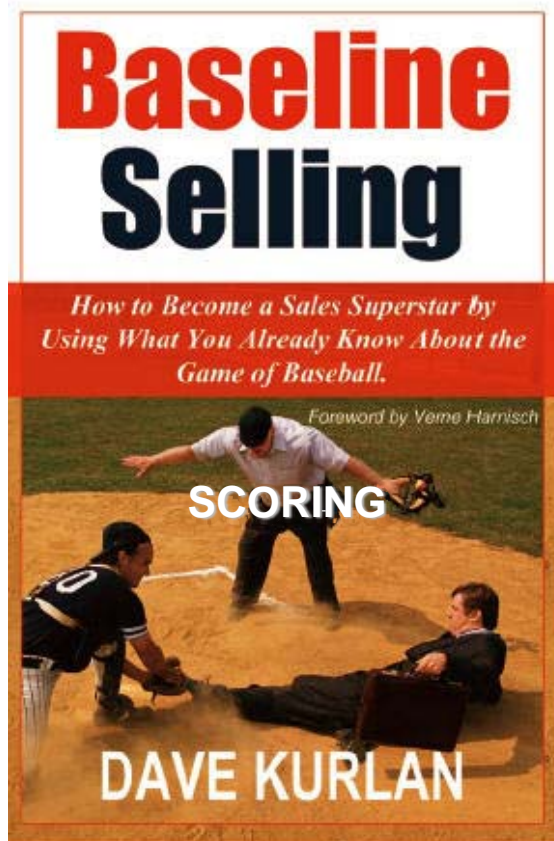
Scene from Ch 24
Ghostbusters





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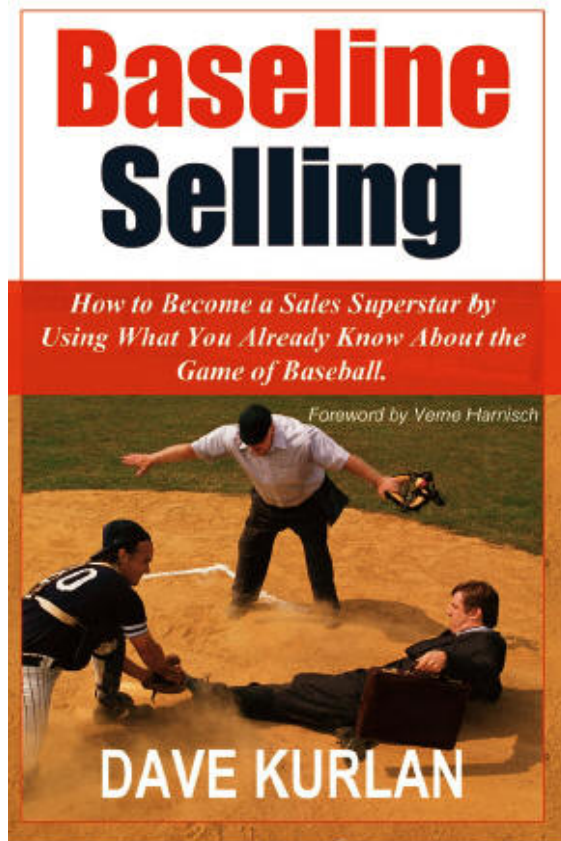


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The Process for Scoring

Use the Inoffensive Close

- Do You Believe I Understand the Problem?
- Do You Believe I Have the Expertise to Solve the Problem?
- Do You Want My Help



One-Hour Follow Up Webinars:

August 13 – Getting to 1st Base

August 27 – Getting to 2nd Base

11 AM ET

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