

1



2

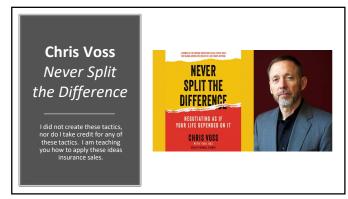


People are tired of being sold to...

- Consumers have more power and knowledge than ever before
- $\hbox{\small \bullet They avoid salespeople like the plague}\\$

Use sales psychology and negotiation tactics to gain the upper hand

3



1



5



Mirroring

Repeating the last I-4 words that your prospect/client said

Labeling

A label is a verbal observation of an emotion displayed, verbalized or implied.

- It seems like
- It looks like
- It sounds like
- It feels like

6

Calibrated Questions

Open-ended questions What, when & how Avoid "why"

Develop wedge questions



7



Getting to "NO"

- Avoid "yes" questions
 Ask no oriented questions
 No is easier to say than yes

Great for:

- Call scripts
- Getting the close Moving to the next step in the sales cycle



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