

THE SELLING PROCESS

PROSPECT'S ATTITUDE	WHAT WE MUST DO	HOW TO DO IT	STEP	WHAT WE MUST SELL	LOGIC OF THE STEP	BUYER'S ATTITUDE
REJECTION	Get them excited about solving a big problem	Prompt their curiosity	ATTENTION	It's worth their time to listen	If one of you doesn't get excited there will be no sale	ACCEPTANCE
	Establish rapport	Justified compliment		We are a nice person	They won't buy from you if they don't like you	
	Disturb Prospect with something better	Ask a question suggesting a need		They do have a serious problem	There is no hope for a satisfied Prospect	
INDIFFERENCE	Promise to solve their problem	Relate similar successes	INTEREST	We are problem solvers	They must see us as a needs satisfier	ANXIOUS
	Gather information	Determine <ul style="list-style-type: none"> •Specific Interest or Problem (SIP) •Mini Motives (MM) •Emotional Buying Motive (EBM) 		They have a very special problem	What does the Prospect need, and why do they want it?	
	Be excited about helping them	Fan the spark of existing desire		There is a way to satisfy their needs and wants	We really are a wants motivator	
SKEPTICAL	Develop benefits	<ul style="list-style-type: none"> •Fact/features •Advantage •Benefit •Evidence •Visual Image •Trial Close 	CONVICTION	Product—will do the job Price/hassle is justified Peers—others will like it Priority—need it now	Tell them what's in it for them	BELIEF
	Remove any doubts/objections	<ul style="list-style-type: none"> •Cushion it •Ask what reason •Hypothetically resolve reason •Convert to question •Reverse/minimize (REMEDY) •Trial Close 		Reassurance	Little doubts create questions; big doubts create objections	
DELAY	Romance the product	Create a visual image	DESIRE	That they want the product	Let them see themselves enjoying your product	ACTION
FEAR	Get decision in our favor	Weigh the pros & cons	CLOSE	Logical decision based on need	Emotional wants must be rationalized into logical needs	CONFIDENCE
	Get an order	Assumed closes Coaxed closes Pressure closes		A sense of urgency	It can be a long way from being sold to buying now	

FEAR

