

**STRATEGY**

**TOP TAKE AWAY**

<b>Pattern Interrupt</b>	
<b>Set Ground Rules</b>	
<b>Personal, Compelling, Emotional Reason to do Business</b>	
<b>Investment</b>	
<b>Decision</b>	
<b>Fulfillment</b>	
<b>Post sell</b>	



# OLD WAY

# NEW WAY

Convince Prospect

Prospect Convinces You

Sales Pressure

Mutual Comfort

Always Be Closing

Closing is Natural  
outcome of following a successful  
process

Think It Over = Hope

Go for the NO

Best Features Win Deals

Relationship, Comfort and Ability to  
Cure Pain wins deals.