



A FEW BASICS

- If what you're doing ISN'T working, stop doing it and start doing something else.
- 90% of everything a human does is out of pain, so quit selling Feature & Benefit!
- Whatever your biggest fear or pain is, have the customer get rid of it for you.
- You can't get mad at a customer for doing something that you forgot to tell them they were not allowed to do. (No "Maybes". No working for free!)

PAIN QUESTIONS

D.I.C.T.A.T.E. where the conversation goes:

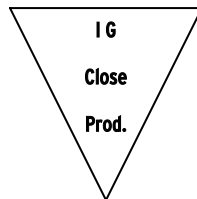
- D (Details) "Interesting, can you tell me more about that?"
- I (Interval) "How long has this problem been going on for you?"
- C (Cost) "How much has this cost you? I mean personally?"
- T (Try & Fix) "What steps have you taken to try and fix this problem?"
- A (in-Action) "Do you mind if I ask you what happens if you don't fix this?"
- T (Talk less) 80/20 Rule. Why x 3. Play Tennis.
- E (Emotions) "What kind of aggravation has this caused U & your people?"

1-888-522-5792 help@johncostigan.com

-BACK-

THE DOCTOR'S PROCESS:

- PAIN Find a hang nail and turn it into a broken arm.
- BUDGET "Have you set aside money to fix your problem?"
"How does your organization budget for this?"
"Who is responsible for the approval?"
- DECISION PROCESS "Who along w/ yourself is involved in the dec. process?"
"How is your rapport with them? Ever been turned down?"
- NEXT STEP "Let's pretend we do all that and it's a 10? What next?"
- CONCLUSION "Great, and if they think there is a fit, then what?"
Read MBA below. Decide to move forward or not.



BUILD THE MBA & NO MAYBES!
(Mutually Beneficial Agreement)
Tell you what. Why don't you invite us in?. If you don't see a fit in 15 min. just say so and I promise we won't waste your time. OK? Great! And if the meeting goes well and it's 10, what would happen next? How does your company do business?

COLOMBO

