

How To Get
Your Customer To Buy
So You NEVER Have
to sell Again

S.S.O.F.A. MODEL

THE REVERSE SELLING SYSTEM



SCENARIO

SOLUTION

OUTCOME

FEELINGS

ACKNOWLEDGEMENT

What is the current
scenario, challenges
or goals of this
customer:

What is a service,
product or feature that
will help them?

What will be the
outcome and
results or effect
from that?

How would they
stop & start feeling?

Ask a 'TICK'
question to gain
agreement or
acknowledgement.

Customer 1:

Customer 2:

Customer 3: