

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



Module 1

Your Sales Game-Changer

How To Get Your Customers To Buy So You Never Sell Again

We **buy** with _____ and then we justify or rationalise our decisions with _____.

*My customers **hot period** is within _____.*

Activity:

1) Create a list of **red brain** words and conversations for your product/service

2) Create a list of **green brain** words and conversations for your product/service

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THE
REVERSE SELLING
SYSTEM

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Module 1 *continued*

There are _____ **motivators** as to why customer buy.

1) _____ motivators

2) _____ motivators

Activity:

1) List emotional words that your customer **WANTS to Feel** from using or owning your product or service.

2) List emotional words that your customer **Doesn't WANT** to feel anymore.

Two ways to lower **Buyers Resistance** and **Increase Buyers Acceptance:**

1) Make sure to use _____ language

2) Master _____ building

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Module 1 *continued*

**5 Step Formula To Designing Your
Reverse Selling System**



Diagnosis is _____% of the sale.

