- Way of the Wolf
  - People don't buy on logic (logic buy eg.smoking, and that purely that decision with logic. One logical error and they will not buy. Logic is a tool that people use to give it the more information it seeks to know.

    In consequence, if you get your prospect in a high level of logical certainty, they'll say, "It sounds great, but I don't know if I can do it." Or, "I'm not a little bit research and I'll call you back."

    However, if you skip making the logical case and instead focus on emotional certainty, you will reach the kick yellow because the logical mind serves as a human bullshit detector.
  - Why people buy
    - logical Certainty
      - logical certainty is based primarily on the words you say.
      - Does the idea or thesis that you're presented to them make sense?
      - Is your product or service truly fill their needs? Is it priced fairly when compared to the competition?
      - Does the cost benefit ratio make it an unquestionably great deal?
    - Emotional Certainty
      - Emotional certainty is the feeling that something must be good.
      - People buy from who they like and trust.
      - Emotional certainty focus is on self-painting your prospect a picture of the future where they've bought your product and feeling good as a result of it. (Future Pacing)
      -

    - The Straight Line Selling System
      - The Straight Line System is so much about becoming an expert listener as an expert talker.
  - Prospecting
    - Draw mark goals of Straight Line prospecting
      - 1. Identify the tasks-lists and the mistakes and mistake-lists that you need to make as quickly as possible.
        - There are a few things right that you need to do to be that that you're ready to make many doubles and triples too.
          - 1. They need to ask lots of questions that they seem to already know the answers to.
          - 2. They make it a point to bird the ideas of whatever it is they're selling, deliver to the point of over-winning them.
          - 3. They list out a large number of cons and sales and objections in the sense that they're genuinely interested.
          - 4. When asked about their finances, they either answer (consciously, unconscious or unconscious) respon.
      - 2. Gather the necessary intelligence from the buyers in hand and buyers in power, and then continue moving them towards the Pain Awards the close.
        - With the Straight Line, you need to gather intelligence.
          - First, you're identifying their needs—and not just their needs, but their very, very secondary needs or problems they might have.
          - Second, you're identifying any one battle they might have with their current situation. Maybe they're uncomfortable working over the phone or with having conversations, and that isn't making adequate(e.g. gossip).
          - Third, you want to find out about any past experiences they have had with, for example, tools, gold and bed, and how they feel about the experiences they've had with them.
          - Fourth, you want to specifically know—meaning, what things are most important to them? Are they motivated by money? Are they motivated by being seen themselves as for retirement, or to grow their profile in a certain charity, or a religious institution? It can be any of a number of things, or an entire jumble and they're in it for the thrills.
          - Fifth, you want to identify their financial standards, meaning, what are their financial standards? Meaning, they want to have to had gold stand Hemisfaces.
          - Sixth, where their pain lies—meaning, what's keeping them up at night? What's keeping them from being as worry free as they want to? What's their pain and what's their pain? Meaning, what's their pain at the end of the day. It's knowing your prospect's pain and, specifically, what's their pain that they're motivated to decide, that's going to help you close the trophy close.
          - And seventh, you want to identify where they stand financially. In terms of how much money they have in their pocket, how much they have in their bank, how much they typically invest (the air blue Bay Ste, and how much they are liquid for rounds.
      - 3. Begin the process of turning the buyers in power into buyers in heat by amplifying their pain.
    - When you're prepared engaging in the process of Straight Line prospecting, there are a few steps you need to take to make things:
      - 1. You're sitting toward the prospects in your white Straight Line Prospecting Sheet with your prepared questions.
      - 2. Ask your prepared questions to not only gather information but also to separate the buyers in heat and buyers in power from the tackle-less and the tire-kicks.
      - 3. You're continuing to gather intelligence from the buyers in heat and buyers in power, while eliminating the tire-kicks and tackle-less from your sales funnel as quickly as possible.
      - 4. You're transitioning the buyers in heat and the buyers in power into your Straight Line Pipeline. They can continue their journey down the Straight Line.
  - The Five Four Seconds
    - There are three things you need to underline in the first seconds of an encounter. If you don't do these, potentially you can start way right way.
      - 1. Sharp as a tack
        - If they don't think that you're sharp as a tack, you're scaring their time. You must come across as someone who's totally on the ball, a born problem solver who is totally focused on the problem, (someone you can hand their entire their pain).
        - You can accomplish this by demonstrating mental agility, meaning, you're demonstrating that you have years of experience that immediately, mindsaves the prospect years of pain.
        - Relevant, to achieve lasting success, you must demonstrate that you're relevant to the pain that you do, indeed, know what you're talking about. In other words, you can't just talk the talk; you also have to walk the walk. Meaning, if you're a Ferrari, if you're selling at lightning speed to team everything, you're selling, or you're selling the Ferrari, if you're selling, or you truly do become an expert.
        - Finally, you need to demonstrate that you're prospect, telling them that you must have something great to offer. You must sound upbeat, enthusiastic, and full of energy. You must be a pleasure to deal with.
      - 2. Enthusiastic as hell
        - Today, I have a strong belief in sales as an honorable ambassador, and I'll only operate in sales situations where I can be a honorable ambassador for the value of the product or service I'm offering to the prospect.
        - I need to genuinely believe in their value before I said I'm enthusiastic about it. Because, if I'm not passionately, I also have to have a firm belief in the company that the product and I represent.
      - 3. An expert in your field
        - Today, I'm a honorable ambassador for the product or service I represent. I'm a honorable ambassador professional by coming off as a world-class expert in my field, right out of the gate. Not only does this make me a pleasure to deal with, it makes me a pleasure, it also causes them to defer to me,and basically hand over their pain to me.
        - I'll also add value by offering a unique perspective that only comes from my extensive knowledge, extensive knowledge and understanding of the market, industry, product, prospect, and competitors. Meaning, I'm a honorable ambassador professional, and wholesale is that they feel like they have to wait a certain amount of time until they can trend with me because I'm so good. They don't feel like they need to be racing up if I'm the pain-easy, while I'm the pain-easy, I'm the pain-easy, I'm the knowledge gap.
      - Show Them You're Worth Listening To
        - 1. Get to the point quickly.
        - 2. Tell seem the prospect's time.
        - 3. I have a solution in their problem
        - 4. Be an asset to them over the long term".
          - Once the prospect has come to this positive conclusion, they will be willing to pay a premium, antagonize your value to its logical end, which is: You are worth listening to. If you can achieve this goals, You can help get your other they want in life.
    - If you're perceived the winning way (what you're as an alternative a dictatorship) Sony, and the prospect succes: (that the opposite happens and the prospect loses.)
    - My point here is that rate you are perceived will carry through to every part of the sale, but it starts in the first seconds. If you don't make a good, or even a negative first impression, then you naturally have no chance of ever making the sale.
  - Tonality and Body Language
    - In terms of pomanpage, (poetry and lyrics language centurie) approximately 55 percent of our decision making is based on our body language, and that each modality having approximately a 45 percent influence on our decision making. Meaning, only three (there are more of them that you can read.) The remaining 23 percent of communication is conveyed through the tone of voice. Meaning, words are only an, an actually communicate.
    - Body Language
      - When a person leys eyes on you for the first time, in the first few seconds, they are actually sizing you up and down, they size your type and how you are, they size your type and how you are, they size you up, power, process you in their tears, their pair you in their tears, their pair you in their tears.
      - Either you are being called as a person who is alpha, on the bad, somewhat (100) sadd to be business with, or you are being called as a person who is beta, who is to be business with, which is to say: someone who is a pleasure to deal with, someone who is a pleasure to expert or to not be sharp or enthusiastic. All those things are being sized up in the first seconds.
      - Body language is not going to get you the sale, but the wrong body language will destroy the opportunity in the first seconds.
      - It's your words that move a prospect logically, and it's your tonality that moves your prospect emotionally.
    - Tonality
      - Tonality is so powerful, it's like an alchemy that can actually change the entire conversation, because tonality is so clear to people who express a sincere tone or well-meaning.
        - I care
          - By phrasing your words in a sincere way, by demonstrating an, tonalities, tales and, tones, and color-and's and, and, and,