



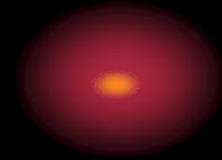
HOW DID YOU DO NEXT MONTH?

You Have The Answer....

*KEY SALES CONCEPTS*



- *WE CAN PREDICT  
FUTURE REVENUE &  
INCOME BASED ON  
CURRENT ACTIVITY!*

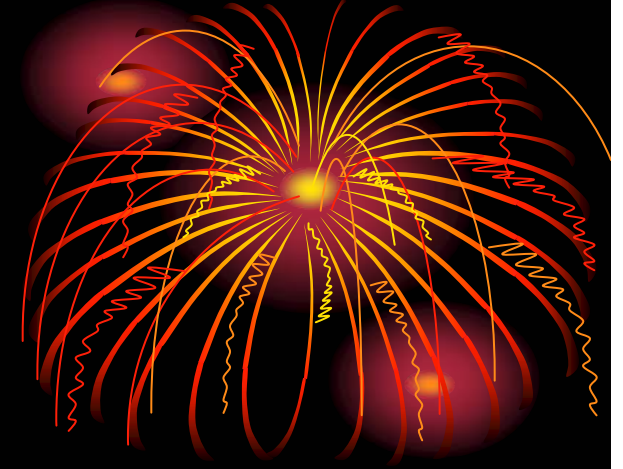


## *KEY SALES CONCEPTS*



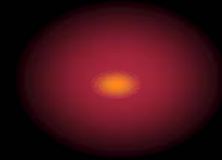
- *THE DEFINITION OF SELLING IS HELPING PEOPLE DO WHAT THEY DO BETTER...*

## *KEY SALES CONCEPTS*



- *THE OBJECTIVE OF EACH STEP IS...*

*...TO GET TO THE NEXT STEP!!!*



*KEY SALES CONCEPTS*

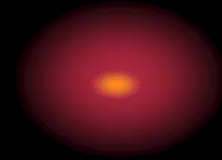


- *THE KEY TO SUCCESSFUL SALES IS RATIOS, NOT NUMBERS...*

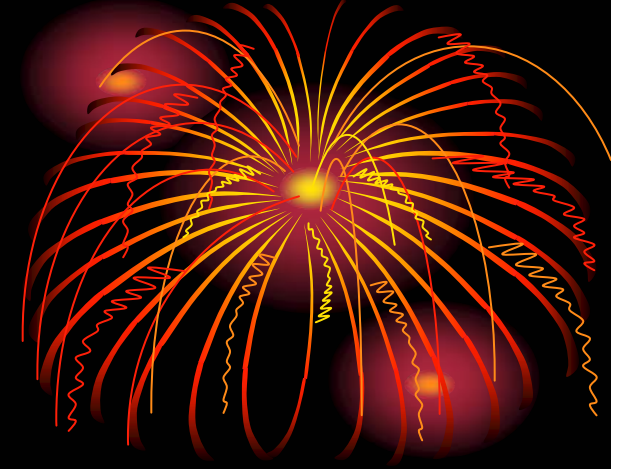
## KEY SALES CONCEPTS



- *THE LONGER A SALE TAKES OUT OF ITS NORMAL CYCLE, THE LESS LIKELY IT IS TO HAPPEN...*



*KEY SALES CONCEPTS*



- *75% OF THE WORK IN AN IDEAL SALES PROCESS OCCURS PRIOR TO THE PROPOSAL OR PRESENTATION OF A PLAN...*

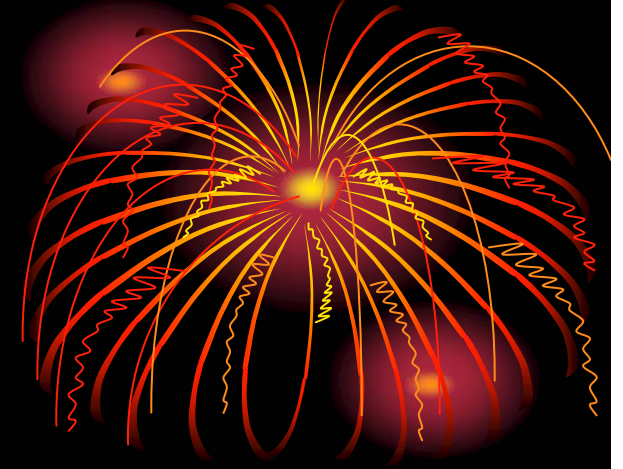
*KEY SALES CONCEPTS*



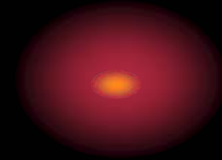
- *WE SELL TO THE OBVIOUS BY ASKING HOW AND WHY THE PERSON IS ALREADY DOING WHAT HE/SHE IS DOING...*



## *KEY SALES CONCEPTS*



- *OUR NUMBER ONE COMPETITOR IS THE STATUS QUO...*



*KEY SALES CONCEPTS*



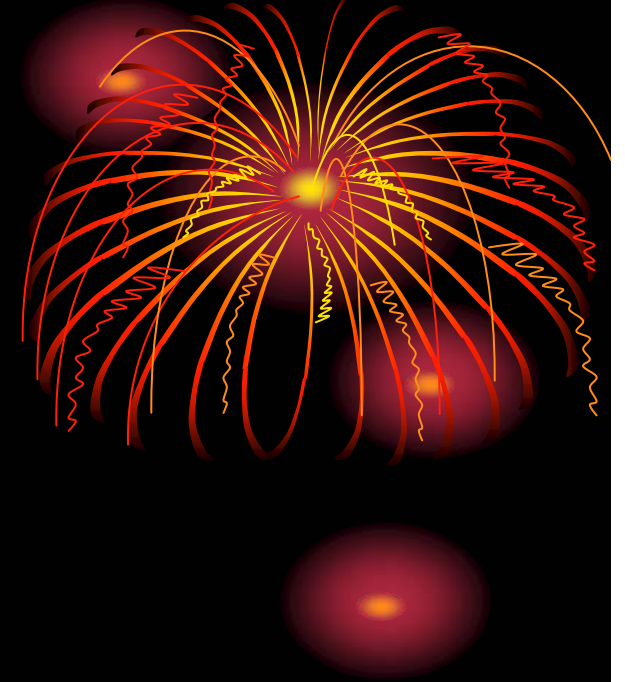
- *WE WANT TO MAKE IT AS EASY AS POSSIBLE FOR THE PROSPECT TO WANT TO DO BUSINESS WITH US...*

## *KEY SALES CONCEPTS*



- *THE SALES PROCESS IS AN EXTENDED CONVERSATION. WE CONTROL THE FLOW OF THAT CONVERSATION...*

*KEY SALES CONCEPTS*



- ***STOP INVESTMENT!***