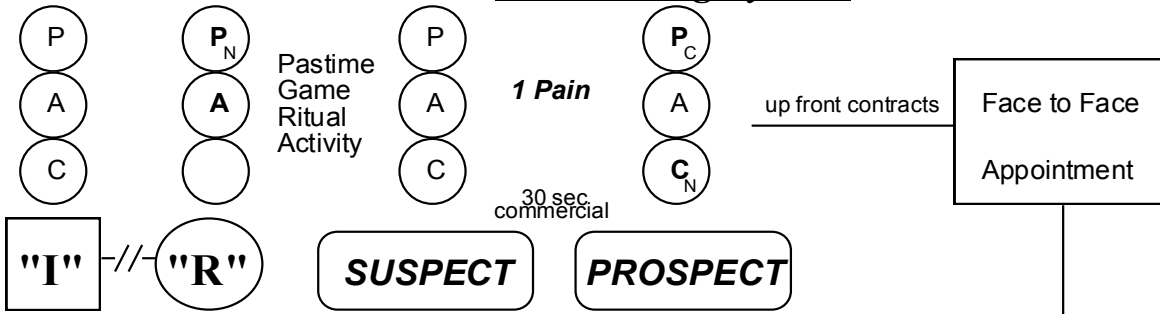


# **Section 6**

**Questions  
are the  
Answer**

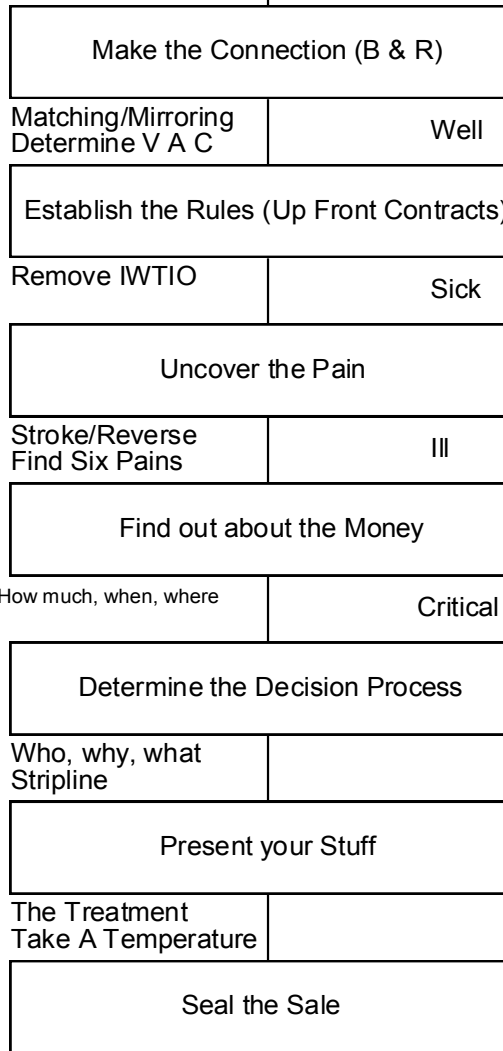
# Your Selling System



**RULES:** Prospect is Not Okay, No Buzz Words, You Don't Need the Business, Go for the "NO", Leave your child in the car, Don't Spill Candy, Never Rescue, It's an interview - not a sales call, If the prospect has no Px - they will not buy, Give strokes don't take them, You are a third party at the event, Nurture, When under attack - fall back, Neg. Reverse, No wishy-washy words, Challenge the lies, No mutual mystification, Don't skip steps,

### Your Role - Sales

- (P) Nurture
- (A) Little Professor - Act Not OK
- (C)
- (P) Nurture
- (A) Little Professor
- (C)
- (P) Nurture
- (A) Little Professor - Collect Pain
- (C)
- (P) Nurture
- (A) Little Professor - Bracketing
- (C)
- (P) Nurture
- (A) Little Professor - Data
- (C)
- (P) Nurture
- (A) Little Prof - Only Fixing Px
- (C)
- (P) Nurture - Get Referrals
- (A) Little Prof - No Buy Remove
- (C)



### Prospect "Yes" or "No"

- (P) Critical - Wants to Use Buyer System
- (A)
- (C) Natural - Gaining Interest
- (P) Critical - Needs to Approve the Process
- (A)
- (C)
- (P) Critical - Protecting Not OK Child
- (A)
- (C) Rebellious - Doesn't want to cooperate  
Natural - Feels emotional/reveals data
- (P) Critical - Protecting Natural Child/Impulsiveness
- (A)
- (C)
- (P) Critical - Reveals How Approval Works
- (A) Little Professor - Considers Authorization
- (C)
- (P) Critical - Criticizing benefits
- (A) Little Professor - Collecting Features
- (C) Natural - Peaking Interest
- (P) Nurture - Giving Referrals
- (A) Little Professor - Provides full authorization
- (C)

**Check Clears the Bank And Then You Have A Client**



Why do we ask questions?

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What prompts a question?

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In a sales situation, who typically asks most of the questions? \_\_\_\_\_

What are the common questions your prospects ask?

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Can statements be perceived as questions? \_\_\_\_\_

Provide examples of statements that are questions.

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What is the expectation when you ask a question? \_\_\_\_\_

What do you do when someone asks you a question? \_\_\_\_\_

Why? \_\_\_\_\_

When a prospect asks a question we should we avoid answering it directly. Why?

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How should we respond to prospect questions? \_\_\_\_\_

When you are playing a game, like racquetball, when is the loser established? \_\_\_\_\_

When is the sales call over for the prospect? \_\_\_\_\_

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Why do prospects tend to say they want to “think it over”?

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**RULE: Never get painted into a corner. Explain.**

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What is the procedure for reversing a prospect’s question?

- First - \_\_\_\_\_
- Second - \_\_\_\_\_
- Third - \_\_\_\_\_

What do prospects do when reversed? \_\_\_\_\_

What is the purpose of responding with a stroke or softening statement?

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List some examples of stroke statements.

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What do questions tend to indicate? \_\_\_\_\_

Why are prospects initial questions and answers sometimes so vague and “wishy - washy”?

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Make a list of “wishy-washy” words.

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How do we respond to wishy-washy words?

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It is our responsibility to diffuse the prospect's feeling of pressure during a sales transaction. How do we diffuse it?

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What is so difficult about reversing a prospect's question?

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What does it mean when we reverse with a negative emphasis?

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What is the benefit of the reverse framed negatively?

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***Here are some real strategies for using the reversing technique.***

..... and you were hoping that I could.....

“If you were sitting in my chair .....

“Stop for a second, let me see if I have this right .....

“I get the impression .....

“That's a great point, but you'll have to excuse me, you're on page 10 and I'm still on page 2. Can we go back for a second?”

“Mr. Prospect, unfortunately we have a problem ... got any good ideas?”

“Which means (pause)....”

“aaannnd.....”

“Highly personalized (or customized) right?”

“Help me figure out why .....

“I don't quite get it.....”

“So what you really mean is.....”

“Iiike.....”

“I'm sorry, I'm lost....”

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***Here are some Stroke Statements:***

“I appreciate your straight forward manner....”

“That’s a wise point of view....”

“You’re instincts serve you well....”

“You are an informed consumer...”

“That’s a really smart question...”

“You are really in touch with your needs...”

***Here are some techniques for getting Pain Indicators via questions:***

Jeannie Lamp (K)

*“If I had a Jeannie’s Lamp and you rubbed it 3 times what 3 wishes would you make regarding your health?”*

Magic Dust (V)

*“If I had a jar of magic dust and I could take some out and sprinkle it on you what would you want the magic to do regarding your current health situation?”*

Crystal Ball (V)

*If I had a big crystal ball right here in front of you and you could look into the future, what do you want to see regarding your health?*

The Prophet (A)

*If I was an Old Testament Prophet and I could predict your future what would you want me to predict for your health?*

*Unofficially ..... If I could fix any problem you had physically without any obligation on your part what would that be?*

*If you could ask me any question - what would you ask? .... That’s smart, why that one?*

*Let’s pretend it is 10 weeks from now, we have been working together on solving this problem and it’s getting better but not perfect yet ... then what?*

How many times will you have to reverse to find out the real pain? \_\_\_\_\_

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***Nurturing is the way to keep the prospect comfortable and feeling OK during the reversing process.***

***Follow these important steps to nurture;***

1. *Never rescue*, learn to struggle and let your prospect rescue you.
2. Be careful of your posture and gestures. Avoid looking “bossy”. *Match and Mirror*
3. Be aware of your vocal quality, pace, tone and pitch. Stay with the *prospect’s vocal quality*.
4. When under attack - fall back.
5. *No Buzz Words*.
6. Stay Not Ok as much as possible.
7. Use real, sincere personal stories of similar struggle/concerns.
8. Use words like share, cooperate, willingness, together, support, help.

When to apply reversing techniques -

When turning suspects into prospects.

When the prospect wants to use their system.

During the Pain Step - Responding to Pain Indicators

During the Decision Step - Determining who, how, where.

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## Technique Training

### **Reversing**

**List your prospect's common questions/statements and develop a reverse for each.**

1. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

2. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

3. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

4. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

5. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

6. \_\_\_\_\_

Stroke/Softening Statement \_\_\_\_\_

Reverse Question \_\_\_\_\_

Nurture \_\_\_\_\_

*NOTES*

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# Selling for Exercise Professionals

## LESSONS LEARNED

Date \_\_\_ / \_\_\_ / \_\_\_

MY LEARNING MOMENT OF THE SESSION WAS:

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I WILL STOP DOING:

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I WILL START DOING:

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*Proper Practice helps you hit the Proper Place on the Target!*

