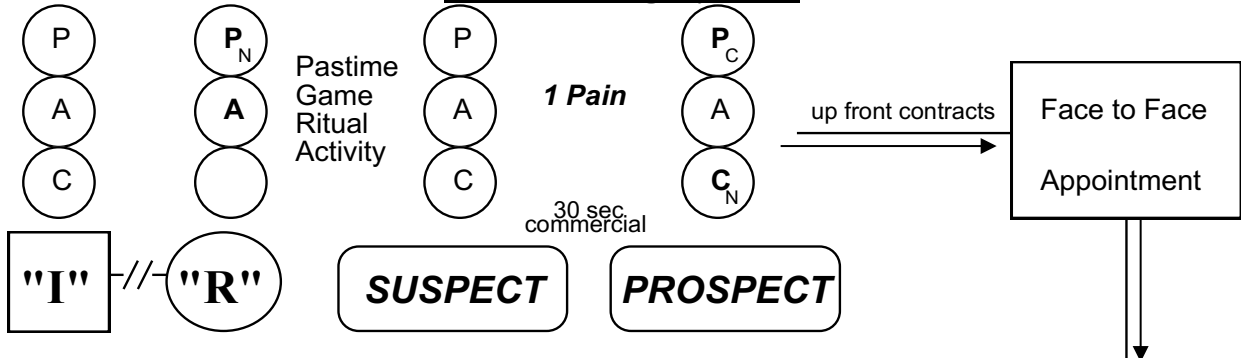


*Muscle System Specialist™*  
*Course*

# Section 2

**Sales –  
Don't Take It  
Personally**

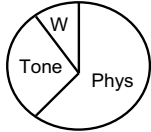
# Your Selling System



**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
- 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
- A Little Prof - Only Fixing Px
- C
- P Nurture - Get Referrals
- A Little Prof - No Buy Remorse
- C



<b>Make the Connection (B &amp; R)</b>	
Matching/Mirroring Determine V A C	Well
<b>Establish the Rules (Up Front Contracts)</b>	
Remove IWTIO	Sick
<b>Uncover the Pain</b>	
Stroke/Reverse Find Six Pains	Ill
<b>Find out about the Money</b>	
How much, when, where	Critical
<b>Determine the Decision Process</b>	
Who, why, what Stripline	
<b>Present your Stuff</b>	
The Treatment Take A Temperature	
<b>Seal the Sale</b>	

## Prospect "Yes" or "No"

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

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

Sales - Don't Take it Personally



Why is selling so hard?

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What happens when we take something “personally”?

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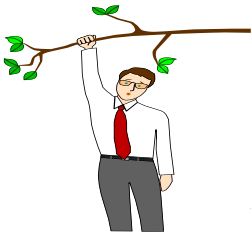
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What is Self-Esteem?

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Why can it (Self-Esteem) be so fragile?

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Who “R” You? (R = \_\_\_\_\_) Define

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Visualization - *On your very own Caribbean Island*

**NOTES**

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Who you “I”? (I = \_\_\_\_\_) Define

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Rank your “I”

0 1 2 3 4 5 6 7 8 9 10

What is the relationship between who you “I” and who you “R”?

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Rank your roles

<hr/>	0 1 2 3 4 5 6 7 8 9 10
<hr/>	0 1 2 3 4 5 6 7 8 9 10
<hr/>	0 1 2 3 4 5 6 7 8 9 10
<hr/>	0 1 2 3 4 5 6 7 8 9 10
<hr/>	0 1 2 3 4 5 6 7 8 9 10
<hr/>	0 1 2 3 4 5 6 7 8 9 10

What accounts for the differences?

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**RULE: You can perform in your roles only in a manner that is congruent with how you see yourself conceptually as “I”.**



The three psychological conditions of people;

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What is a Comfort Zone?

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How would you rank your self as a salesperson? 0 1 2 3 4 5 6 7 8 9 10

What does a rank of 10 mean in regards to a sales person’s role responsibilities?

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At what ranking level (0 through 10) would you say someone can be considered a winner/successful in any role?

0 1 2 3 4 5 6 7 8 9 10

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How does performance in a particular role affect your “I”?

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What is failure? vs. Success

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What is rejection? vs. Acceptance

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Are they synonymous?

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How do you currently handle “rejection”?

How do you currently handle “failure”?

How can we reconcile the two definitions?

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Why can role performance failure make us feel so bad?

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Why shouldn't you take failures in sales personally?

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**RULE: Protect your belly button. In a sales situation your “I” is a third party at the event, emotionally detached, only supporting your “R” performance.**

As a salesperson you (“I”) are an actor, playing the part of a psychologist (“Role”), interviewing another person, helping them feel good about telling you why they do, *or do not*, need what you have to offer as a product or service. Your “I” is not emotionally involved. This is the fundamental concept behind the first step in our intake process. *This will take a lifetime of learning and application to master but you will learn techniques to control your I/R by the end of this course.*



**Technique Training**

**Stroke – Reverse – Nurture**

**Common Questions you are currently getting from clients:**

***Question -***

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**Stroke -**

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**Reverse -**

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**Nurture**

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***Question -***

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**Stroke -**

---

**Reverse -**

---

**Nurture**

---

***Question -***

---

**Stroke -**

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**Reverse -**

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**Nurture -**

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