

# Win... The "NEW" NEW Game of Selling™

## Training Agenda

### Part 1

#### Attract... Hungry Fish, People You Are Best Suited to Serve

**Tuning Fork Marketing...** Stop Pushing, Start Vibrating!

**Be Attraction in Action...** Who Are You Best Suited to Serve?

**Target the Bulls Eye...** Know Your Buyer Better Than Your Product or Service

**USA vs. USP...** Unique Service Advantage vs. Unique Selling Proposition

**Rejection Proof Networking...** Speak to Anyone Anytime and Expand Your Influence

**Find the Hungry Fish...** Fill Your Marketing Pipeline™ with Ready Buyers

**Scratch Their I.T.C.H....** Watch Them Beat a Path to Your Door

**BE W.I.T.C.H. Them...** Add Wisdom, Be Irresistible

### Part 2

#### Qualify... Interest and Separate Ready from Getting Ready

**2<sup>nd</sup> Opinion™...** Be the Trusted Voice of Choice

**Diagnosis is Half the Cure...** Probe and Investigate

**Assessment...** Find the Highest and Best Outcome for All

**RAMM Formula™...** Qualify People in 5 Minutes or Less

**Master "The Buying Cycle"™...** Align with a Person's State of Readiness

**Triage Your Buyers...** Cool (Satisfied), Warm (Dissatisfied), Hot (Ready)

**Educate, Motivate, Activate...** Next Steps for Each Buying Phase

**Telephone Mastery™...** Phone Skills That Transform Conversations

### Part 3

#### Convert... Browsers into Buyers and Gain Commitment

**Problem/Solution Analysis...** Help Dissatisfied Browsers Become Ready Buyers

**Value's Hierarchy...** Highest Value Results and Outcomes

**Key Result...** What ONE Thing is Most Important NOW?

**Objection Prevention...** Avoid 90% of Objections, Easily Handle the Rest!

**Three Magic Words...** Alignment, Agreement, Commitment Advance Relationships

**Get Alignment...** Trust, Understanding, Compassion, Connection, Collaboration

**Cement Agreement...** What You Want, Why, How and When

**Gain Commitment (Don't Close a Sale)...** Ask a Question, Make a Statement!

## Part 4

### Keep... Customers Coming Back Forever

**Avoid Buyer's Remorse...** Re-define Value

**Advocate Buyer's Choice...** Re-establish Commitment

**Ask 5 Questions of Service™...** Discover Your USA – Why People Buy from You

**Rave Your Fans and Evangelists...** Get Powerful Testimonials and Ringing Endorsements

**Next Sale...** What's Next, What's After That?

## Part 5

### Multiply... ROI and Maximize Customer Value

**Attract New Buyers...** Leverage Your Trusted Voice and High Value Service

**Get MEGA-Referrals...** 5-4-3-2-1 Referral System™

**Multiply ROI...** Bump, Bundle, Bargain and Back End

**Maximize Customer Value...** Up-sell, Cross-sell, Add-on, Residual Opportunities

**Win the NEW Game...** Raise the Bar, Set the Standard, Change the Game

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