

***“Mitch boosted more people into the top 10%  
than almost any other trainer alive today.”***

**~ Brian Tracy**

# **The *NEW* Game of *Selling***

**Playbook: How to Play, How to Win  
*Own It, License It, Rent It!***

**Attract, Convert, and Keep More  
Customers and Multiply Profits**

**MITCH  
AXELROD**



**#1 Best Selling Author of The *NEW* Game of Selling**

# The *NEW* Game of Selling™ Game Plans





# Attract

Attract *qualified* buyers who are **searching for what you have and ready to buy it now**. Create a message and design your Unique Service Advantage™ that resonates with your ideal buyer. Hit the center of your target with precision.

## **Intro Attract: “Go Doink™” - Hit the Center of the Bulls-eye**

Don't shoot with a blindfold on at a moving target from a mile away when you can walk up and “Go Doink™” into the center of the bulls-eye. Aim straight and true. Zero in on the center of your target. Attract customers you are best suited to serve.

## **USA - Unique Service Advantage**

Your USA is not a selling proposition. It's what makes you special and unique to your customers. Ask one question to design a clear USA that articulates why your customers buy from you.

## **Tuning Fork Marketing**

Tuning forks vibrate at a certain pitch. Craft a message that strikes a chord and resonates with your ideal buyers. Send it through mediums and channels they are already tuned into.

## **Content is Currency of The NEW Game of Business™**

Content is *NEW* Game currency. Not all content is equal. Use education, knowledge and wisdom to attract your ideal buyers.

## **The 7M's of Magnetic Marketing**

Sharpen your message. Select mediums. State the mission. Chant a mantra. Define the model. Apply your method. Create magic.

## **Action Steps**



# Qualify

Qualify quickly by sorting buyers who are ready from browsers who are getting ready.

Get out of your selling cycle. Align with your customer's *Buying Cycle*. Establish your seller criteria. Spend time with highly qualified buyers rather than tire-kickers.

## **Intro Qualify - Grand Canyon of Lost Opportunity**

You spend a fortune to attract buyers. You can lose a fortune if you don't qualify them. Don't let qualifying be your "Grand Canyon" of lost opportunity. Master this high payoff activity. It's an investment that will pay off multiplied.

## **Playing Field**

Capitalize your marketing investment and minimize your qualifying expense by focusing on your highest and best profit opportunities. Why you want to sort ready from "getting ready" buyers. Set meetings with motivated and committed people. Don't try to convert heathens. Find your true believers!

## **Game Plan**

Establish your seller criteria. Identify and define the people and organizations you want as customers. Determine their state of readiness to act. Why giving control to the buyer will advance the relationship faster, easier and with little or no resistance.

## **Playbook**

Ask a powerful three-part compound question that qualifies quickly and easily. Chart a flight plan to a person's destination. Ask seven specific and focused qualifying questions to know a person's state of readiness to make a decision.

## **The Buying Cycle**

Get out of your selling cycle, and align with their buying cycle. Stop wasting time with tire kickers. Quickly sort ready buyers from getting ready browsers. Meet your buyer where she is. Understand how the buying cycle works and use it to find the hungry fish seeking what you have and ready to buy it now.

## **The Buying Cycle - 3 Phases**

Identify and pinpoint exactly where your buyer is in the three phases of the buying cycle. Always know what to do next with buyers in all three phases: satisfied (pipeline and educate), dissatisfied (nurture and motivate), and ready (propose and activate). Save wasted hours talking primarily to ready buyers.

## **Why-Me-Now?**

Uncover three vital pieces of buyer intelligence with one compound question: "*Why did you decide to contact me now?*"

1) *WHY* did you decide to take action? 2) What made you contact *ME (or US)*? 3) Why *NOW*? Ask, "Why-Me-Now?"

## **Flight Plan**

What business are you in? I'm in the "transportation" and "transformation" business. I transport people from point A to point B, and help them transform from who they are to who they want to be. You sell products and services. Your business is transportation and transformation. The game is navigation.

## **R.A.M.M. Formula™**

R.A.M.M. is a four-step flight plan that can take anyone from where they are to where they want to go. Deploy it to navigate and keep you on course for your destination. Use it to qualify a buyer. Where is she going (Result)? What is she doing (Action)? Is she on or off course (Measure)? What changes (Modify) will she make to reach her destination? R.A.M.M. uncovers a person's destination, activation, motivation, and readiness to change.

## **7 Steps to Qualify**

Add one or more of these precision steps to what you're already doing or use them all in sequence to qualify your buyer for commitment: 1) Buying strategy. 2) Support their past decisions. 3) Measure dissatisfaction. 4) Project their future state. 5) Identify buying criteria. 6) Qualify agreement. 7) Gain commitment.

## **Marketing Pipeline**

Segment your pipeline into cool, warm and hot prospects. Separate those who are ready to buy from those who are soon to buy and future to buy. Focus first on hot, ready buyers. Then move to warm "getting ready" buyers. Spend no time with cool people. Don't prejudge a person's state of readiness. Ask. Find the hungry fish. Fill your marketing pipeline with ready buyers.



# Convert

Convert browsers into buyers using

**3 Magic Words™... Alignment, Agreement,**

**Commitment.** Establish buying priorities and decision criteria. Measure cost and value. Don't overcome objections. Prevent them! Shift from presenting solutions and closing a sale to recommending options and gaining commitment. Build profitable, long-term business partnerships.

## **Intro Convert**

Convert your marketing investment and qualifying expense into sales and revenue. Use "3 R's" to distinguish yourself as the trusted voice of choice. Engage in conscious, compassionate, collaborative conversations.

## **Conversion: Old Game vs. The *NEW* Game**

Seven distinctions that change the old game of closing a sale to The *NEW* Game of gaining commitment. Each one of these can elevate your conversion game.

## **Can You Convert a Skeptical Prospect into Committed Buyer?**

The answer may surprise you and will impact your conversion success. Master the critical distinctions between closing a sale and gaining a committed buyer. Understand and eliminate the two "No's" that will stop a skeptical prospect dead in his tracks.

## **3 Magic Words**

"3 Magic Words" is one of the most powerful and profitable models in the *NEW* Game of Selling. It truly is magic and will change your conversion game forever. No more confusion or

uncertainty. You'll know exactly what to say and do next in every relationship. You can turn "red" lights of inertia into "green" lights of alignment, agreement and commitment. You'll discover the "3 C's" and 3 keys to get alignment, four questions to confirm agreement, and three conditions your buyer must fulfill to gain commitment. Use "3 Magic Words" with your prospects, buyers and past customers. It even works with family and friends!

### **Cost-Value Formula™**

What is the cost of a problem? What is the value of a solution? How much is an opportunity worth? Cost-Value Formula helps a buyer assess the emotional, psychological, operational and financial cost of a problem and the real value, payoff and benefits of solving it. What will take them from getting ready to being ready? Cost-Value Formula reveals if it's in a buyer's best interest to do nothing and maintain status quo, or do something and make a change. You are the change agent.

### **Value Hierarchy – Establish Buying Priorities**

Elicit a person's buying priorities and rank them by importance and weight. Then compare each to each other to create a true value hierarchy. When you and buyer agree on the value hierarchy, you are in a strong position to fulfill their priorities.

### **Decision Criteria and Presenting Recommendations**

Service – Solution – System are the "3 S's" of decision criteria. When you know a buyer's "3 S's" you can present and match your offer to meet the decision criteria. You recommend the next step. As the trusted voice your advice, counsel, guidance and recommendation can weigh as much or more as the features, advantages and benefits of your products and services.

### **Action Steps**





# Keep

Keep customers coming back for life by playing The *NEW* Game of Service™. Reduce buyer's remorse, complaints, refunds, turnover and customer attrition. Ask the **5 Questions of Service** to transform a one-time buyer into a lifetime customer. Discover your USA - Unique Service Advantage. Generate new sales, testimonials, endorsements and MEGA-Referrals. Transform customer service from an expense department into a profit center.

## **Intro: Keep Them Happy, Coming Back, Bringing Friends**

The *NEW* Game of Service™ creates enjoyable customer experiences, builds long-term retention, maximizes value and keeps customers for life. Everyone is in the service game.

## **Keep: Old Game vs. The *NEW* Game**

Key distinctions of The *NEW* Game of Service™ that reduce buyer's remorse, complaints, refunds, turnover, attrition and the high cost to acquire new business. Create evangelists, get testimonials and endorsements, expand your customer base, retain buyers for life and convert service into a profit center.

## **Service Statistics, Preferred Service Channels**

Sobering statistics validate the high cost of bad service and how loving service pays off. Why and how you can be a "service first" organization and the provider of choice. Ways to communicate and reach customers using their favored service channels.

## **What is Service?**

These 12 vital components of The *NEW* Game of Service™ keep customers R.I.P.E. with results, improvement, progress and experience. Why service is a product, a selfish act and smart business. How a shift in thinking and a *NEW* Game plan can transform service from an expense area into a profit activity.

## **Service is a Profit Center**

Create a *NEW* Game plan to transform customer service from an expense department into a profit center. How the “second sale” can increase customer profit 300% to 900%. This service into profit game reduces marketing expense and boosts revenues.

## **Five Questions of Service**

Five questions of service generate new business and strengthen customer connection. Question 1 reveals your true USA - Unique Service Advantage. Questions 2 and 3 reinforce the buying decision as your customer shares the positive experience and sings your praises. Question 4 can eliminate buyer's remorse and create new sales. Question 5 will insulate you against competition.

## **5-4-3-2-1 MEGA Referral System**

Get MEGA-Referrals, powerful testimonials and ringing endorsements using 5 questions, 4 promises, 3 names, 2 requests and 1 thank you. This system will maximize your word of mouth marketing and get you personal introductions to value buyers.

## **7 R's of Personal Service**

The “7 R's” - redefine, reinforce, re-establish, review, revise, reassure and recommend - will transform your customer's service experience. Incorporate one or all of these “7 R's” and your profits will soar as your customers come back for more.

## **Action Steps**



# Multiply

Multiply your ROI – Return on Investment!

Eight *NEW* Game distinctions that multiply ROI and can expand your business geometrically. The multiplier effect of the “2<sup>nd</sup> sale” and keeping customers R.I.P.E. Use **Bump, Bundle, Bargain, Borrow** and **Backend** to maximize profit and transform customers into marketing associates.

## Intro: Multiply ROI

### Multiply: Old Game vs. The *NEW* Game

Eight *NEW* Game distinctions that multiply your ROI. Why serving vs. selling on the back end enhances customer experience, boosts retention, lowers cost of new sales and increases profit. Play the *NEW* Game and multiply your ROI.

### Customer ROI x 2

Two key ROI distinctions: 1) Why and how to measure customer ROI using two “Q’s” of quantity and quality. 2) The value and importance of discussing and demonstrating customer “ROI x 2” -- fast return OF investment and forever return ON investment. Capitalize customer relationships for what they’re really worth.

### 2<sup>nd</sup> Sale Multiplies ROI

The 2<sup>nd</sup> sale cements customer loyalty and multiplies your ROI exponentially. See how a 2<sup>nd</sup> sale even half the size of the 1<sup>st</sup> sale can increase ROS (return on sales) 75% or more and multiply ROI (return on investment) 200% or more. Go beyond the 1<sup>st</sup> sale. Make the 2<sup>nd</sup> sale.

## **Multiply ROI Key Distinctions**

Understand your customer's buying power. Your business is transportation and transformation. Seek mutual best interest and highest ROI. Keep customers R.I.P.E. Tap into and leverage the four best sources to multiply your ROI.

### **Bump**

"Want fries with that burger?" "How about the six month refill?" What's your bump? How and what do you add on, offer as an option or upgrade to your initial sale? What will accelerate, complement, enhance or complete the product, service, issue or cause? How can you make it easier to use, install or consume? Use bumps where you can to add value and multiply ROI.

### **Bundle**

Why stop with fries? Get a "Value Meal" with a burger, fries and soda. What can you combine or package together to create a more appealing and valuable offer? How using, "yours, mine and ours" can create exciting, irresistible and profitable bundles.

### **Bargain**

Everyone loves a bargain. Give your customers a great one. How can you stretch your customer's dollars to get more for less or go a lot farther for a little bit more? Can you privatize, customize, or extend a limited or one time offer? Keep asking often and always, "*How can we give our customers much more than they bargained for?*"

### **Borrow**

Leverage OPE – *Other People's Everything!* Partner, joint venture and triangulate to leverage other people's customers, resources, relationships, products and services. Borrow authority, credibility and networks. You can buy, sell, rent and license OPE to multiply ROI through bundles, combinations and stand-alone offers.

## **Back End**

Customers want more of you and more from you. They have problems to solve, wants and needs to fulfill and dreams to reach. Capture more heart, mind and soul. Do what they love and the money will follow. How can you love and serve them and add more real value? Can you offer retainers, service agreements, licenses and multi-year contracts? The back end is a rich and ripe with ways to multiply your ROI.

## **Maximize ROI**

Using an every day example of a common product purchase, experience all five “B’s” of bump, bundle, bargain, borrow and back-end working together seamlessly to maximize ROI. You can create and replicate a similar process to maximize your ROI.

## **Action Steps**



# Reactivate

Reactivate your past, dormant, and inactive customers who favored you with their business.

Eliminate blocks and experience breakthroughs. Ask three questions to **re-connect, re-engage, and re-activate**. Harness the value of content marketing. Use the reactivate playbook for low cost, high return new business and quick cash flow.

## **Intro: Reactivate**

Claim your reactivation riches. Mine the hidden gold of past, inactive and dormant customers!

## **Reactivate: Old Game vs. The *NEW* Game**

Eight key *NEW* Game distinctions. Why the reactivation game is more about mindset, motivation and method than marketing.

How to shift from being a vendor who sells a product to a partner who advises, counsels and recommends the next buying decision.

## **3 M's: Mindset - Motivation - Method**

The key to consistent high performance is to align your "3 M's" of mindset, motivation and method. You perform at your best when your head (what), your heart (why) and your hands (how) are congruent and working together. You sputter when you are not firing on all cylinders. Discover how you can align your mindset, motivation and method to be the consistent high performer you know you can be.

## **Blocks**

Identify blocks, fears, uncertainty, thinking and assumptions that hold you back from claiming your reactivation riches. Are you too focused on the expensive front end of the game (attract, qualify and convert) that you overlook or don't approach past, dormant and inactive customers? Change that game today.

## **Breakthroughs**

Breakthroughs you'll get from playing the reactivation game. Why past, dormant and inactive customers may be your best new prospects. How and when to shift your attention to the back end of the game to keep, multiply and reactivate customers.

## **Reactivation Playbook**

Overview of the key "plays" in the Reactivation Playbook.

## **Buying Cycle**

Locate where past customers are in their buying cycle. Focus on those who are committed, ready, willing and able to act now.

## **Reactivation Formula™**

Three laser focused questions to find out what will bring past, dormant and inactive customers back into the game. This quick, easy and effective formula re-engages and reactivates.

## **The 7 R's of Reactivation**

Use "7 R's" to reconnect, re-engage, re-establish, redefine, review, revise and recommend to capture your reactivation riches.

## **3 Magic Words**

Integrate "7 R's" with "3 Magic Words" to get re-alignment, make a new agreement and gain the next commitment. Reactivate now or advance the relationship and take the next step together.

## **Action Steps**