

The NEW Game of Selling and Service™™ – Materials Master List

Materials Included [Bonus Materials Folder + Extras Added](#)

PLAYBOOK (Table of Contents)

Game Plans

1 – Attract... People You Are Best Suited to Serve

√ Go *Doink*™ - 6 Steps to Hit the Bulls-eye of Your Target Market

√ Target Market Identification Questionnaire

√ Unique Service Advantage

√ Tuning Fork Marketing™ – Special Report

√ 7M's of Magnetic Marketing

√ Rejection Proof Networking™ (*Take a Millionaire to Lunch*) – Worksheet + FAQ's

√ [Scratch Their I.T.C.H.™](#)

2 – Qualify: Sort Ready from Getting Ready

√ The Buying Cycle™

√ RAMM Formula™

√ 7 Steps to Qualify

√ Marketing Pipeline

√ [Questions](#)

√ [10 Steps to Telephone Success](#)

3 – Convert... Browsers into Buyers

√ 3 Magic Words – PPT + Report

√ Cost / Value Formula

√ Cost / Value Process

√ Value Hierarchy – Buying Priorities + Decision Criteria

√ [10 Kinds of Payoff](#)

4 – Keep... Customers Coming Back, Buying More

√ 5 Questions of Service

√ MEGA-Referrals – System + Worksheets

√ 7R's of Personal-Service

5 – Multiply ROI... Post-Sale Strategies That Multiply Profits

√ Profit Model 300% - 900% (2nd Sale Multiplies ROI)

√ R.I.P.E™

√ Bump, Bundle, Bargain, Borrow, Back-end – PPT + Report

6 – Reactivate... Past, Dormant, Inactive Customers

√ Pyramid of Performance™ - Mindset, Motivation, Method

√ Reactivate - Buying Cycle™

√ Reactivation Formula - 3 Questions

√ Reactivate - 5 Questions of Service

√ Reactivate - 7 R's of Reactivation

√ Reactivate - 3 Magic Words

7 - BONUS MATERIALS

√ 5 Steps from Mystery to Mastery™

√ Sales & Income Planning Worksheet

√ The *NEW* Game of Selling™ Digital Book

√ Time & Activity Chart

√ Value Profile™ – Success DNA, Personal Pathways (VIP Members)