

STEP	PURPOSE	DEMEANOR
Rapport/Resonating St.	BECOME EMOTIONAL TWIN & ELIMINATE BARRIERS	Relaxed/Non-threatening
Position St.	BUILD COMPANY CREDIBILITY	Proud
Problem Definition	DEFICIT & POSITION AS PROBLEM SOLVER	Business-like professional
WITY	DETERMINE CRITERIA	MOF/mirror
3 "D"	DEFINE & DIAGNOSE	Concerned
Close	UNCOVER OBJECTION	MOF
Fast forward	UNCOVER TRUE OBJECTION	MOF
Develop Solution	CUSTOMIZE FROM WITY/BUYERS GRID	Mode of Ec. Buyer
Present	PULSE TAKERS	Confident
Site Visit	TAKE MENTAL POSSESSION	Open Proud
Answer concerns	ELIMINATE OBSTACLES	MOF
Close	GET PAID	Rapport
Negotiate	FAVORABLE TERMS	Negotiate