

Robert's 'CHEAT SHEET' on Michael Port's SUPER SIMPLE SELLING STRATEGY

What results do you want? (Besides the obvious)

- 🍎 What will you see, hear, and feel?
- 🍎 What feedback will you have?
- 🍎 How would your interactions be different?

What are the benefits & consequences (costs)? (Really dig deep)

- 🍎 Will you sleep more soundly?
- 🍎 Will any relationships change?
- 🍎 Will it affect other areas of your life?

(Robert's Note: Some marketers would advise pulling the pain of not changing, or COST, before discussing the BENEFITS. Since there is so much controversy I'll say this. What is most important is that you pull BOTH. With that said, there are good reasons to pull consequences first – like getting the client to level with you and get emotionally connected to the goal, which is generally easier to do when you are pulling pain. Just be prepared – this works really well when you do it right.)

If you reach this outcome what's it worth to you – do the benefits outweigh the costs?

- 🍎 Are you convinced you must make these changes? Be honest with yourself
- 🍎 This is where the rubber meets the road. If aren't convinced you must succeed then you are simply setting yourself up for failure.

If it is worth it... describe in detail what you are willing to do to make it happen:

(Listen)

What resources do you have available to accomplish this goal? (Time, Money, Gym, People, etc.)

Do you feel better now than you did before we started talking? I bet you feel better already and you haven't even done anything yet.

Well, would you like to have a partner – would you like to have somebody to help you achieve your goals?

(Yes)

Would you like that partner to be me?

(Now you cover program logistics & price, which will be easy because you already know they want you to help them.)

For more information on Michael Port Programs and 'Book Yourself Solid' visit:
www.BookYourselfSolid.com and receive a FREE CHAPTER from his book.