



People buy Benefits

How to motivate your prospect to buy

There are 2 ways to motivate

Gaining pleasure and avoiding pain – Tony Robbins

Moving towards what you want and moving away from what you don't want – NLP

Carrot and the stick

Benefit of taking action and the consequence of not taking action

Owning a home

Benefit – tax break

Consequence – If you wait the house will likely cost more in the future

Life Insurance

Benefit – You are covered once you get approved

Consequence – You may not be eligible in the future

Advanced sales technique – Build the benefits and consequences into scripted stories

Recent coaching call

Do you know what you want to create in the future? - Yes

Is it written down? - No

Bonus Video – Bread and Butter Distinction - <https://youtu.be/wSpgyH8QsBw>