

How to sell?

Selling & Negotiations using the CUSP® Technique.

"Trade is a social act." John Stuart Mills

"They may forget what you **said** but they'll never forget how you made them **feel**."
 Carl W Buechner


"**Learn** your lines."
 Al Pacino (1940 -)

"Let everyman be **swift to hear**, slow to speak."
 James 1:19

FABs: Of your Features, Advantages & Benefits, **Benefits** are the most important.

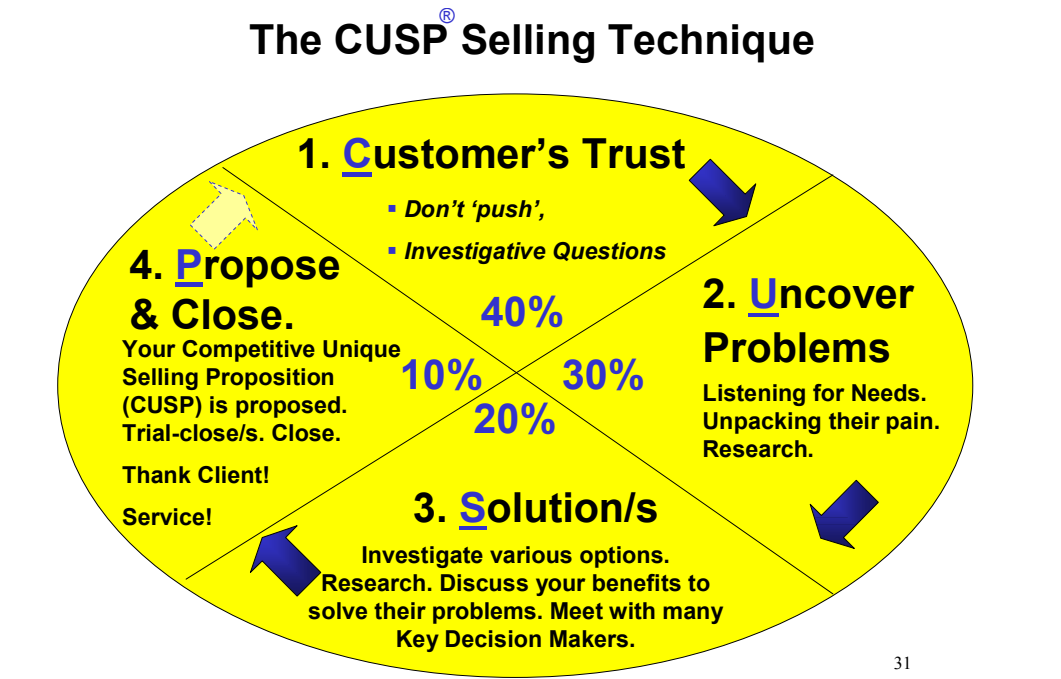
"When you **walk your talk**, people listen."
 German proverb

Change your **call-reluctance** when calling on your next Customer to **call-enjoyment!**



CUSP® Selling Technique:

First by building the **Client's Trust**, then **Uncovering their 'Problems'**, followed by offering them the best **Solution/s**, closing the deal becomes a mere formality – and thus the final **Proposition & Close** becomes the most **enjoyable** part of the 'selling' experience for **both** parties.



The Ultimate Questions:

These two questions are both ethical and powerful. Enjoy using them!

- What's **important** to **you** about...?
- How would **you feel** about option A vs. option B?

*"The wise person doesn't give the right answers; they pose the **right questions**."* Claude Levi-Strauss