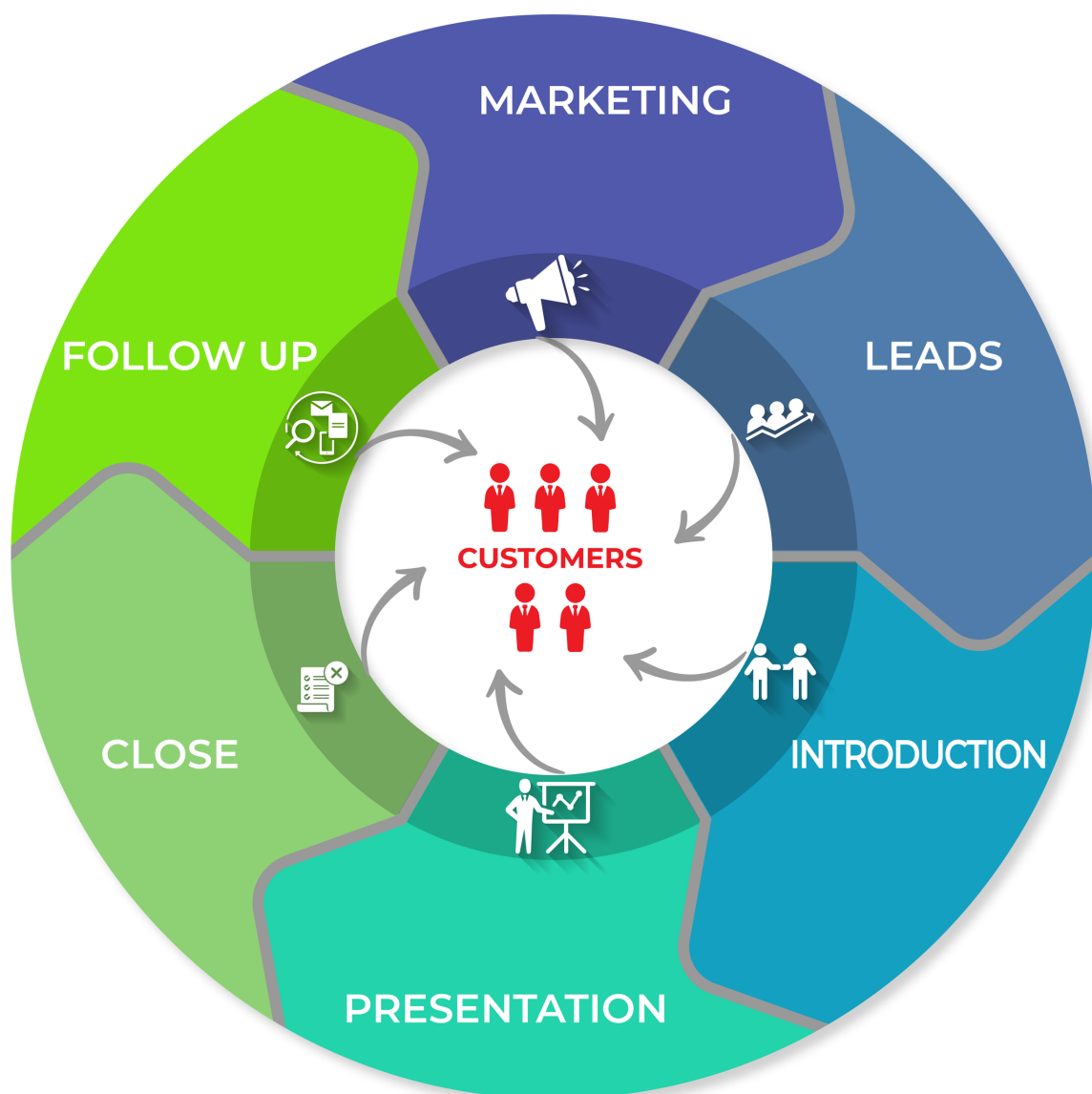


INTRODUCTION I BELIEVE THIS WILL INTEREST YOU ALSO



The 4 Levels of the Human Mind

The 4 Levels of the Human Mind are Closed, Open, Confident and Belief.
Our introduction is designed to open people's minds.

An o_____ mind is the best level of the 4 levels of the human mind!

Give 3 or more reasons why?

I believe this will interest you also!

What are the 2 parts to emphasise the most? T____ and Y____ A____?

What are the reasons this introduction works so well?

Write your introductions, and make them your own.



Using Inference.

Brands like Nike, Coke, and Red Bull all use inference, and they sponsor people to wear their clothes and use their products, don't they? Because inference works. But we can use it without it costing us any sponsorship money. Let's go back to the "YOU ALSO". People are also now expecting some validation. All we need to do now is come up with our inference.

There are 3 stages to using inference in our introductions. Firstly, a quick lead-up name drop, then the "you also", followed by the evidence.

Make a list of all the ways you can use inference, reinforce our "you also"

Begin With the End in Mind

So clients are beginning with the end in mind. They want to get to the price and decide based on price alone and fast. We keep pricing to the end unless we are just selling on price, like when things are on sale/special.

We should always be closing. And beginning with the end in mind means knowing we need to get them to our presentation first, and then we close.

So, to begin with, the end in mind means we don't want to jump to the end or close too soon. Pricing is always the last thing we talk about. So don't jump ahead. Stick to the system and cycle.

What can happen if we close too early?

Why don't we talk about the price yet?

How do you handle "how much is it"?

What is the Objective

List some of the objectives of your introduction

List some of the places we use an introduction

Opening the Mind

How do we know we have opened someones mind?

Our Elevator Pitch

And what do you do?

Other Introductions

These sorts of introductions may be great for a waiter in a restaurant, as the buy is sitting down and ready to go, but for sales, these sorts of introductions break the rules, and even in a restaurant, there's a better way to start our introductions, isn't there?

Find a better way to use these?

Can I help you?

Do you have any questions?

Are you looking for something in particular?

Let me know if you have any questions.

Introduction



Notes 

A large rectangular area with a thick blue border, containing 20 horizontal blue lines for writing notes.