

Adapt To Sell



THE 5 FUNDAMENTAL NEEDS



SAFETY



PRESTIGE



AUTONOMY



RELATEDNESS



EQUITY

THE NEED FOR SAFETY



How does it manifest?

Prefers tested approaches

Prefers planning in advance

Prefers avoiding risks

Does not like unexpected changes

Needs exact clarifications of roles, steps, expectations

THE NEED FOR PRESTIGE



How does it manifest?

The need to be respected and on top/ the first/ performer/ winner

Attention to opportunities

Appreciates recognition

Accepts challenges

Appreciates competition

Power Words

S

Stability; continuity; small steps; organizing; way of work; certainty; predictability; clear process; proof; numbers; clarity

P

Challenge; appreciation; competitive spirit; speed; differentiation; opportunities; prestige; visibility; worth; special; unique; the most...the first who...

A

Freedom; you know best; situation analysis; own decision; own conclusions; independence; free will; own experience; control; you choose; alternatives

R

Help; cooperation; support; together; partnership; close; here; understanding; anytime

E

Fairness; criteria; equidistance; rules; objective calculations; fair; exchange; parameters; accountability; reciprocity



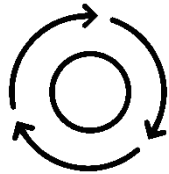
P Loss

This offer is **available until...**

S Our proposal is **limited...**

You risk other competitors' being faster...

It would be a pity to miss out on the opportunity



A Self-Consistency

You have previously told me you want to stand out by.../ build a stable business... is that right?

That is why a solution for you is... do you agree?

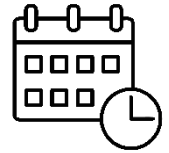
You have already taken several steps, so in order to be consistent...



R Tactical Empathy

S Of course, this is a difficult decision, I **understand** you need time to think...

It's understandable/ normal/ it is a challenge, here's how we consider this...



A Long Term/ Short Term

Yes, **in the short term there is a cost regarding...**but think about **what you are building in the long term/long term benefits**

S Small Step

I'm glad you agree **to think about this proposal. A first simple step to take is to...**send the documentation about...

