

TRIGGERS

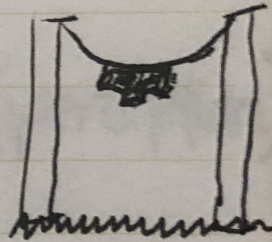
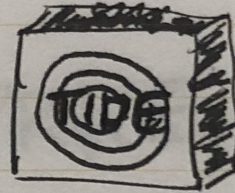
JOSEPH SUGARMAN

© CONSISTENCY. RULE #1:

GET A yes! ... (EVEN A TINY ONE)

1 → 1111...\$

© OBJECTION RAISING.

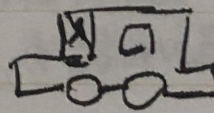


don't wait for them to find the dirty laundry...

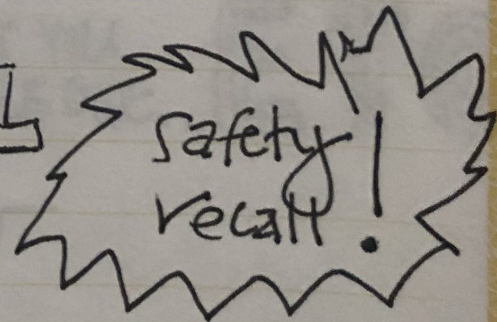
announce it yourself, first!

© OBJECTION RESOLUTION.

BUT -



NO tiptoes... RAISE IT FIRST

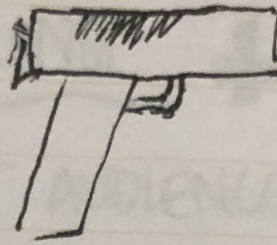


© INVOLVEMENT DEVICES. Do these make you feel a sense of ownership?

YES

NO

◎ INTEGRITY.



This is a stick up!

doing what you say you will...

◎ VALUE. < PROVIDES **LOGIC** *

FOR THEIR **EMO** DECISION... >

* ANOTHER TRIGGER IN ITSELF

IF VALUE, THEN PRICE (perception)

◎ GREED. Give More...
Charge less...

◎ CREDIBILITY.

- NAMES

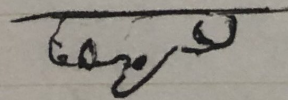
- WHO ENDORSES YOU

- BRANDS

- TECH KNOWLEDGE...

ETC


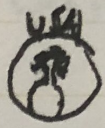
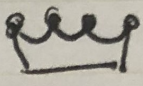
◎ LINKAGE.



It's not a smoke detector...
it's a nose for your ceiling

@ DESIRE TO BELONG. " + 1 "


PICK THE RIGHT AUDIENCE... ☺ ≠ ☺

@ DESIRE TO COLLECT.   

BEST PROSPECT ?

CURRENT OWNERS !

@ URGENCY.

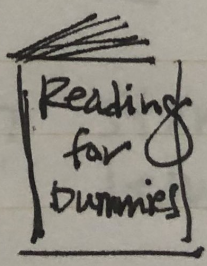
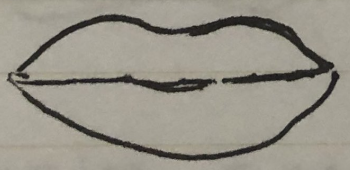
chance of loss + procrastination = 

@ EXCLUSIVITY.

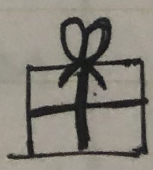
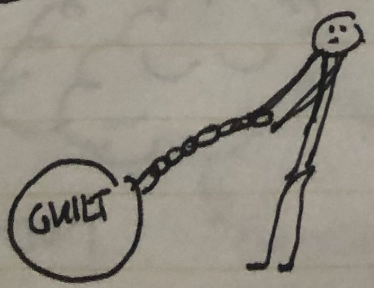
AU

limited...
signed...
etc.

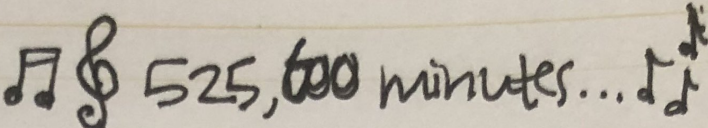
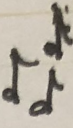
@ SIMPLICITY.

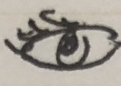
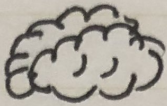


@ GUILT. (RECIPROCITY)

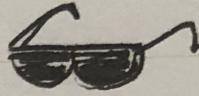


CAUTION -
Share FREE
resources to
avoid trouble...

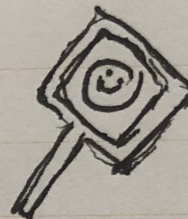
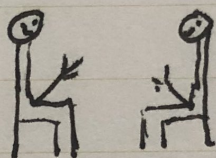
① SPECIFICITY.  525,600 minutes... 

Implies  and  → credibility
→ trust
→ confidence

① FAMILIARITY. **HOW?**

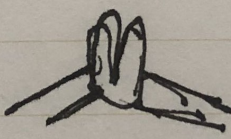
Repeated Exposure... 

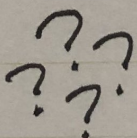
① PATTERNING. +



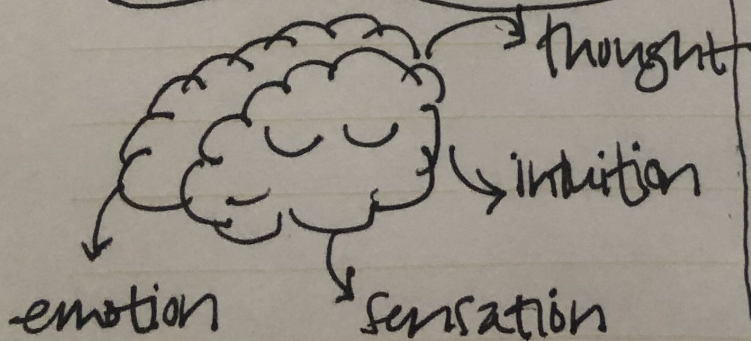
① HARMONIZING

not just mirroring, but seeking agreement

① HOPE.  (show results)

① CURIOSITY.  Start in the middle...
leave 'em hanging...

① MENTAL ENGAGEMENT



① THE MOST CRITICAL...

