

The Buyer / Seller Dance

**In Almost All Communications
Someone Is The Seller And
Someone Is The Buyer**

**Most People Fail In What They
Do Because They Don't
Understand Selling**

Selling Is Not Manipulation

**Selling Is A Transference
Of A Feeling**

**Once You Understand That All
Buyers Look At Selling As
Manipulation...**

**You Will Understand Why
Buyers Won't Pick Up The
Phone When You Call**

**You Will Understand If You Do
Get Into A Conversation With A
Buyer, It Would Be Smart To
Know... All Buyers Are Liars**

**Buyers Do Not Feel They Can
Compete With The Professional
Training That The Seller Has
Had In Manipulation**

**The Buyer's Defense
Mechanism Is To Lie**

**Here Is The Question You All
Should Be Asking...**

**If The Buyer Feels
That Way About The Seller...**

**Why Would The Buyer Ever
Want To Talk To A Seller?**

There Is Only One Reason...

**The Buyer Feels The
Seller Knows Something
That Can Help Them**

**Let Me Ask You Something
That Could Be the Secret That
You Have Been Looking For**

**Do You Know Something
That Can Help The Buyer
Or Are Just Looking To Sell
The Buyer On Something?**

**This Presentation Is
Not Designed To Cover
What That Something Is...**

**This Presentation Is
Designed To Prepare You
For The Buyer When You Have
A Conversation With Them**

**The Biggest Mistake A
Seller Makes When Having A
Conversation With A Buyer Is...
They Do Not Have A Clearly
Defined Objective Of The
Conversation**

**The 2nd Biggest Mistake A
Seller Makes When Having A
Conversation With A Buyer Is...
They Do Not Think The Buyer
Has An Objective Of The
Conversation**

**The Reason The Buyer Agreed
To Meet With You Was They
Want To Know What You Know
That Can Help Them**

**They Just Don't Want To Be
Manipulated Into Paying For It**

**And Since They Don't Feel
They Can Compete With The
Professional Training That The
Seller Has Received In
Manipulation**

Lying To A Seller Is Okay

**This Lying Usually Begins
When The Seller Asks A
Qualifying Question**

**We Call This Point Of The
Conversation Whimp Junction**

**Because The Whimp Sellers
Will Go Down The Path Of The
Buyer And End Up With Nothing**

**If You've Followed Our Pattern...
The Buyers Who You Are Talking
To Are Buyers Who Have
Already Joined You In An Offer**

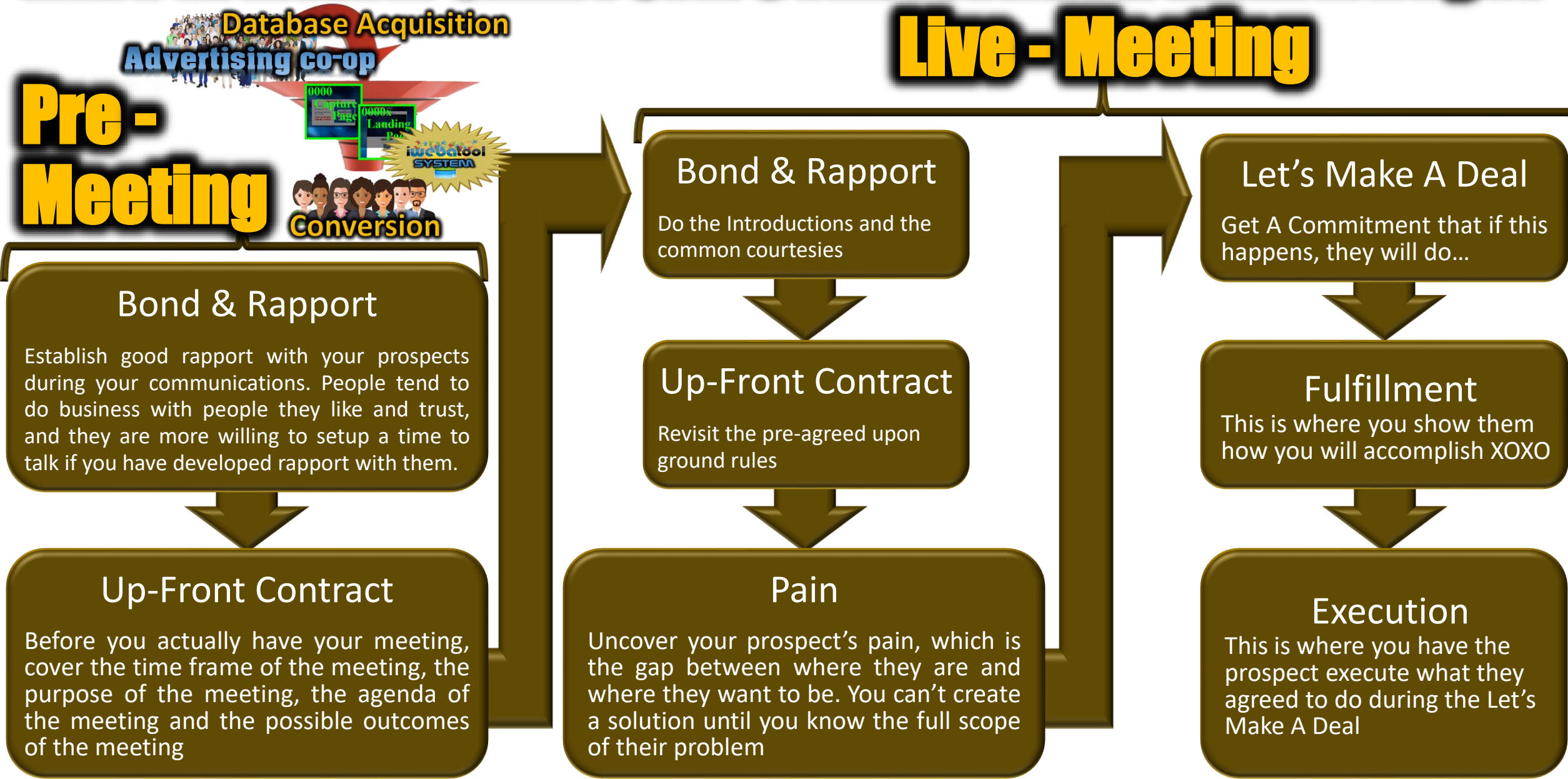
**And Through Communications
With Them You Have Created
The Feeling That You Know
Something That They Don't**

**And If They Knew What You
Know, It Would Help Them
Have Success In This Industry**

**As The Seller You Must Be
Aware That The Buyer Doesn't
Really Trust You Yet...**

**They Still Think You Are
Trying To Manipulate Them**

Here Is A Flow Chart Of A Conversation With A Buyer



**GENERIC
MARKETING
SYSTEM**

Database Acquisition

Advertising co-op



Duplication



Conversion

