

GAUGES + SYMPTOMS + SOLUTIONS

GAUGES	SYMPTOMS	SOLUTIONS
STOPS	<ul style="list-style-type: none"> • Lack of Urgency • Lack of SEE Factors • Cherry Picking • Not tracking gauges 	<ul style="list-style-type: none"> • Urgency • Increase pace between people • Figure of 8 in field – never stand still • Set hourly goals • SEE Factors • Work Full Day 100% • Stick to the Pitch word for word
TABLES	<ul style="list-style-type: none"> • Spending time with no's • Lack of excitement • Lack of taking control • Long breaks/too many • Not a KISS Introduction • Weak Turn and Burn 	<ul style="list-style-type: none"> • KISS Intro • SEE Factors • Strong Turn & Burn • Get familiar at the stop • Urgency • Give 100% to each customer • Enthusiasm at stop • Taking control with eye contact • Assume the yes
PRESENTATION	<ul style="list-style-type: none"> • Pitch Slamming • Not enough rapport • Lack of SEE Factors • More cost than value • Lack of personal connection 	<ul style="list-style-type: none"> • KISS Rapport + SEE • Conviction and Enthusiasm in voice • Qualifying • Use buzz words • Impulse Curve – close at height of excitement
CLOSE	<ul style="list-style-type: none"> • Poor SEE Factors • No eye contact • Objections • Lack of urgency • Too many pauses • Not identifying buying and non-buying signs 	<ul style="list-style-type: none"> • KISS Rapport • Conviction and Enthusiasm in voice • Build genuine rapport • SEE Factors • Impulse Curve – close at height of excitement
TABLETS	<ul style="list-style-type: none"> • Not taking control • Not assuming the yes and picking the tablet up • Hesitation • Objections 	<ul style="list-style-type: none"> • Taking control • Be assumptive • Build rapport • Leave no dead airtime
CONSOLIDATION	<ul style="list-style-type: none"> • Hesitation • Call Fails 	<ul style="list-style-type: none"> • Consolidation • Pre-empt the VC Call