

Consultative Selling Reminders

#1 MINDSET OF A DOCTOR

→ Diagnose Before Prescribing

#2 Find Out The Key Drivers For Change

→ Pain
→ Fear
→ Gain

#3 Focus

→ On The Prospect At All Times

#4 Don't Be Afraid

→ Push Back If Needed & Ask Those Difficult Questions

#5 Buyer Types

→ How Does This Buyer Buy?
→ Detailed? Big Picture? EGO?
→ Sell To Them In The Style That They Prefer To Buy