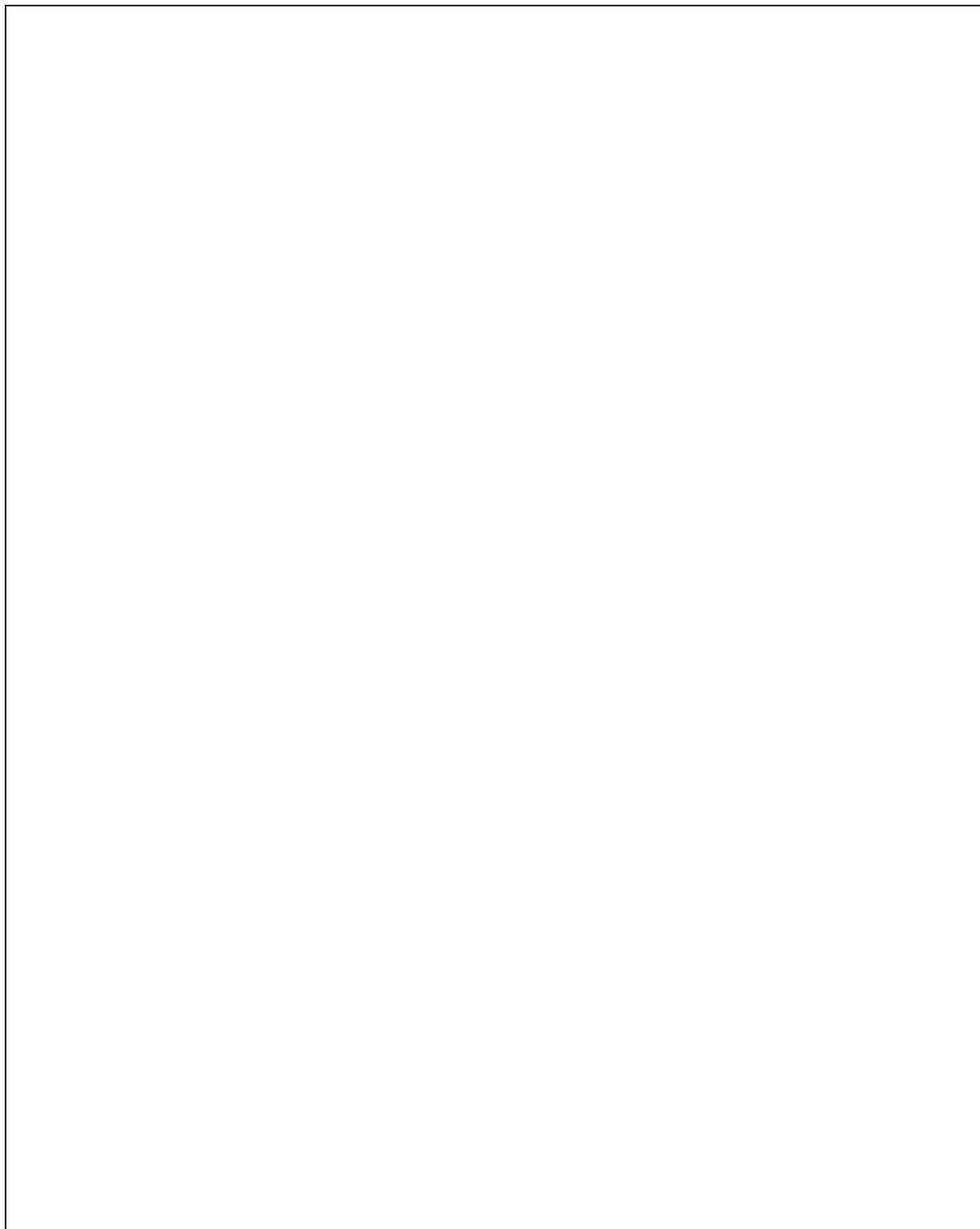
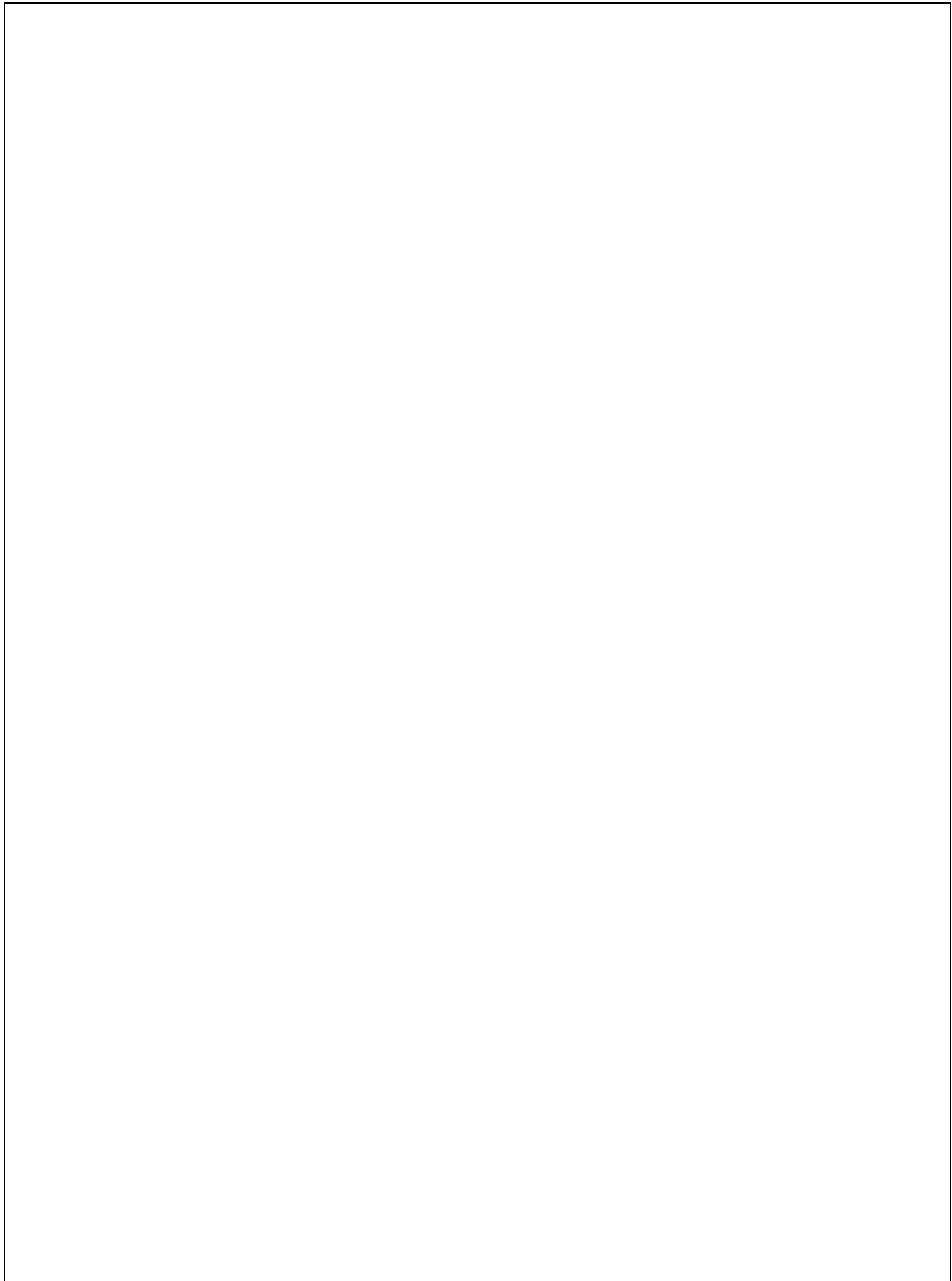


Using Emotion & Logic To Influence

Can you name three problems, three areas of pain that your prospect is currently suffering from because they are not using your products or services?



How can you help your prospect to see those problems? How will you uncover them?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above. It occupies the majority of the page's vertical space.

As you uncover those problems, can you name three highly emotional areas or examples that stimulate the emotions? Three examples of how those problems really hurt?



Can you name three statements or logical reasons for the prospect to support their decision?

