

Handout "How to not Sell in the Exam Room"

COPE 72437-PM

Start With Why

- "Why" not what or how
- Apple Commercial
- Cortical vs Limbic Brain

Influence

- Because
- Social Proofing

Question Based Selling

- The Herd Theory
 - Use this on "I just want what my insurance covers"
- Gold Medals and German Shepherds

Dad

- He is who asking the questions is in charge of the conversation
- He who speaks last loses (Cricket)

Start at the Top

The Art of Downselling

Notes: