

1 BELIEF/LESSON/PRINCIPLE:

Its better to PREHANDLE objections than it is to HANDLE OBJECTIONS.

- There is a difference between purchases and investments
 - You find what you look for (perspective is key)

#2 - Add reciprocity

Im going to GIVE you (Reciprocity) the #1 Secret around sales...

Its better to PREHANDLE objections than it is to HANDLE OBJECTIONS

#3 - (T/M Preframe) Preframe with monetary & Time value

This took me well over \$500,000 in coaching (T/M Preframe) + over 10 years of my life..The skill i've learned.. ((T/M Preframe))

Im going to **give** you (**Reciprocity**) the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS

#4 It's not just X its Y (Value Stacking Language Pattern)

This took me well over \$500,000 in coaching (**T/M Preframe**) + over 10 years of my life..The best skill I learned.. ((**T/M Preframe**))

Im going to **give** you (**Reciprocity**) the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll (It's not just X its Y)

#5 Greater relevance

This took me well over \$500,000 in coaching **(T/M Preframe)** + over 10 years of my life.. **(T/M Preframe)**

I'm going to give you **(Reciprocity)** the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll **(It's not just X its Y)**

Because thats why we are all here, isnt it? We actually want to leave a powerful impact in other peoples lives.. (Greater relevancy)

#6 Attention Generators (AG)

Now this might be the most important thing we say in the whole day today!
(Attention Generator)

This took me well over \$500,000 in coaching **(T/M Preframe)** + over 10 years of my life.. **((T/M Preframe))**

Im going to give you **(Reciprocity)** the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll **(It's not just X its Y)**

Because thats why we are all here, isnt it? We actually want to leave a powerful impact in other peoples lives.. **(Greater relevancy)**

#7 Agreement Amplifiers (AA)

Now this might be the most important thing we say in the whole day today! **(Attention Generator)**

This took me well over \$500,000 in coaching **(T/M Preframe)** + over 10 years of my life.. **((T/M Preframe))**

Im going to give you **(Reciprocity)** the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll **(It's not just X its Y)**

Because thats why we are all here, isnt it? We actually want to leave a powerful impact in other peoples lives.. **(Greater relevancy)**

And everyone knows..(Agreement Amplifiers) If you're not actually enrolling people into your program where you have time to make a huge impact in their lives, then you are losing out on potential lives you would have been able to change..**(Loss Aversion)**

#8 Loss Aversion

Now this might be the most important thing we say in the whole day today! **(Attention Generator)**

This took me well over \$500,000 in coaching **(T/M Preframe)** + over 10 years of my life.. **((T/M Preframe))**

Im going to give you **(Reciprocity)** the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll **(It's not just X its Y)**

Because thats why we are all here, isnt it? We actually want to leave a powerful impact in other peoples lives.. **(Greater relevancy)**

And everyone knows..**(Agreement Amplifiers)** **If you're not actually enrolling people into your program where you have time to make a huge impact in their lives, then you are losing out on potential lives you would have been able to change..(Loss Aversion)**

#9 Question Control Mastery (QCM)

So whats the most important thing to remember?

The most important thing that I might say in the whole day today! **(Attention Generator)**

This took me well over \$500,000 in coaching **(T/M Preframe)** + over 10 years of my life.. **((T/M Preframe))**

Im going to give you **(Reciprocity)** the #1 Secret around sales...

Its better to PREHANDLE objections than to HANDLE OBJECTIONS (Belief)

And its not just that you will make more money/close more sales, but more importantly you will help more people enroll **(It's not just X its Y)**

Because thats why we are all here, isnt it? Why Are we here?

We actually want to leave a powerful impact in other peoples lives.. **(Greater relevancy)**

And everyone knows..**(Agreement Amplifiers)** If you're not actually enrolling people into your program where you have time to make a huge impact in their lives, then you are losing out on potential lives you would have been able to change..**(Loss Aversion)**