

Tools

- **Shot in the Dark (Purposeful Misfire):** Making a guess about the prospect's choice but intentionally getting it wrong to prompt them to clarify or give more details.
 - **Extremities:** Using an extreme example to disrupt the prospect's current thought process.
 - **Mirroring:** Repeating key parts of what the prospect said to encourage them to elaborate.
- **Herd Mentality:** Highlighting how others are choosing your product or service to build trust and comfort.
- **Assuming:** Acting like the desired outcome is already happening without waiting for confirmation.
 - **Power of Association:** Tying your product or yourself to credible people or ideas to boost trust.
 - **Questions:** Asking targeted questions to gather information, guide the conversation, or keep the prospect engaged.
- **Yes's:** Using techniques to get the prospect to say "yes" often, making them more likely to agree with the final decision.
- **No's:** Using techniques to get the prospect to say "no" in a way that leads them to feel in control and more open to your pitch.
- **Selective Words:** Using industry-specific language to highlight your company's value and make a strong impression.
- **Value Add:** Offering something extra—like news, insights, updates or enhanced product / service line—that benefits the prospect beyond the product or service itself.
 - **Statements:** Using clear statements to provide additional context or emphasize your message.
 - **Stories:** Sharing relatable stories to connect emotionally and logically, inspiring the prospect to act.
 - **Sense of Urgency:** Creating pressure through limited time or supply to encourage quick decisions.
 - **Education:** Providing useful information or updates to keep the prospect informed and build credibility.

- **Transparency:** Being completely honest and straightforward, without using gimmicks or overly polished language.
- **Analogies:** Explaining something by comparing it to a familiar, everyday idea to help the prospect understand it better.
- **Labels** - Seems like, Looks like, Sounds like (Tactic used to show emotional understanding to the prospect)
- **Agree** – Diffuses the prospect when they object to a statement and allows you to follow up with a rebuttal.
- **Silence** – Let the air go cold with no response on your part so the prospect feels compelled to give an in more depth response / explanation.
- **Future Pacing** – Helping the prospect visualize themselves in a future scenario with them using your product / service.
 - **Familiarity** – Bringing comfort to the prospect as a friend would to build trust and ease of conversation.
- **Tonality** – Using your voice to go high and low to convey confidence and assurance in your pitch / responses
- **Step Down** – Off the initial price or amount, you begin to bring the price down so the prospect feels comfortable to proceed forward with the sale, minimizing their perceived risk.
- **Numbers** – Providing exact number ranges makes the topic more believable and impactful for the prospect to grasp. (Odd numbers have more weight)
- **Ask Permission** – “May I...”, “Could we...”, “Would it make sense to...?” work because no one likes being told what to do. Asking for permission helps them feel respected and lowers their guard.
- **Frameworks** – Starting a conversation or call by explaining what to expect gives the prospect clarity and keeps them engaged.
- **Self-Deprecation** – Making a joke about yourself helps other relax. If you can laugh at yourself, it leaves others with little to criticize.

