



**Presented by
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Attitudes For Out-Smarting Your Competition, Not Out-Spending Them.

1. Street Fighters Solve Problems Creatively
2. Street Fighters Find Customers In The Most Unusual Places
3. Street Fighters Know That There Are No New Ideas
4. Street Fighters Know Ethical Boundaries
5. Street Fighters Don't Believe In *Friendly Competition*
6. Street Fighters Know That *Price Is Not* The Only Consideration
7. Street Fighters Know That Marketing Is Useless If Customers Are Mistreated
8. Street Fighters Know How To Communicate Persuasively
9. Street Fighters Know The Power Of Persistence
10. Street Fighters Make Good On Their Promises
11. Street Fighters Are Survivors

THE OPENER (FIRST 20 SECONDS)

The four steps to opener

1. Intro
2. Benefit Statement
3. New News
4. Permission To Pursue

Create your own benefit statement:

"We specialize in . . .

Create your new news:

The five tests to qualify

1. Need
2. Want
3. Money/Credit/Budget
4. Decision Maker
5. Decision Mode

Create two questions that will help you determine if a lead has a **NEED** for your products or

services: _____

Create two questions that will help you determine if a lead **WANTS** your products or services:

Create a question that helps you determine if a lead meets your **MONEY** or other financial criteria to do business together:

Create a question that helps you determine if the person you're talking to is really the **DECISION MAKER** and if not, who is:

Create a question that helps you determine **DECISION MODE** to determine if the lead is able to buy your products or services within a reasonable time frame:

THE FOLLOW UP MAILER CONTAINS:

1. _____
2. _____
3. _____
4. _____

FIVE OBJECTIVES OF AN IN-BOUND INQUIRY ARE:

1. Gain control of the conversation by asking questions.
2. Capture the name and phone number (address if possible)
3. Qualify (or semi qualify if need be)
4. Ask how they found out about you
5. Get a specific time commitment for the next contact

PROBING

Gathering and probing for information makes the closing part of the sales process easy.

Probing questions or "open ended" questions usually begin with:

WHO, WHAT, WHY, WHERE, WHEN, and WHO.

"Closed ended" questions are usually answered with **YES** or **NO**.

OBJECTIONS

If you sense that a certain objection you've gotten may not be a serious obstacle or concern to getting the sale, simply ask, "How important is _____ to you?" or "Seriously?"

The four parts to effectively handling objections are:

1. Soften
2. Isolate
3. Rephrase
4. Work toward a solution

1. Credentials
2. Testimonials
3. Publicity
4. Publishing
5. Public Speaking
6. Community Involvement
7. A Winning Image

Four possible uses for third party testimonials are:

1. _____
2. _____
3. _____
4. _____

List 10 existing or past clients who you feel would be willing to write you a testimonial letter.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Three forms of getting published include:

1. Newsletters
2. Articles
3. Books

Three primary formats for public speaking include:

1. Speech
2. Seminar
3. Workshop

Two more participatory public speaking formats:

4. Panel discussion participant or moderator
5. Symposium

What is the right image for the clients you serve?

1. How should you dress?
2. What kind of car should you drive?
3. How should your place of business look?
4. How should you speak?

THREE FORMATS FOR PUBLIC SPEAKING OPPORTUNITIES

Speech
Seminar
Workshop

THREE ADVANTAGES OF PUBLICITY

1. It's free
2. Greater impact than regular advertising
3. Great for credibility and your info kit

TWO DISADVANTAGES OF PUBLICITY

1. No control over the content
2. No consistency of placement

TWO WAYS TO CONTACT THE MEDIA ARE:

1. Press release/press kit
2. Telephone

When talking to a reporter, there is no such thing as **OFF THE RECORD**.

HIGH VISIBILITY WITH LOW LIABILITY

You get a lot of **EXPOSURE AND INQUIRIES**.

You spend very little in **TIME** and **MONEY**.

List five non profit organizations in your community that have as their members the type of people that you want to do business with:

1. _____
2. _____
3. _____
4. _____
5. _____