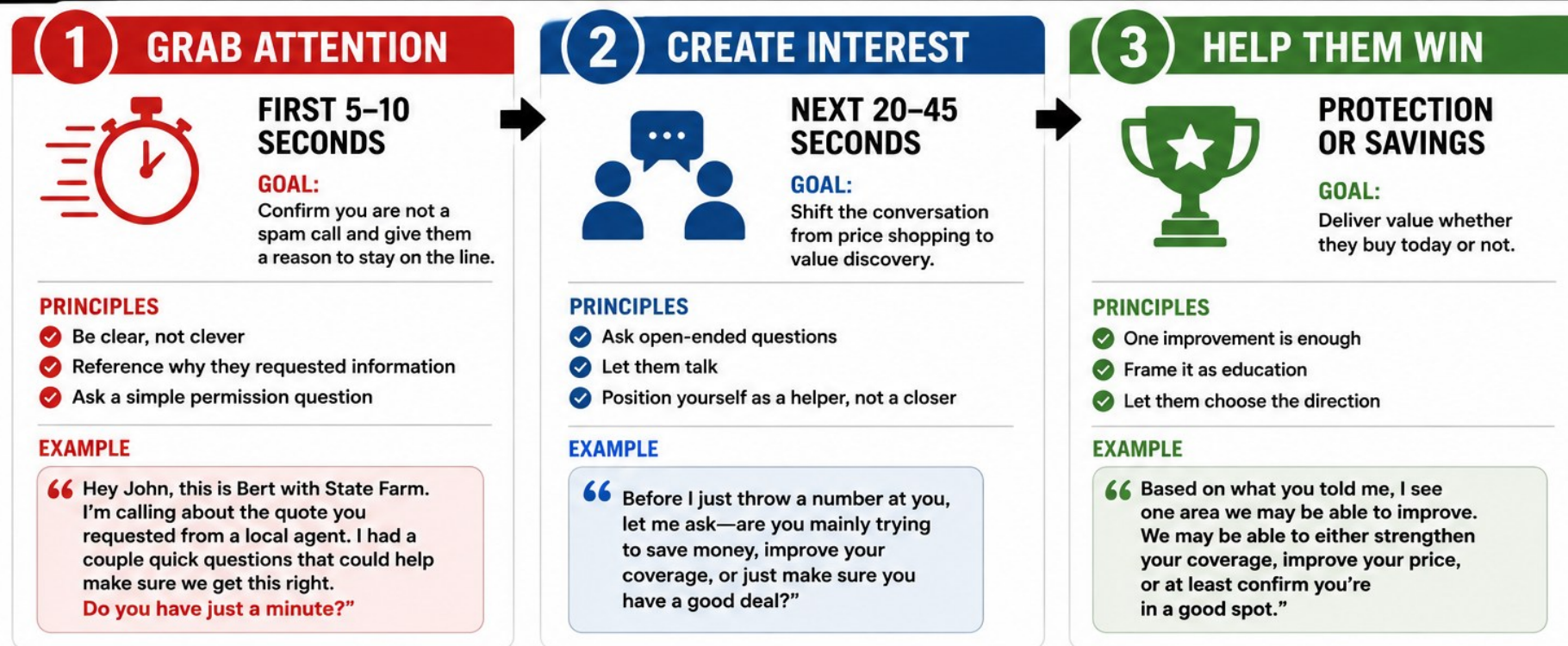


THE 3-STEP WORD TRACK STRUCTURE

A SIMPLE PATH TO BETTER CONVERSATIONS
AND BETTER RESULTS



THE BIG IDEA

The best word tracks are not one-size-fits-all. They should adjust based on:



THE PROSPECT'S PERSONALITY

Some people want details.
Some want speed.
Some want trust.
Some want control.



THE SALESPERSON'S STYLE

Some are naturally warm.
Some are direct.
Some are analytical.
Some are high-energy.



THE GOAL

The goal is not to sound like someone else.

The goal is to build a word track that sounds like **YOU**—while still following a proven path.

GRAB ATTENTION. CREATE INTEREST. HELP THEM WIN. THAT'S THE PATH.