



THE FINAL STEP: HELP THEM WIN.

The goal is simple: Help people win. Not pressure. Not hype. Not “closing.”

1 WHAT WINNING LOOKS LIKE

-  Sometimes winning means **SAVING MONEY.**
-  Sometimes it means **IMPROVING COVERAGE.**
-  Sometimes it means **BOTH.**
-  Sometimes it simply means **CONFIRMING THEY ALREADY HAVE A GOOD SETUP.**

2 MAKE IT ABOUT THEM

“Based on what you told me, I see one area we may be able to improve. We may be able to strengthen your coverage, improve your price, or at least confirm you’re already in a good spot.” ”



Now the customer feels like there's **VALUE** in the conversation no matter what happens.

3 ADJUST TO THE CUSTOMER (AND YOU)

CUSTOMERS ARE DIFFERENT:

-  Some want **SPEED.**
-  Some want **TRUST.**
-  Some want **DETAILS.**
-  Some want **REASSURANCE.**

GRINDERS ARE DIFFERENT TOO:

-  Some are **NATURALLY WARM.**
-  Some are **DIRECT.**
-  Some are **ANALYTICAL.**
-  Some are **HIGH-ENERGY.**

★ That's okay. The goal is not to sound like somebody else. The goal is to build a word track that sounds like **YOU...** while still following a proven structure.

4 THE BLUEPRINT



**BEST WORD TRACKS ARE
PERSONAL, FLEXIBLE, AND POWERFUL.**

- ✓ Adjust to the customer.
- ✓ Adjust to your style.
- ✓ Always follow the structure.



**LET'S GET
CRACKIN'!**