

## **The 25 Keys to Getting to YES Without Selling:**

1. You greet your client as you would a friend.
2. Your appearance is professional.
3. You continue to treat your clients as you would like to be treated.
4. You establish rapport and do a great warm-up so your clients know you and feel comfortable with you and you get to know them.
5. You find many things in common, which helps to create an immediate bond.
6. You make a point of listening more than you talk.
7. You quickly discover your client's personality type.
8. You make it clear what's going to happen and what's expected from both parties.
9. You gather all the information you need in the survey.
10. You determine the needs and desires of your clients.
11. You present the written information about your product in a way that allows your client to get involved and ask questions.
12. You present information in a simple way without jargon.
13. You personalize the benefits and back-up logic to your client.
14. You make them comfortable by showing testimonial letters.

15. You establish your personal credibility and your company's and make it clear why they should buy from you.
16. You totally individualize your presentation.
17. You tell great third party stories to make your key points.
18. You take your client's temperature and answer their concerns.
19. You get commitments before doing the product demonstration.
20. You totally personalize your product demonstration with the pictures you paint.
21. You put the sizzle in the product by demonstrating features and converting them to benefits.
22. You narrow it down to affordability.
23. You recap their hot buttons in an excited way.
24. You get agreement to move forward.
25. You get to YES without selling.