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### Today's Objective

- The 5 things you need to do on every call to take control
- How to get the prospect or customer to relax and work with you as opposed to against you
- How to leave every meeting with a positive outcome.



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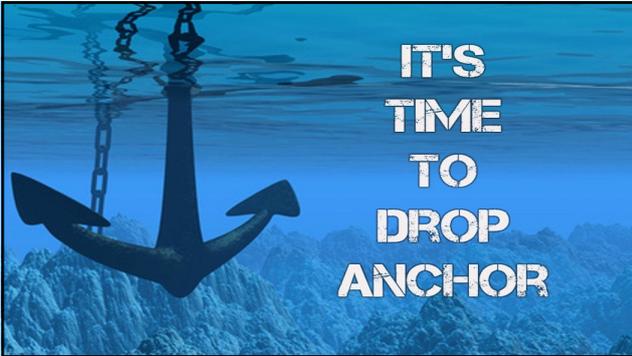
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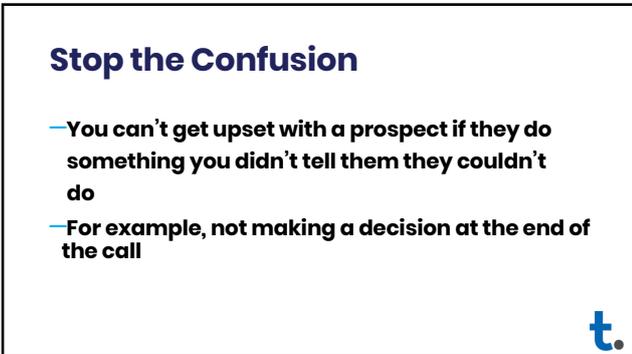
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### Stop the Confusion

—Agree up front what’s going to happen in the meeting/on the call – and what’s going to happen at the end



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### Your Advance Agreement

—What is your typical “advance agreement” for an initial appointment with a new prospect?



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### What Is An Anchor?

“An Anchor is a mechanism by which the you and prospect agree to exactly what will take place during the meeting . . . and crucially at the end of the meeting”



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### The Benefits Of An Anchor

—When you eliminate any misunderstandings from the selling process, what's left?

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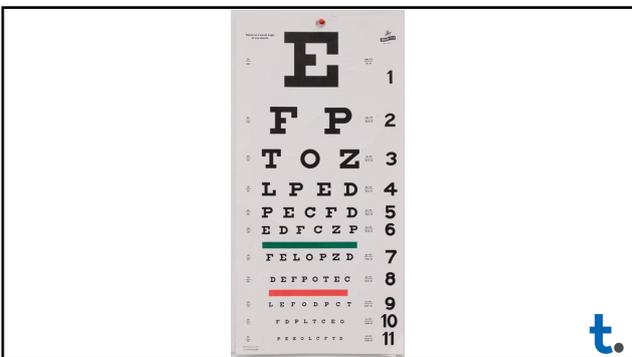
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### What's The Purpose Of An Anchor?

- To move the sale forward
- Allow for a "NO" (on both sides)
- Allow for a "YES" (on both sides)
- Allow for open and candid discussion of topics through our questioning strategy
- Ensures you have that 'walk away' presence



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### Question

- Where does the sales process slow down - on your side or the buyer side?
- Why does it slow down?



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### Driving Behaviour

- We need to drive the prospect's behaviour



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### When Should You Use An Anchor?

On the Phone When Scheduling a Meeting

At the Start of Every Meeting

At the End of Every Meeting

When You Close a Sale!

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### The Anchor Using ANOT

- Appreciate
- Naturally
- Obviously
- Typically

A Appreciate you inviting me in to discuss ....  
Are we still OK to 20 minutes?

N Naturally you'll have some questions for me  
so feel free to ask ...

O Obviously I'll have a questions for you ...

T And typically at the end of the meeting ...

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### Building Your Anchor

<b>Purpose</b> Appreciate you taking the time to discuss [your requirements]	
<b>Time</b> Are you OK for 5 minutes?	
<b>Their Agenda</b> Naturally you'll have questions so feel free to ask and	

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## Building Your Anchor

<p><b>My Agenda</b> Obviously I want to find out more about your (challenges) and ask you a few questions</p>	
<p><b>Next Steps - Yes...No....</b> And typically at the end of these conversations one of two things happens: If there's not a fit, that's absolutely fine and don't feel uncomfortable telling me and I'll do the same. If there is a fit we can spend the last few minutes discussing the next step might look like - is that OK?</p>	




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## Wrap Up

- 5 elements of an anchor
- ANOT
- Level playing field... equal business stature
- Control the meeting up front - whilst making the prospect feel comfortable and in control




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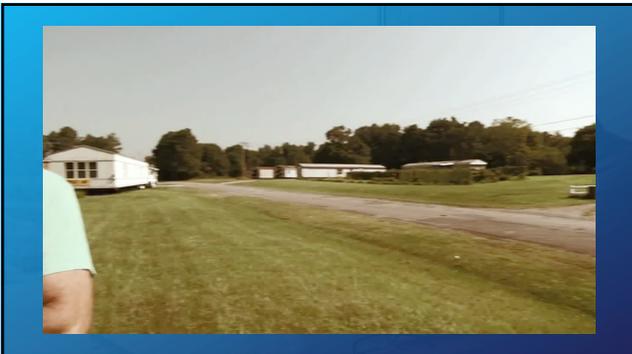
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