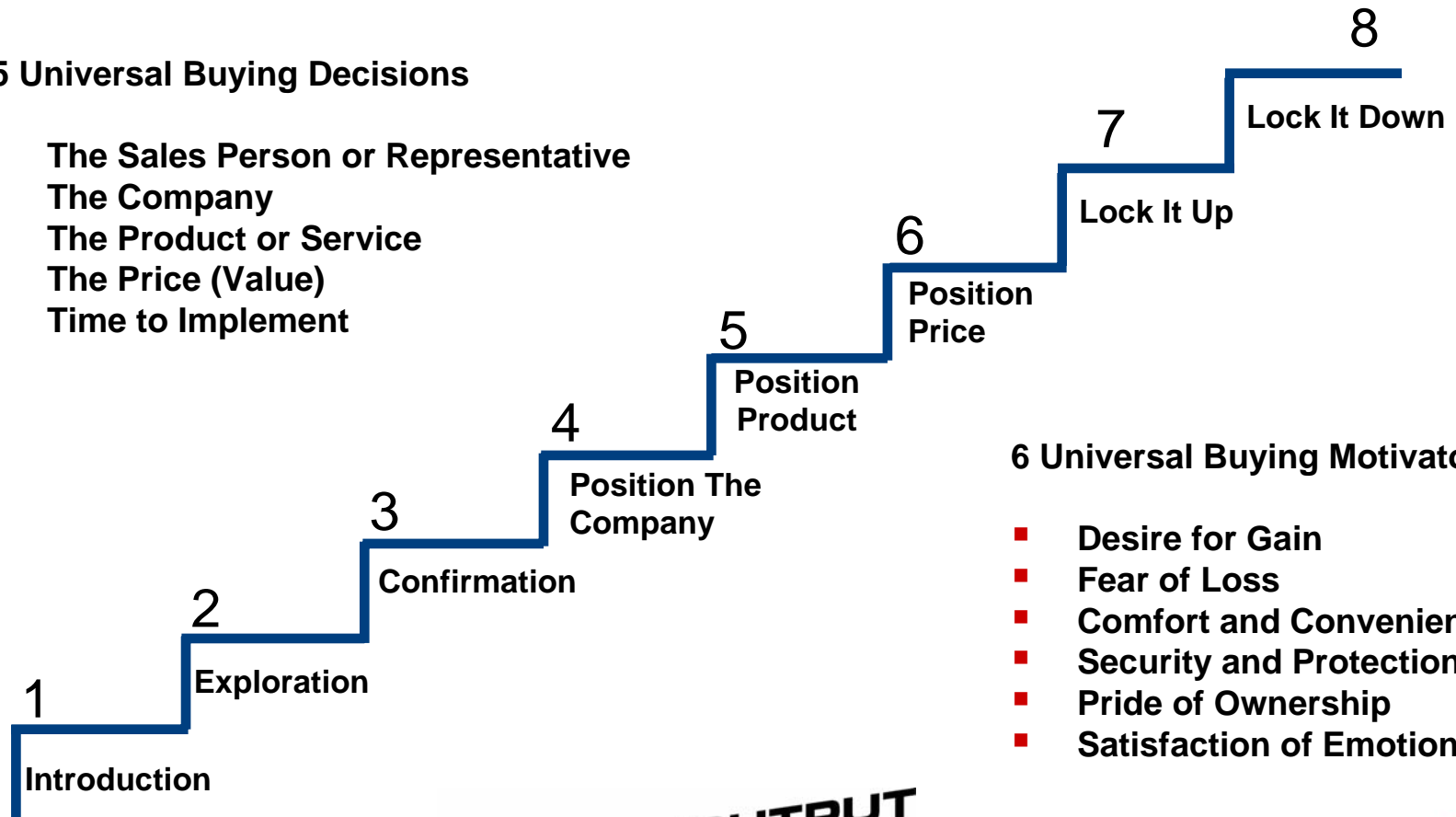


The High Output - Lock Down Sales System™

Always Ask Yourself: What do I want to achieve on this call?

5 Universal Buying Decisions

- The Sales Person or Representative
- The Company
- The Product or Service
- The Price (Value)
- Time to Implement



6 Universal Buying Motivators

- Desire for Gain
- Fear of Loss
- Comfort and Convenience
- Security and Protection
- Pride of Ownership
- Satisfaction of Emotion