

PAIN GRABBER

Capture their attention early.
What if / Word play

NEUROPICTURE

Visual Contrast of before
and after

CLAIMS: 1, 2, 3

Unique Reason to Buy from
You.

PROOFS OF GAIN

For each Claim, give Proofs.
Customer Case, Demo, Data, Vision

CLOSE

Repeat Claims Again and Ask.

What PAIN(s) do you want to eliminate?

What are your 3 CLAIMS?

What are your top GAIN proofs?

2 NEUROPRESENTATION

NOTE: Your grabber will help your prospect or audience understand the level of pain they are in today and how your solution could eliminate that pain...

Prospect's Situation Today

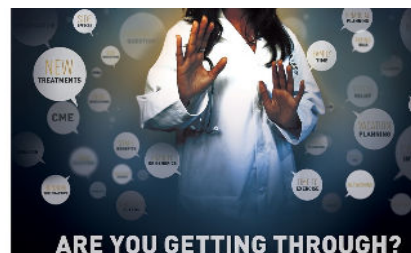
Insert here your Grabber:

- WordPlay
- Rhetorical questions
- Mini drama
- Prop
- Story

If you use a "What if you?" question, a mini drama or a story... you don't want to use a slide for your grabber.

If you have to use a slide... make it visual!

CUSTOMER LOGO



4 NEUROPRESENTATION

NOTE: Invite your prospect to recap their challenges i.e. PAIN. Let them talk!

NeuroPicture

CLAIM 1 CLAIM 2 CLAIM 3

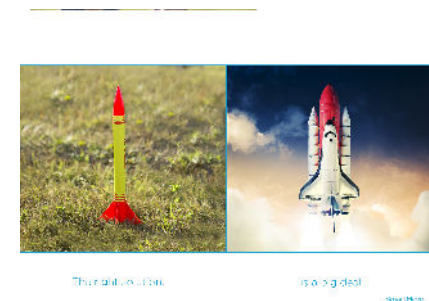
Insert here your Big Picture or NeuroPicture:

A simple graphical representation of how your product, service or idea will impact the world of your customers.

To increase the contrast you can include on the left a picture of their world today, without your solution.

Make as strong a visual metaphor as possible.

CUSTOMER LOGO



5 NEUROPRESENTATION

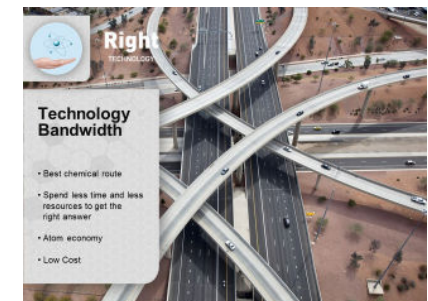
NOTE: In the delivery of any sales message, you want your customers to leave with a solid understanding of your CLAIMS. Up to 3 and to easily understand how you are different from your competitors.

The Only Product/Brand that Could Provide YOU with

Insert here a picture symbolizing your 3 Claims together.

Write here your 3 Claims: the top 3 reasons for your clients to buy from you, or the 3 chapters of your presentation: the 3 benefits your customer would experience if they welcomed your idea.

CUSTOMER LOGO



6 NEUROPRESENTATION

NOTE: It is vital that you repeat your CLAIMS several times throughout your message.

Insert here a picture to illustrate your CLAIM 1.

The VALUE For Prospect

CLAIM 1 CLAIM 2 CLAIM 3

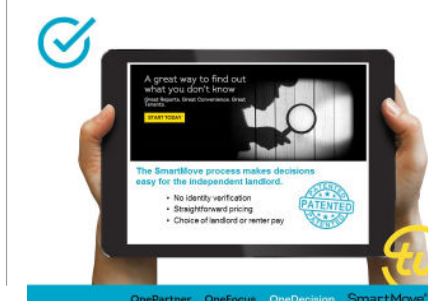
Unveil and quantify here the value using:

- Financial
- Strategic
- Personal

Value of your CLAIM #1. Prove that value using:

- Customer Story
- Demo
- Data
- Vision

CUSTOMER LOGO



9 NEUROPRESENTATION

NOTE: The core of your message should be your PROOFS of GAIN. Don't expect your customers to believe in a solution that does not have tangible evidence to back it up.

The GAIN for Prospect

CLAIM 1 CLAIM 2 CLAIM 3

VALUE

- Financial: Sum here all the \$ value
- Strategic: Summarize here all the Strategic value
- Personal: Summarize here all the Personal value

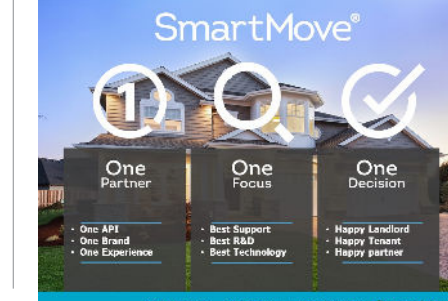
COST

- Financial: Sum here all the \$ cost
- Strategic: Summarize here all the Strategic cost
- Personal: Summarize here all the Personal cost

GAIN

- Subtract here the \$ Cost from the \$ Value
- Summarize the strategic GAIN
- Summarize the personal GAIN

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Reframe Objection

Positive side of Objection

Story or Metaphore