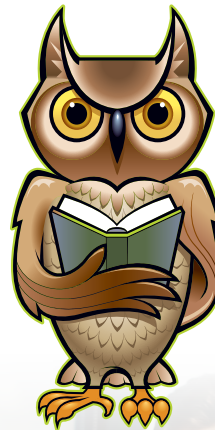


THE TRUE **COMPETITIVE ADVANTAGE**





WHAT THEY'RE THINKING

- What value do you represent?
- Are you confident in what you say?
- Do you represent the best combination of speed and execution?

EAGLE TIPS

KEY WORDS: Win, powerful, big, best, greatest, fast, quick, challenging, execute, progress, productive, momentum, complete, simple, advance, achieve, accountable, success

- Be brief, direct and to the point
- Stay business like
- Focus on results and benefits of products
- Be decisive when explaining important points
- Be confident, not intimidated
- Agree or disagree with the facts, not the person
- Give them wins /or point out they are correct
- Move quickly
- Don't over-promise
- Yes or no answers, not maybe



WHAT THEY'RE THINKING

- Are you enjoyable to talk to?
- Have you captured my imagination?
- Is there a connection between us?

PARROT TIPS

KEY WORDS: *Fantastic, opportunity, fun, different, cool, hilarious, exciting, unique, new, fresh, interesting, innovative, big, experimental, fun, broad, uncharted, open, possibilities, what if...*

- Engage more casually
- Emphasize exciting benefits that make them look good
- Give them recognition and appreciation
- Allow them to talk, but keep them focused
- Use compelling stories to illustrate complex concepts
- Provide lots of follow up
- Appreciate their feelings and ideas
- Don't flood them with details



WHAT THEY'RE THINKING

- Am I comfortable with your tone and energy?
- Do you have the experience I'm looking for?
- Can I trust your intentions?

DOVE TIPS

KEY WORDS: *Grounded, guaranteed, solid, user-friendly, easy to use, time saving, effortless, steady, predictable, thoughtful, meaningful, connection, holistic, gradual, patient, thorough, helpful, consistent, steady*

- Show sincere interest in him/her as a person
- Be friendly, personal and trustworthy
- Solicit and provide the assurances they request
- Concentrate on the long term return on their investment
- Be authentic, Doves can be astute judges of character
- Only close when you feel you have their trust
- Give real-life examples that illustrate human value
- Patiently probe their concerns
- Give them as much time as they need - no pressure
- Provide follow up: be accountable to your words



WHAT THEY'RE THINKING

- Are you a subject matter expert?
- Do you have data to support your claims?
- Are you quality focused?

OWL TIPS

KEY WORDS: *Perfect, meticulous, tailored, customized, organized, careful, systematic, analytical, engineered, rigor, fact checked, accurate, precise, optimal, sub optimal, ratio, vetted, logic based, evidence*

- Encourage them to ask questions
- Focus on facts, not experiences or concepts
- Emphasize potential cons to illustrate thoughtfulness
- Focus on step-by-step explanations
- Provide the details in large quantities
- Provide proof / verification of your statements
- Silence is good! Allow them plenty of time and space to think
- Don't pressure them to make decisions
- Be cautious with personal questions