

Protect the Prospect from their incorrect perceptions by “**Squaring the Peg**”.

- ✓ Don't seem too eager to convince them of anything. Don't “sell” them.
 - “Something offered from free is perceived as having no value.”
 - Don't even sell them on the benefits of the business (even if they're true!).
- ✓ Do stay in control of the conversation...
 - Answer a question with a question, and
 - Never get into a Q&A Session
- ✓ Always “Take it Away”. Learn to proactively insert phrases such as:
 - Look, I can't promise you anything, I'm not sure we'll connect on this
 - They expand on a select basis, I'm not even sure there's a spot for you.
- ✓ Don't be “weird”, don't be evasive.... but don't give them any real information.
 - Instead, if you need to give them a name (e.g.: “Taylor Development Group”)
 - And, if you need to describe what it is, say it's a “professional leadership training organization doing business development with 60 companies”
- ✓ Put yourself in their position. Listen to yourself from THEIR perspective.
 - Anticipate their perspective and speak accordingly.