



**TRUSTPOINT**

MANAGEMENT GROUP

*Knowledge. Execution. Elevation.*

# **“Why Traditional Methods Fail in the New Economy”**

# My Goal for Today?

**Challenge Your Mindset  
About and How You See  
Yourself, Your Company, and  
What You Do with Your  
Products or Services**

# How Does Your Prospect or Client see You?

- **VENDOR**

- **SOLUTION PROVIDER**
- **VENDOR**

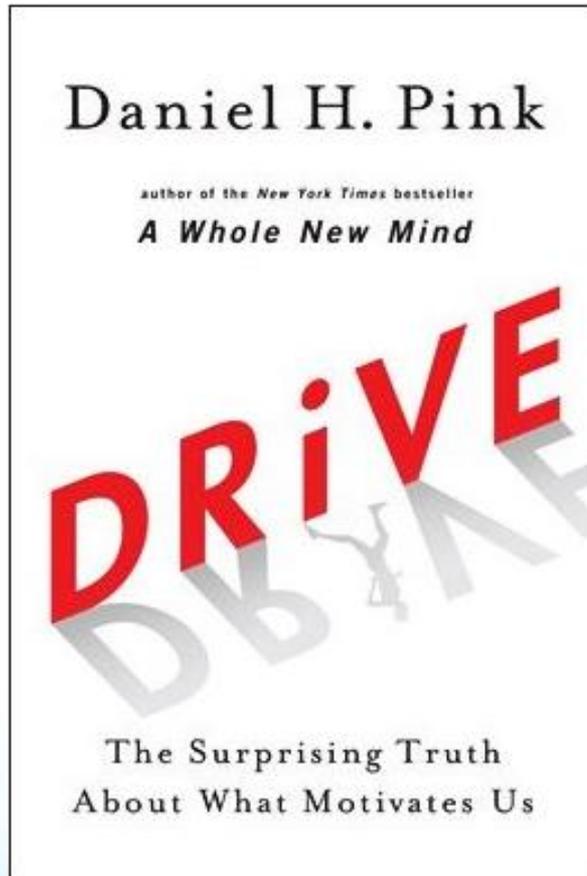
- **CONSULTANT**
- **SOLUTION PROVIDER**
- **VENDOR**

- **BUSINESS PARTNER**
- **CONSULTANT**
- **SOLUTION PROVIDER**
- **VENDOR**

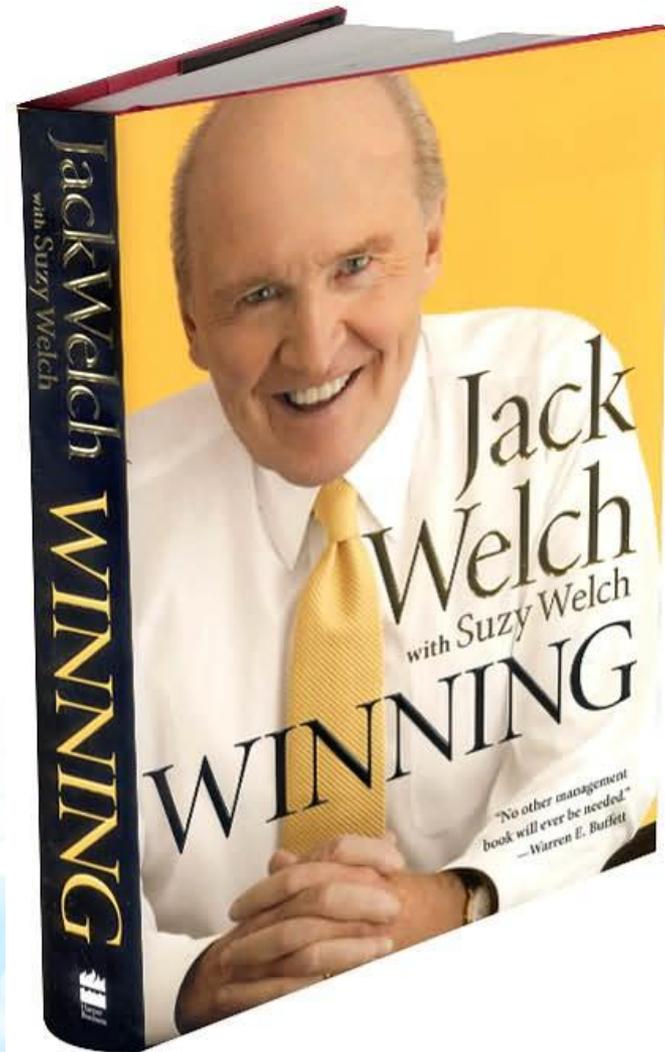
- **TRUSTED ADVISOR**
- **BUSINESS PARTNER**
- **CONSULTANT**
- **SOLUTION PROVIDER**
- **VENDOR**

- TRUSTED ADVISOR
- BUSINESS PARTNER
- CONSULTANT
- **SOLUTION PROVIDER (Price/Fees)**
- **VENDOR (Price/Fees)**

- **97% of people have a sales call with no specific plan, questions they want to ask or specific objectives to look for”**



*“It worked  
well...until it  
didn’t”*



"We get brilliant results from average people managing brilliant processes.

Our competitors fail because they have brilliant people managing broke processes."

**Process**

**PROSPECTS**

**TRADITIONAL**

**NON-TRADITIONAL**

- 1. Misled #1/Excite
- 2. Steal Expertise
- 3. Misled #2/Delay
- 4. Hiding

UPC

Hopa  
Hopa  
Land

Horace

- 1. Qualify
- 2. Present
- 3. Close
- Overcome Stalls
- Overcome Objections
- 4. Chase

- 1. Pattern Interrupt
- 2. Mutual Agreement
- 3. Reasons/Emotional Impact
- 4. Budget
- 5. Decision Process
- 6. Fulfillment
- 7. Post Sell  
Buyers Remorse  
Referral Process  
Strategic Acct. Management

# Technical

**Technical**

**Conceptual**

REINFORCEMENT

Beliefs

Feelings

Price/Fees

Uncomfortable  
See no value  
Need to be liked

**Head Trash**

Lowest Price

Mention Price First

Results

Behavior

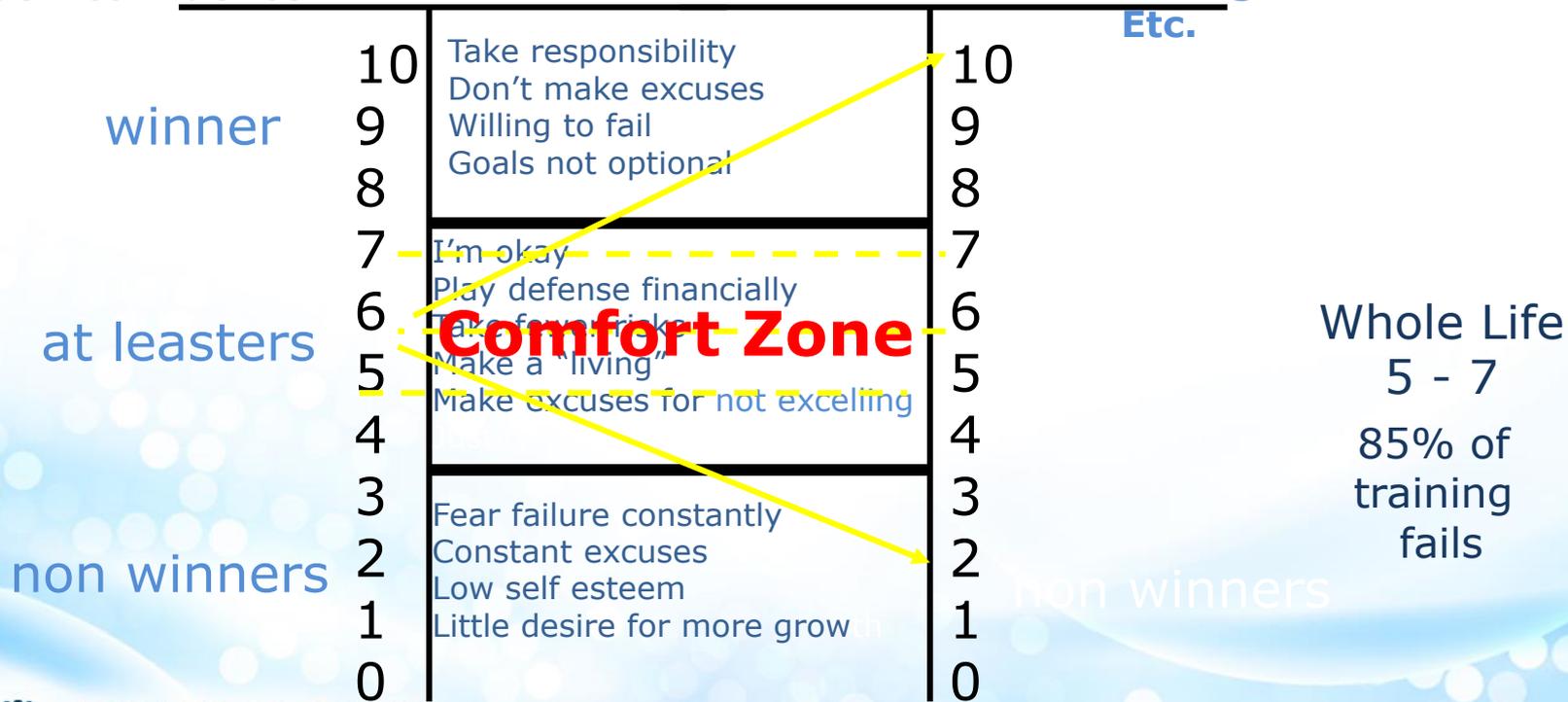
# I/R Theory

Self-esteem  
Self-worth  
Self-confidence

**"I"dentify**

**"R"ole**

Father  
Mother  
Brother  
Owner  
Manager  
Etc.



# THANK YOU

## QUESTIONS?

**Karl Graf**  
**TrustPoint Management Group**  
**[karl@trustpointllc.com](mailto:karl@trustpointllc.com)**  
**214-393-4281**