

## **Jay's Notes**

### **Strategy of Preeminence Being Seen as Your Most Trusted Advisor For Life (and for everyone else in your life who is important to you)**

Empathy

Selling Leadership

I feel the way you feel. Understand what my problem is.

Difference between giving information and giving advice. Telling people here's what you should be doing about it and here's how – specific.

Help provide people with focus – Focus is clarity. Clarity gives power. Power gives understanding. Understanding gives certainty. Certainty gives trust. Without trust, people won't take action.

Views that they trust

Leadership

People don't trust the system

Alternative

Non-Mainstream

People are mad – they don't trust the system

You're not being told the whole truth. Here's the truth as I see it.

Most people don't know what focus is until they've made it.

Connectively and helps them take a step

Ability to put into words what people want – and build on them.

Always selling a point of view --- i.e., The Homex viewpoint

Making YOU the center of attention.

Bring in people sequentially and bringing them along.

Hopefulness – my wish for you

I have a oral obligation to NOT let you avoid taking action that will improve your life, wealth, health and happiness.

Client vs. customer – they are under your care, direction, well being, guidance.

Who are we communicating to? What problems, opportunities are we going to help them deal with?

How would we have the most positive impact, immediately, today? We're in their home with them as friends having a conversation with them dedicated to giving them advice, dedication and motivation to provide them the greatest benefit (focus isn't you, it's them).

The message doesn't have any value unless it makes an impact and gets them to take action.

Prospects have to recognize your advice as a solution to a huge problem they feel emotionally as well as rationally.

You have to provide them with the reassurance and the motivation to use that solution, now!

It can be either a result or a good or better feeling about what they are already doing, or, preferably, both.

I want to feel good about myself and the way I have conducted myself.

I want to feel good about my decision and actions.

But they'll do things to curtail making gains because they don't want to feel foolish.

Look at purpose.

Ask yourself this question:

If I were on the receiving end of my sales communication/presentation, why would I want this? Why would I want to take advantage? What's in it for them/me?

So what?

My proposition/presentation has to answer a question that's already on the client's mind. But may never have been verbalized by them.

So what are you going to do for me?

Most people fall in love with product instead of prospect.

When you conceive of your business as interacting and enhancing people's lives, everything changes, results improve.

Most people think, "What do I have to say to get people to buy?"

Should say, "What do I have to give? What benefit do I have to render?"

Focus of your concern – should state, "You matter. Your well being is important." - (i.e., the Homex view, Allstate, stand/position)

Worst thing to do is feel out of control, confused, unstructured.

We are agent of change/creator of value/value contributors to our prospects.

Look – do this with me. Decide that you don't want to be an average renter, family living with parents, building no wealth --- having a poorer life.

People don't want to be average. (Everyone wanting to feel special/homeowners).

People need solutions not strategy. They need someone to advocate and address their well being.

People always pursue their well being in a logical rational way.

Our goal is to ask and answer - Isn't there a better way? Yes, there is "The Homex Way"

Feeling in consulting is to sell people, you bedazzle them – quite opposite is actually true.

You want to have ideas that make sense and leave people better off than they started.

Most people focus on tangible results.

Most of the great rewards aren't tangible.

\* "Show me" is so much more powerful than "tell me."

Instead of making conclusive statements, give me ammunition that allows me to come to a conclusion.

You never want to draw the conclusion – you want them to take an action that makes a commitment.

If they don't take the action themselves, there's no power into it:

Show me – don't tell me.

Any claim you make I must agree with.

People can't agree with most claims unless they can think this through.

Advocates my perspective.

People think I'm tired of being controlled.

Reduce the hurdle rate of taking action.

Talk about frustrations or desires they really feel. But may have never expressed.

People worry about whether they stand out, whether they're unique, whether people will care.

Help me do this – give your clients a chance to buy more and buy faster. Otherwise, you're, you're limiting their chance of buying more at the end.

Don't make me buy less than I want.

The concept is too difficult for most people to buy into – instead give them an example of how things work. Metaphor, simile, parable, case studies, contrasts

Let me show you what we do and how our system works so you can sign on board.

People feel - I don't know what to do.

Help me with the next decision – guide me, advise me.

People are searching for ways to make the next decision better – solve their problem today.

Here someone comes aboard for the hope. In general, they come aboard because they'd like to be better off than they are and they'd like to be specific.

Must be individual focused. I help the individual through my mastery of the subject matter by helping school them on the purpose so they can think better.

Write with a reader focus rather than subject matter focus. Must be much more conducive to specific solutions and then can show people who that's consistent with specific concept.

You're "talking" to them for only 15-90 minutes.

By never looking at things in the conventional way, I found more liberty?

Much of this comes from looking at things more unconventionally.

A revelation occurs as things problems are solved.

We can make people feel comfortable with a lot of things they used to be intimidated by.

Difference is it focuses on individual.

Things necessary to have a great results: 1) Have to have great advice; 2) Must be able to express it well; 3) Must want to express it – as solutions to the prospect's problems.

Most people spend their entire lives getting only a fraction of the yield they can out of their endeavors.