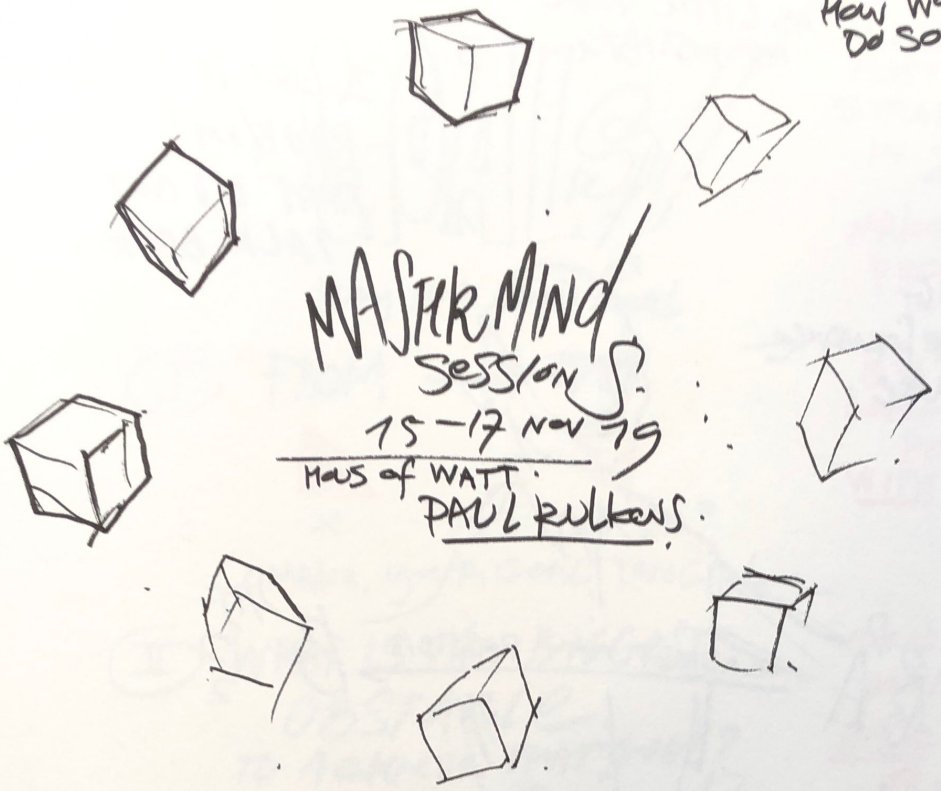
" WHAT HAS GOT YOU HERE
WILL NO LONGER GET YOU THERE "

" YOU DON'T HAVE TO BE SICK
IN ORDER TO GET BETTER...
RAISE THE BAR! "

AVOID:
" YES, BUT....
MY BUSINESS IS
DIFFERENT. "
↓
HOW WOULD I
DO SOMETHING NEW?
↓
YES, AND...



MASTERMIND SESSIONS

15 - 17 NOV 19

HOUS of WATT.

PAUL RULKENS.

HELPING YOU
TO TAKE THE NEXT
— STEPS → THE APPLICATION of
NEW IDEAS.

CHANGING THE
RULES of THE
GAME.

RULES
of ENGAGEMENT.

1 - SILENCE = OKAY. WITH
2 - HIGH five RULE - ENERGY BOOSTER.
3 - PARKING RULE - END SESSION, REVISIT
4 - △ SEATS, HAVE DIFFERENT NEIGHBOURS.

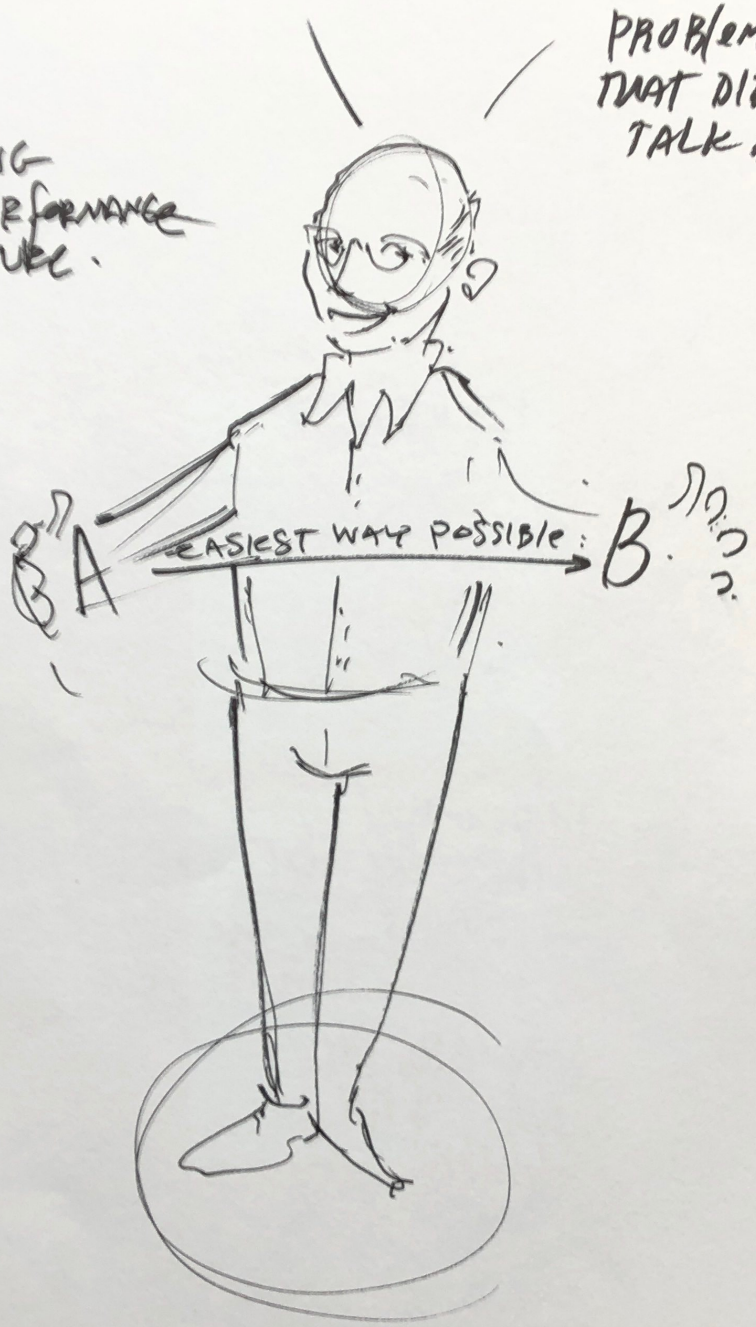
MY EXECUSIVE
— BIAS —

HOW TO ACHIEVE
BIG GOALS, IN
AS LITTLE TIME
AS POSSIBLE.

MAKE THE BRIDGE
BETWEEN MY AND
YOUR LANGUAGE.

I like TO Solve
PROBLEMS
THAT DID NOT
TALK BACK.

BUILDING
A HIGH PERFORMANCE
CULTURE.



I

CLARITY

HERE I AM
THIS IS WHERE I GO!
(FRONT TUBE)

WHERE ARE WE
WHERE ARE WE GOING
WHERE DO WE COME FROM?

COLUMBUS SYNDROME.

A → B

GOALS

KEY TO A GOOD GOAL

1 WHAT IS THE MOST IMPORTANT STRATEGIC GOAL IN 2020.

MAKE CINEMAKERY PROCES COME INTO THE LIGHT.

BY USING RIGHT LANGUAGE + PROCES WITH CLIENTS.

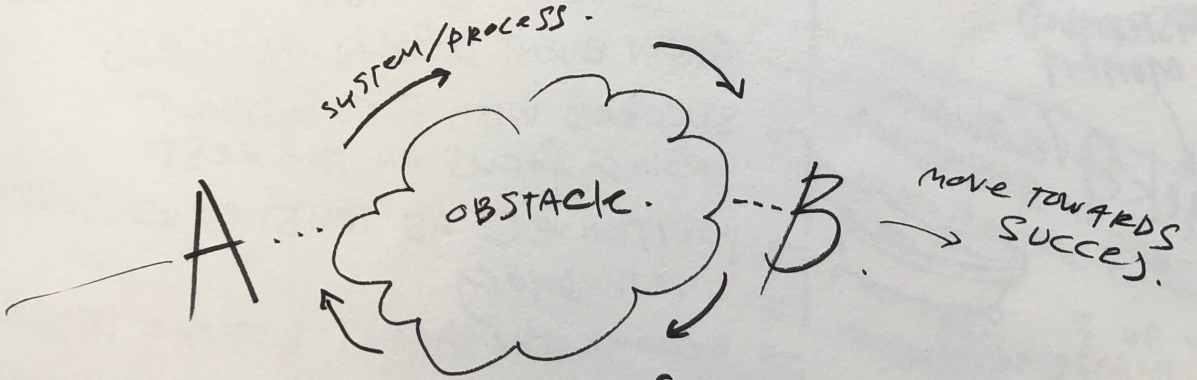
I FROM → TO.

x → x + 70²

— MAKE YOUR GOAL TANGIBLE —

II WHAT IS THE BIGGEST OBSTACLE TO ACHIEVE THAT GOAL?

CREDIBILITY + SENIORITY + BASE-PROCESS TO REPEAT.



III DEFINE THE SYSTEM OR THE PROCESS TO OVERCOME THE OBSTACLE.

THIS IS HOW YOU ACHIEVE GOALS.

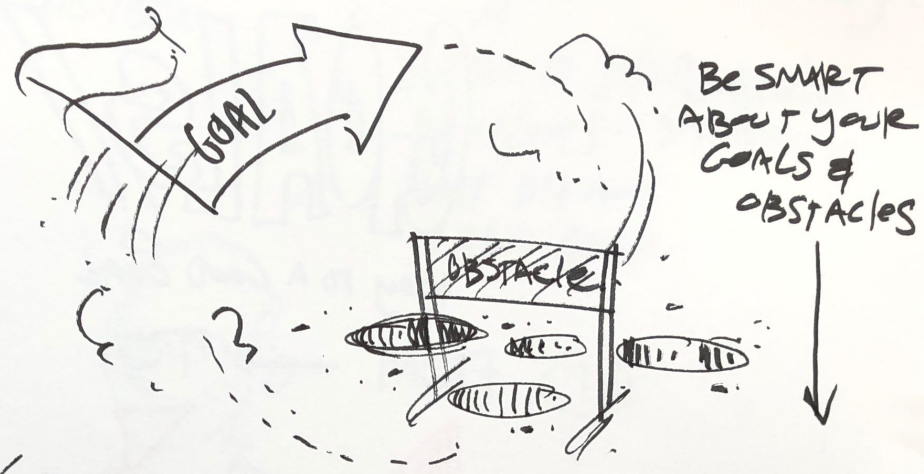
WHAT IS your GOAL IN THE NEXT 3 DAYS?

"I would like TO know HOW TO... WHILE AT THE SAME TIME ... "

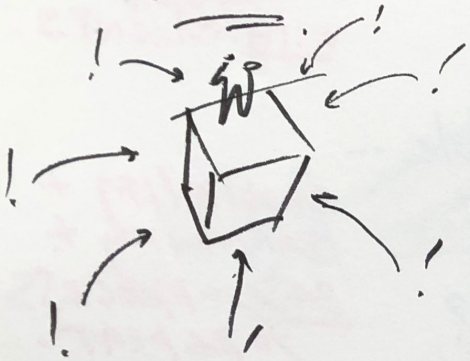
A STATEMENT IN form of A QUESTION.

↓

SUNDAY @ 1700 THIS QUESTION NEEDS TO BE ANSWERED.

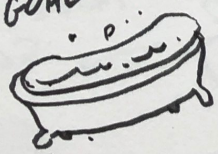


CAN YOU GIVE ME AN EXAMPLE?



MASTERMIND MOMENT

1-2-3 EUREKA! CONNECTING GOAL ↔ IDEA



"HOW DO I AGGREGATE collective NEEDS TO

CONSTANTLY CREATE CONSUMABLES."

HOW CAN I ...

- ARTICULATE THE BENEFITS of EVENT DESIGN. (TO CONVINCE MANAGEMENT)
- GROW EVENT DESIGN BUSINESS
- SUCCEED WITH E.C. WITHOUT LOSING focus ON THE REST.
- POSITION E.C. AS TRUSTED CONSULTING METHODOLOGY.
- BECOME THE AGENT, NOT THE DO-ER
- SET UP A SYSTEM of SALES & PROMOTION [focus ON CONSULTANCY].
- BUILD COMPETANCE TO BUILD A CONSULTANCY BUSINESS.
- LET THINGS GO IN ORDER TO MAKE ROOM FOR SOMETHING-else
- HOW TO LEVERAGE THE KNOWLEDGE TO CREATE MORE AGENTS & DOERS.

HOW CAN I CONSTANTLY CREATE CONSUMABLES?

II

PRESIDENT of MY own service INC.

→ BUTTONS & LEVERS AT MY FINGERS. IN ORDER TO MAKE A Difference

WORKING IN / WORKING ON

executing / conducting



9 MND. FASTEST IN THE WORLD

(OBSTACLES)

IN ACTIVITIES.

SWIMMING LANE

PLANNING

"STEP AWAY FROM THE IN!"

EVERYTHING ELSE HAS A CEILING.

WHICH DOESNOT HAVE ANY LEVERAGE.

* MARKETING (ALL ACTIVITIES THAT MAKE SALES OBSOLETE)
* INNOVATION (EVERYTHING THAT CREATES ADDITIONAL VALUE FOR CLIENTS)
* STRATEGY A → B, EASIEST WAY POSSIBLE (LEAST AMOUNT OF EFFORT.

IN COMMON: NO CEILING TO WHAT IT CAN ACHIEVE. (MAX. LEVERAGE FOR THE EFFORT YOU PUT IN.

III

TIME, ENERGY, MONEY

WORKING IN/ON

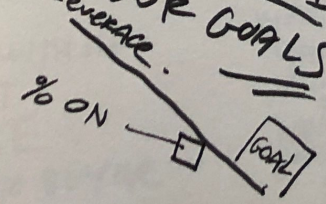
↓

SMALL SHIFTS will HAVE A HUGE IMPACT!

TIP: focus ON THE ACTIVITIES THAT MAXIMIZE YOUR LEVERAGE.

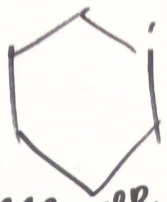
WHEN NOT CONSCIOUSLY WORKING ON YOUR COMPANY YOU INSTANTLY default TO WORKING IN

THE AMOUNT of TIME & ENERGY you WORK ON YOUR COMPANY DETERMINES THE SPEED IN WHICH WE ACHIEVE OUR GOALS.



SUCCESS

MARI / MARISA
- TANYA -



MASTER MIND MOMENT
explain - xP.

SET MINDSET
for the meeting.
THE APPROACH IS

A → B
A RULES.
B
rules
+
MINDSET -
make people
THINK WIDER
- THE IDEA of
THE MEETING -
/
ATMOSPHERE
of SHARED RESPONSIBILITY.
(open door →
you have to walk in).

- ROAR -

IN/ON
10 → 20
DOUBLING your
ON efforts -
Some people CLICK!
WITH NUMBERS.

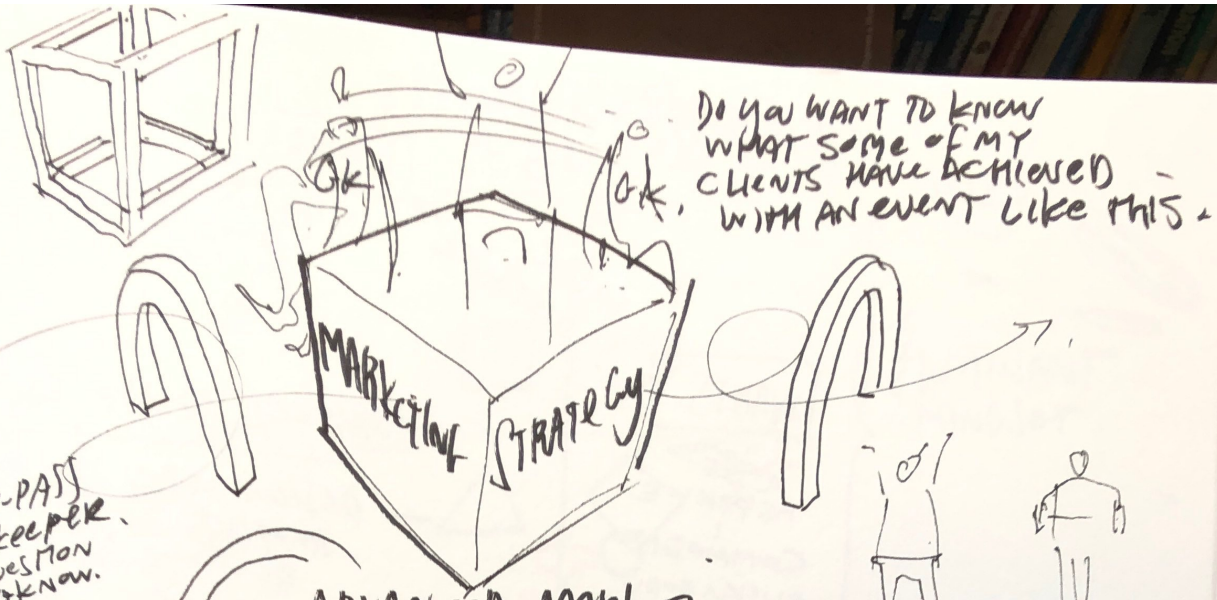
NO SET RATIO.
IN = GRAVITY
ON = ABSENCE.
IN/ON
=
- flexible -

WHAT SHOULD I STOP DOING TODAY
AND DO MORE TOMORROW?

+

7 words.
TO Define
YOUR GOAL.

PATTI
INGRID
ALISA



Do you want to know what some of my clients have achieved with an event like this.

BUYER

GATEKEEPER

ADVANCED MARKETING STRATEGY

HOW TO BY-PASS A GATEKEEPER.
ASK THE QUESTION THE GK DOESN'T KNOW.



TRUSTED ADVISOR
CONSULTATIVE WORK
HIGH VALUED WORK
LOW TIME INVESTMENT

MINDSET

① BUYER vs GATEKEEPER — CAN NEVER BUY.
(CAN SAY NO / CAN'T SAY YES)
SHIELDING THE DECISION MAKERS
↓
LOWER GATE TO GET TO

DEAL = DONE.

* MY FOCUS IS ON BUYER.
* HOW DO I RECOGNIZE THE REAL BUYER?
  - ↳ NO... I HAVE TO CHECK WITH
  - ↳ WHAT DOES YOUR DECISION PROCES LOOK LIKE?
  - ↳ WHO ELSE IS INVOLVED?

WHO AM I TALKING TO?

② RESULTS (WHAT IS THE OUTCOME?) vs PROTECTING THE BUYER. (INTERESTED IN PROCES.)

IMPROVING THE CONDITIONS OF THE BUYER.

WHAT ARE YOUR GOALS?

WHAT ARE YOUR STRATEGIES?

HOW WILL THIS EVENT HELP YOU TO ACHIEVE THESE GOALS?

ACCELERATE TRUST

* DOING GOOD THING A LONG TIME
* REFERALS.
  (YOU NEED TO WORK WITH HIM TRANSPLANT TRUST).
* HELP THEM AVOID RISK.
* MOVE FROM BUYER TO BUYER.

SUCCES



③ Needs vs WANTS.

WHY.

NEEDS

VALUE DISTANCE

BRAIN SURGEON CONSULT... you NEED TO ...

WANTS

ASPERINE / COMMODITY

everybody knows what they WANT

CONNECT TO THE OUTCOME

— DESIGN WITH THE END IN MIND.

The more you talk about WHY. The closer you get to the NEED.

↓

THE WHY DRIVES RESULTS.

LANGUAGE of

METHODOLOGY

RESULTS.

Difficulties to realize the SHIFT IN LANGUAGE based on the CONTEXT.

WHAT IS your PROCESS TO GET TO THE BUYER.

CAN you FORCE A RELATIONSHIP WITH THE END-DECISION.

↳ WHAT ARE your DECISION CRITERIA?

↳ WHAT ARE your OBJECTIVES.

↳ WE DON'T DO PITCHES

↳ WE NEED TO HAVE A CONVERSATION TO DEFINE THE EVENT WHY your NEEDS, REQUIREMENTS.

↳ OUR POLICY IS NEVER TO PITCH.

→ ETHICALLY & PROFESSIONALLY I NEED TO TALK WITH THE ONE WHO OWNS THE EVENT.

→ I would NOT TAKE A COMPANY SERIOUSLY IF THEY COME TO A PITCH LIKE THIS.



I WANT TO LOOK AT your BIGGER PICTURE.

MAKE THE BUYER feel MORE PAIN → AMPLIFY.

DISQUALIFY BUYERS WHO DECIDE BASED on THEME + IDEA.

RISK IS MUCH STRONGER THEN GAIN

PERSUADING A BUYER

DATA
CONTENT
TASK
OPTIONS.

ANALYTICS (PROOF) | DRIVERS (GTD)
REFLECTIVE — ASSERTIVE.
AMIABLE (HOW DO YOU FEEL) | EXECUTIVE (HELP ME GET THIS DONE)
RELATION PEOPLE. | CAN WE BE THE BEST?

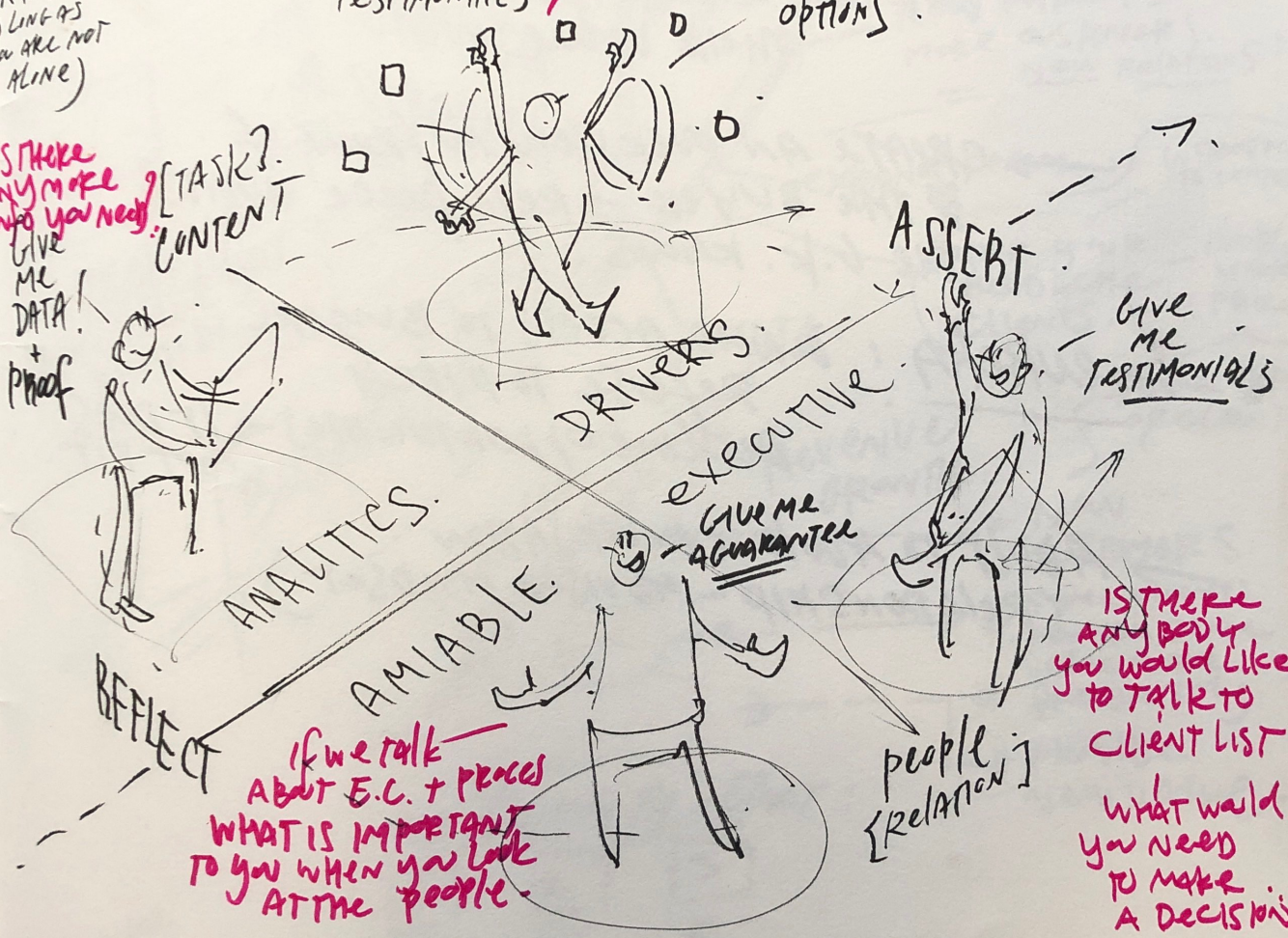
DOMINANT MINDSET.

GUARANTEE (AS LONG AS YOU ARE NOT ALONE)

TESTIMONIALS

WE TALKED ABOUT E.C. WOULD YOU LIKE TO HEAR MORE SOME OF THE BEST THINGS I DID WITH OTHER CLIENTS

GIVE ME OPTIONS.



THE SOMALIER

HOW DID OUR PROPOSAL RESONATE WITH YOU?

DO YOU WANT TO LEAD OR FOLLOW?

PATTI: → TRUSTED ADVISORS WORK WITH BUYERS.
↳ CREDIBILITY + CONFIDENCE.
→ DO GOOD WORK FOR A LONG TIME. + REFERALS.

INGRID: → BUYER → RESULT.
IMPROVING THE CONDITIONS of THE BUYER.
→ TALK ABOUT PAINS + ROI.
→ VALUE DISTANCE. → THE WHY QUESTION
TRUST GROWS.

ALISSA: MAKE THE GATEKEEPER LOOK GOOD → INCREASE THEIR VALUE.

→ CREATE AN OVERVIEW IN FRONT of THE BUYER → REINFORCE WHAT THE G.K. KNOWS.

→ EUREKA: DENIED ACCESS TO BUYER
REFUSE TO PITCH.
DECLINE OPPORTUNITIES → IT DOES NOT FIT.

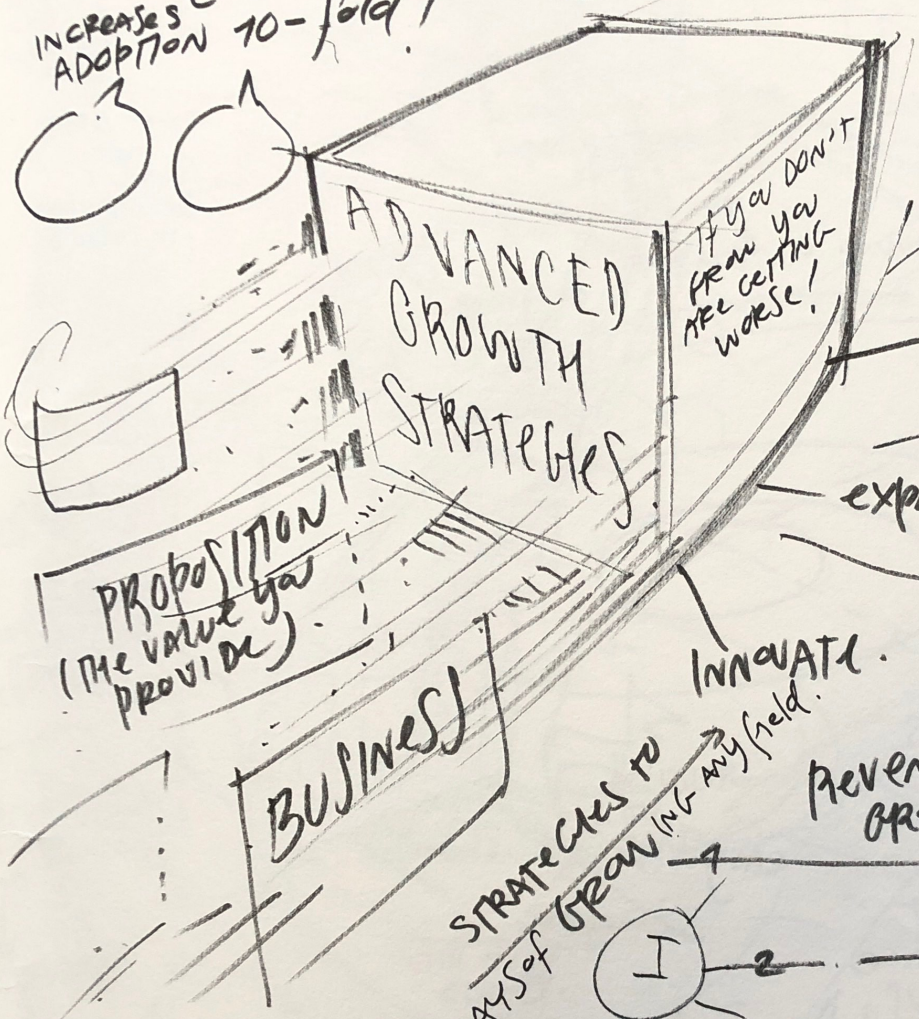
→ ADULT TO ADULT CONVERSATION.
(RELATIONSHIP – ADVISOR MINDSET).

VINCENT
ERNO
LUCA.

WHY IS GROWTH IMPORTANT?

ERNEST H.
HOW DID YOU GO BANKRUPT
THIS TIME.
SLOWLY — SUDDENLY.

DISCUSS your LEARNING
INCREASES ADOPTION 10-fold!



~~STR~~ GROW NETWORK + VISIBILITY.

NEW MARKETS
MORE CUSTOMERS.
NEW RELATIONS?

EXPAND TEAM. INTRODUCE TO COMPETITORS

FIRE your HEADACHE CLIENTS. — DOUBLE your PRICE

INNOVATE.

STRATEGIES TO GROW IN ANY field.
3 WAYS of

REVENUE GROWTH:

1 → * NEW CUSTOMERS. → NEW TYPE of CLIENT.

2 → * SAME CLIENTS PROVIDE SAME VALUE MORE FREQUENTLY.

3 → * PROVIDE NEW VALUE.

I

100% GROWTH effort:

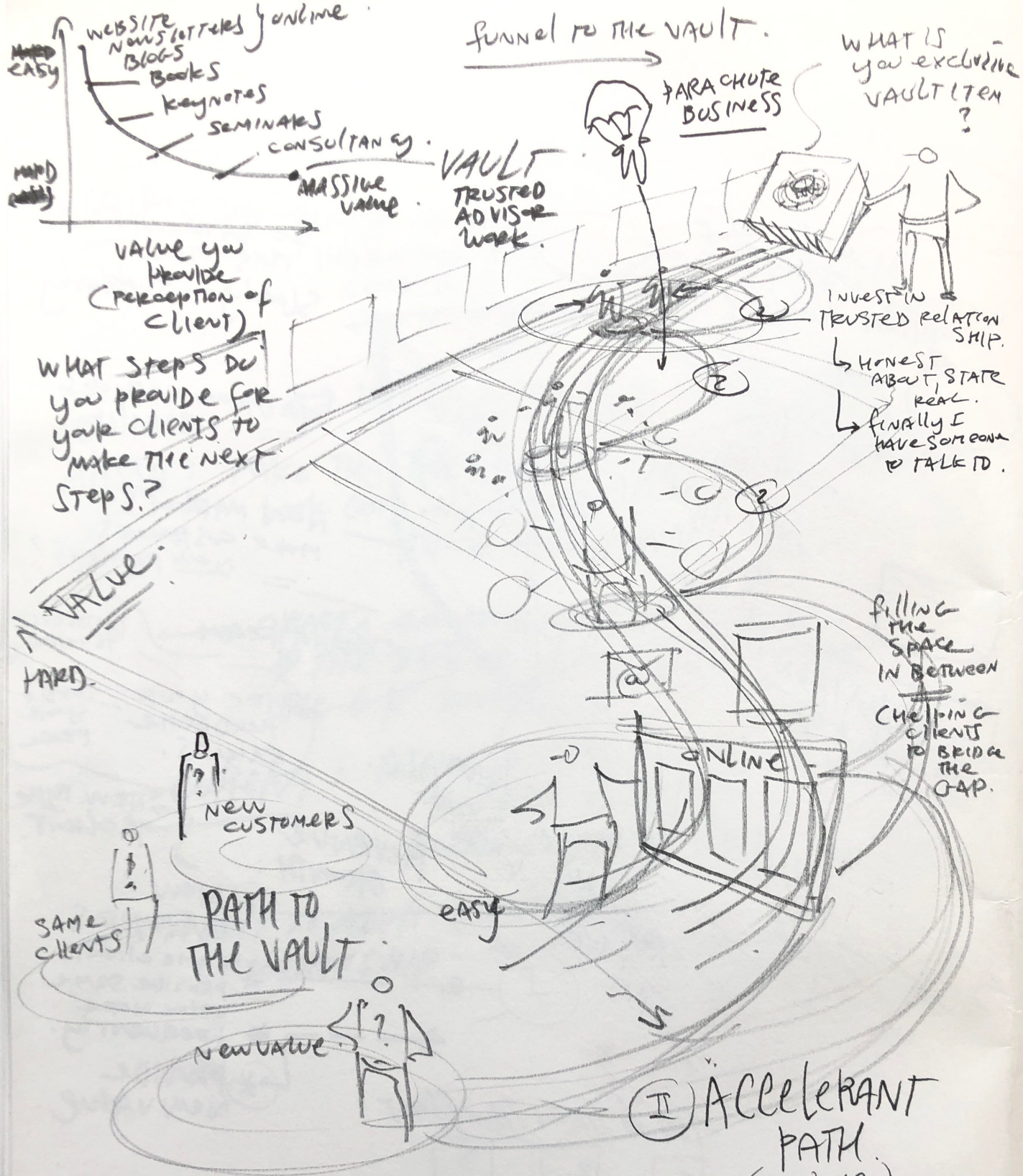
1	2	3
55	40	5
5 → 90.		

80% revenue comes from 20% of your CLIENTS...

STRATEGIC OBJECTIVES
SAME OR INNOVATE?

WHAT CAN I DO:
→ TO GET NEW CLIENTS WITH THE LEAST AMOUNT of EVERGY
WITH → SAME CLIENTS.

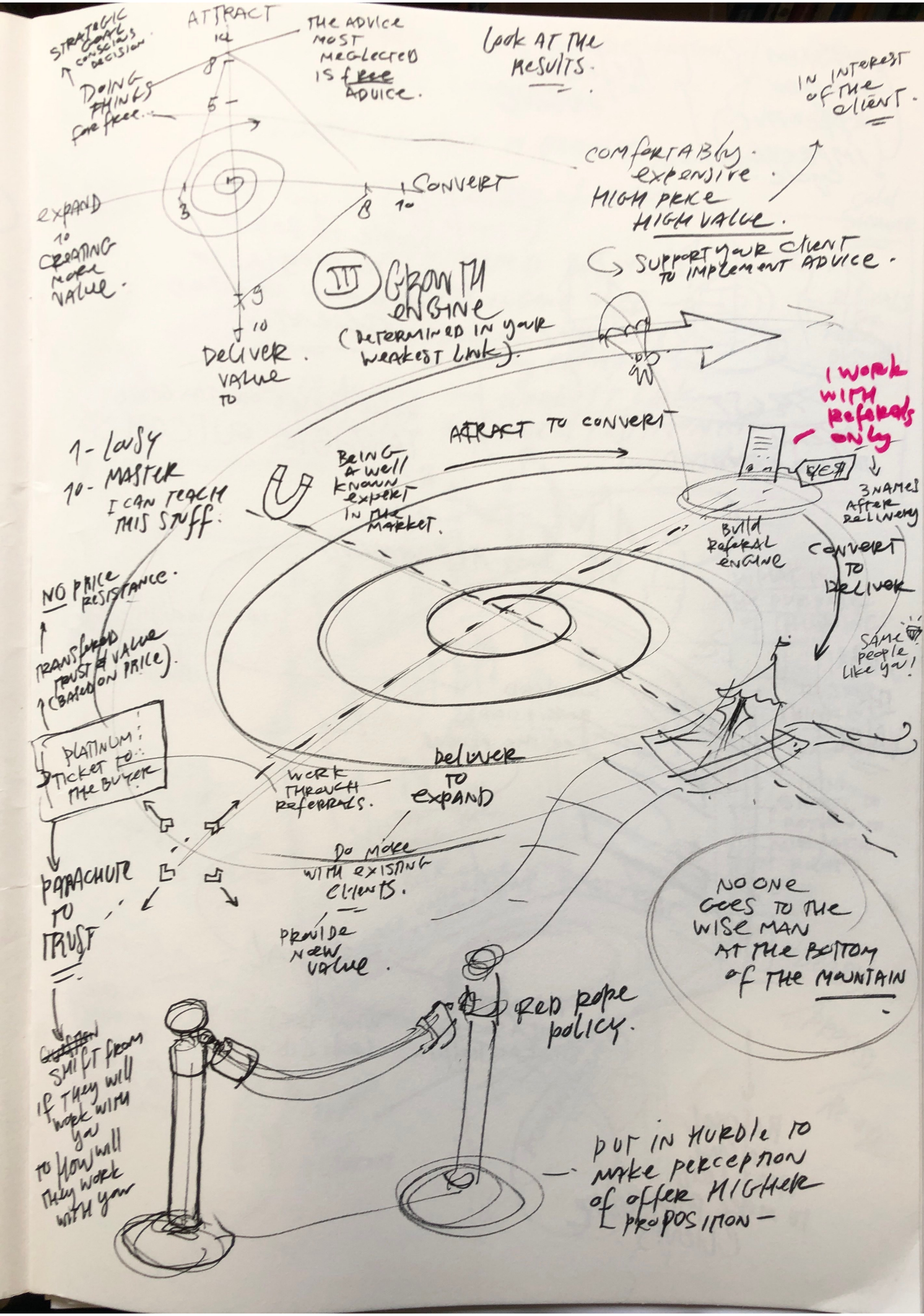
SUCCESS



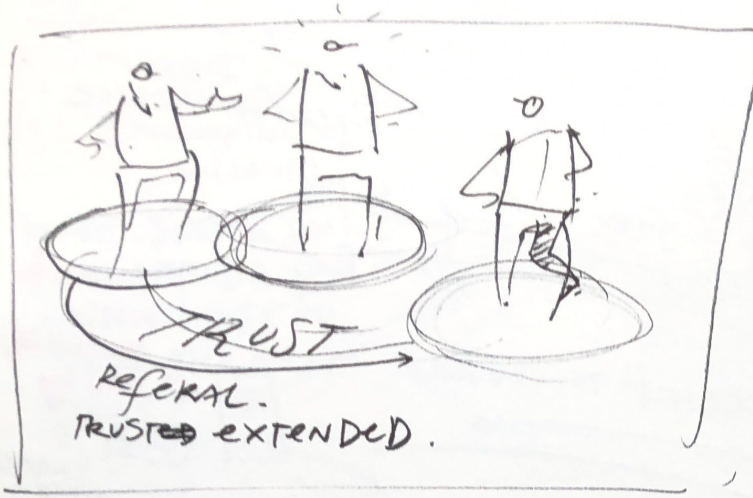
— FOCUS OF INNOVATION IS TO FILL THE ACCELERANT CURVE. [HOW DO I PROVIDE MORE VALUE TO MY CLIENTS].

— WHAT IS IT THAT YOU NEED TO DEVELOP MORE? → INNOVATE.

HOW CAN I INNOVATE WHERE ARE MY GAPS?


STRATEGIC CHOICES CONSCIOUS DECISION
ATTRACT
THE ADVICE MOST NEGLECTED IS free ADVICE.
DOING THINGS for free...
Look AT THE RESULTS.
IN INTEREST OF THE client.
comfortably. expensive. HIGH PRICE HIGH VALUE.
CONVERT
EXPAND TO CREATING MORE VALUE.
SUPPORT your client TO IMPLEMENT ADVICE.
III GROWTH ENGINE
(DETERMINED IN your WEAKEST Link).
DELIVER VALUE TO
1- LOUSY
10- MASTER
I CAN TEACH THIS STUFF.
BEING A well KNOWN expert IN THE MARKET.
ATTRACT TO CONVERT
I work WITH Referrals only
3 NAMES AFTER DELIVERY
Build Referral ENGINE
CONVERT TO DELIVER
SAME people like you!
NO PRICE RESISTANCE.
TRANSFORM TRUST & VALUE (BASED ON PRICE).
PLATINUM TICKET TO THE BUYER
WORK THROUGH REFERRALS.
deliver TO EXPAND
Do MORE WITH EXISTING CLIENTS.
PROVIDE NEW VALUE.
PARACHUTE TO TRUST
NO ONE GOES TO THE WISE MAN AT THE BOTTOM OF THE MOUNTAIN
SHIFT from
IF THEY will work WITH you
TO HOW will THEY work WITH you
Red rope policy.
PUT IN HURDLE TO MAKE PERCEPTION OF offer HIGHER PROPOSITION

{ SYSTEM WRITTEN effective IMPROVE cycle. } } REFERRAL ENGINE.



HOW DO YOU GET PEOPLE TO REFER YOU TO THEIR OWN TRUSTED CLIENTS.

REFER BASED ON TANGIBLE.
TANGIBLE OUTCOME

9/10
RECOMMEND

SHARE THE VALUE

UPCOMING THINGS AHEAD
NEXT TRAINING

DOWNLOAD
BOOK + CARDS
SEE THE PROCES

REFERAL

TOP OF MIND
"WAIT A SECOND... SHE CAN HELP!"

WHAT DOES THIS LOOK LIKE?..

IN THE MOMENT
FORMAL MOMENT TO ASK FOR REFERAL.

REFERAL ENGINE THAT LEAD TO MORE PARACHUTE CLIENTS.

VINCENT : - knowledge / DOING ⇒ STRATEGIC ACTIONS { GETTING PRAGMATIC TOMORROW
PRAGMATIC IMPLEMENTATION.

→ GROWTH ENGINE TO DEVELOP NEW CLIENTS.

ERNO : GROWTH IS OPTIMIZATION of VALUE.

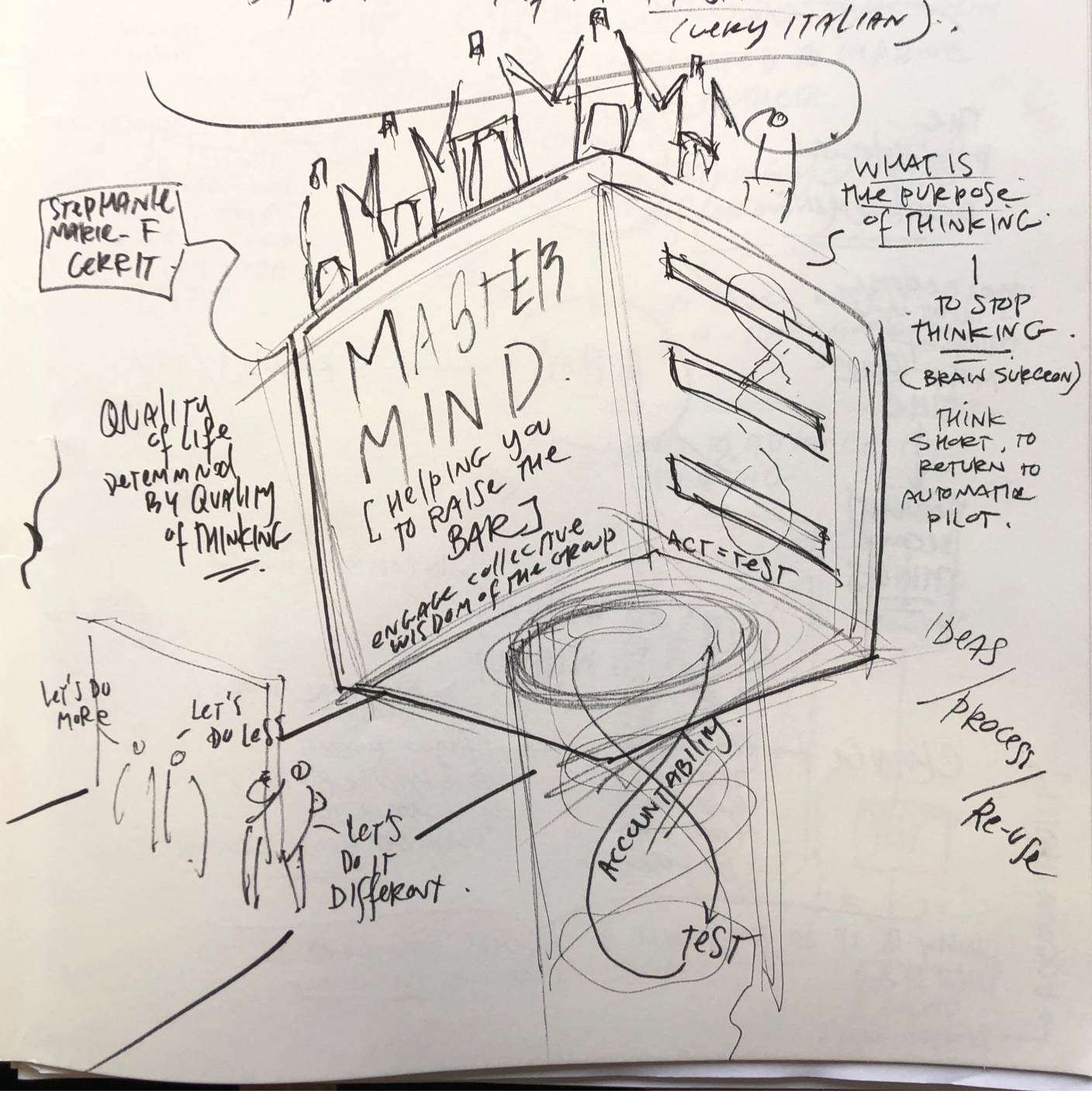
Growing less stressful. small steps.

All aspects of ACCELERATED BUSINESS.

GROWTH ENGINE WEB → IMPROVING SMALL STEPS in every elements.

cold Shower → REFERALS for more BUSINESS.

LUCA : GROWTH ENGINE → weakest link.
DIF BETWEEN referral & TESTIMONIAL.
(very ITALIAN).



New ONE QUESTION olympics.

"DOES THIS MAKE THE BOAT GO FASTER?"

THINKING → MINDSET { INVITATION TO THINK → DIRECT CHANGE of BEHAVIOUR.

focus on small decisions.

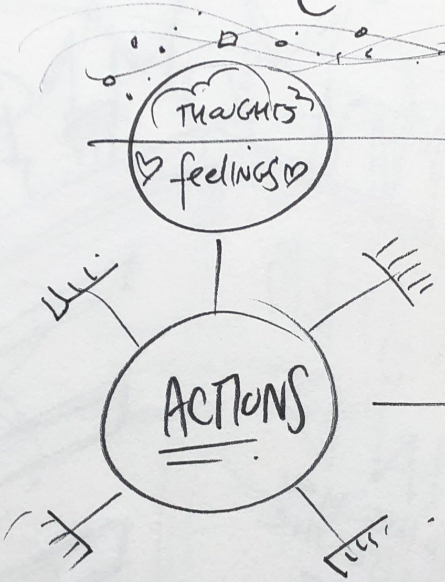
feel → DO SOMETHING else.

DOING THINGS.

THE PSYCHOLOGY of ACHIEVEMENT

you become what you think of most of the time.

THOUGHTS become THINGS



OUR THOUGHTS ARE NOT ALWAYS ACCURATE.

SKEWED THINKING.

DUNNING-KRUGER

The less you know about a subject... the more you think about that subject.

→ RESULTS.

every day People think how to cook or plan an event.

the stuff we know that is not true.

AS WITHIN, (INTERNAL world)

SO WITHOUT. (EXTERNAL world.)

CHANGE → EMBRACE THOUGHTS you have NOT had Before. → If you want to change results you have to change your thoughts.

WHY IS IT SO difficult? EVENTS ~~CEO~~ NEED TO CHANGE THINKING

② THINKING IN REVERSE.

TURKEY THINKING.



EXISTING RESULTS. → USE AS INPUT. (YES, BUT MINE IS DIFFERENT)

BUDGET.

AUG-SEPT. +3%.

- WE DID THAT 10 YEARS AGO... DOES NOT WORK

- WE HAVE BEEN DOING THIS FOR 20 YEARS.

IDEA: TANGIBLE + BRIEF

QUALITY of the QUESTION

Be specific. BIGGEST OBSTACLE.

HOW MIGHT I..., SO THAT I...

GOAL/OBSTACLE

HOW MIGHT I GET people/clients TO INVEST IN NEW PRODUCTS, SO THAT I CAN develop THEM.?

OUR JOB IS TO IMPROVE OUR THINKING. THINK ACCURATELY.

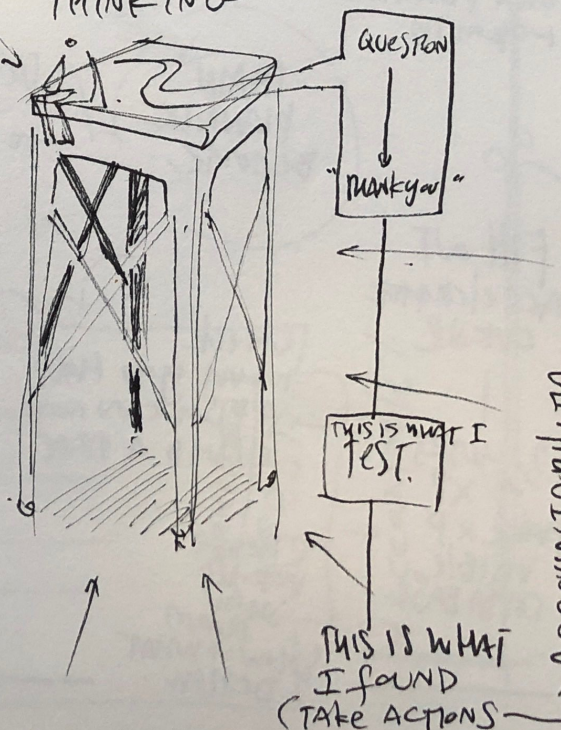
A MASTERMIND: SYSTEMATIC PROCESS TO ACCESS THE COLLECTIVE WISDOM OF THE GROUP.

- TRUST
- SAME LANGUAGE
- UNDERSTAND SAME world
- DEDICATED TO IMPROVE EACH OTHER.

BY Helping ya THINK DIFFERENTLY.

* FIRST GIVE, RECEIVE AFTER. ($ 10 - TIMES MORE GETTING BACK).

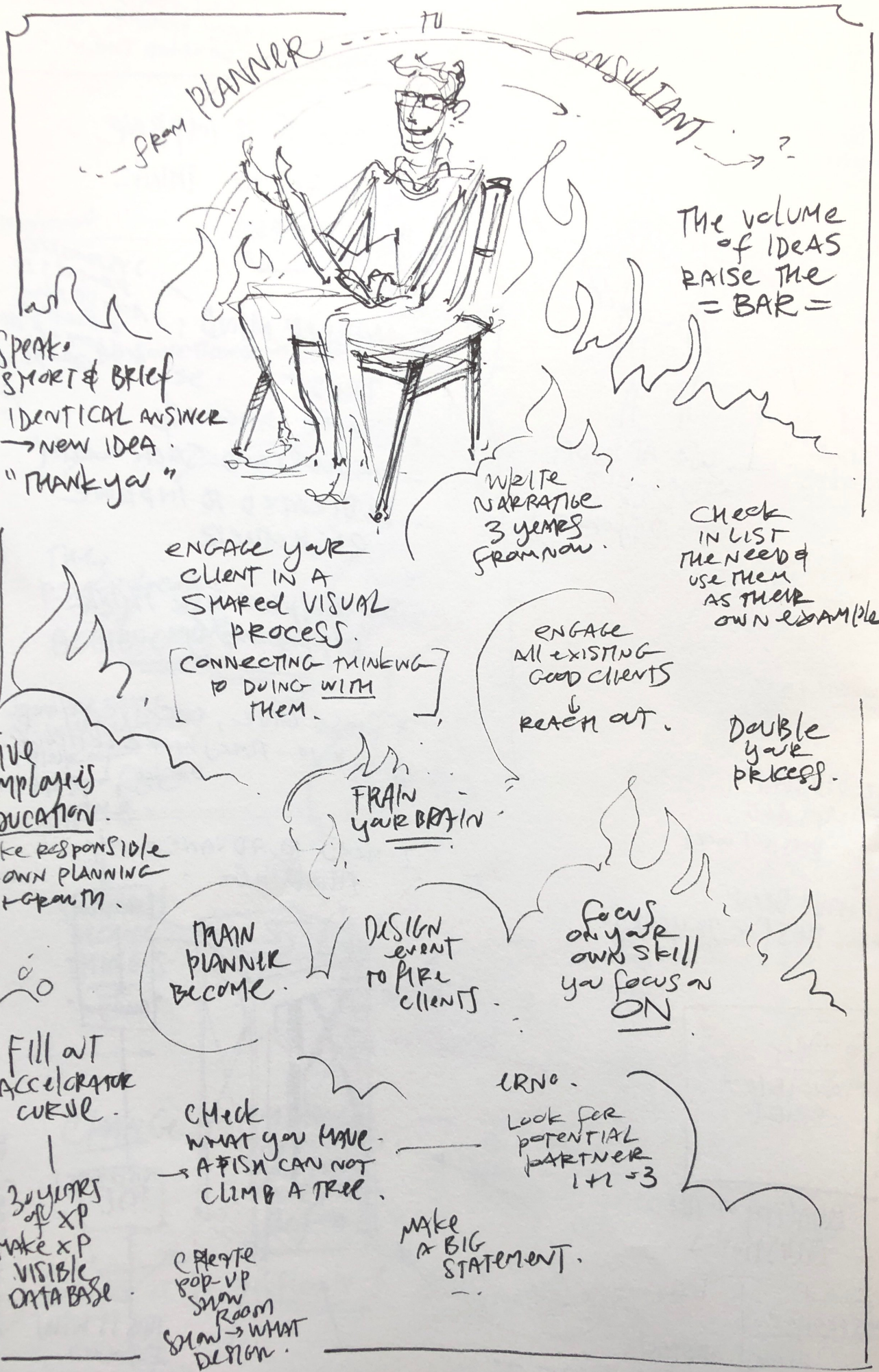
I NEED TO ADVANCE MY THINKING.

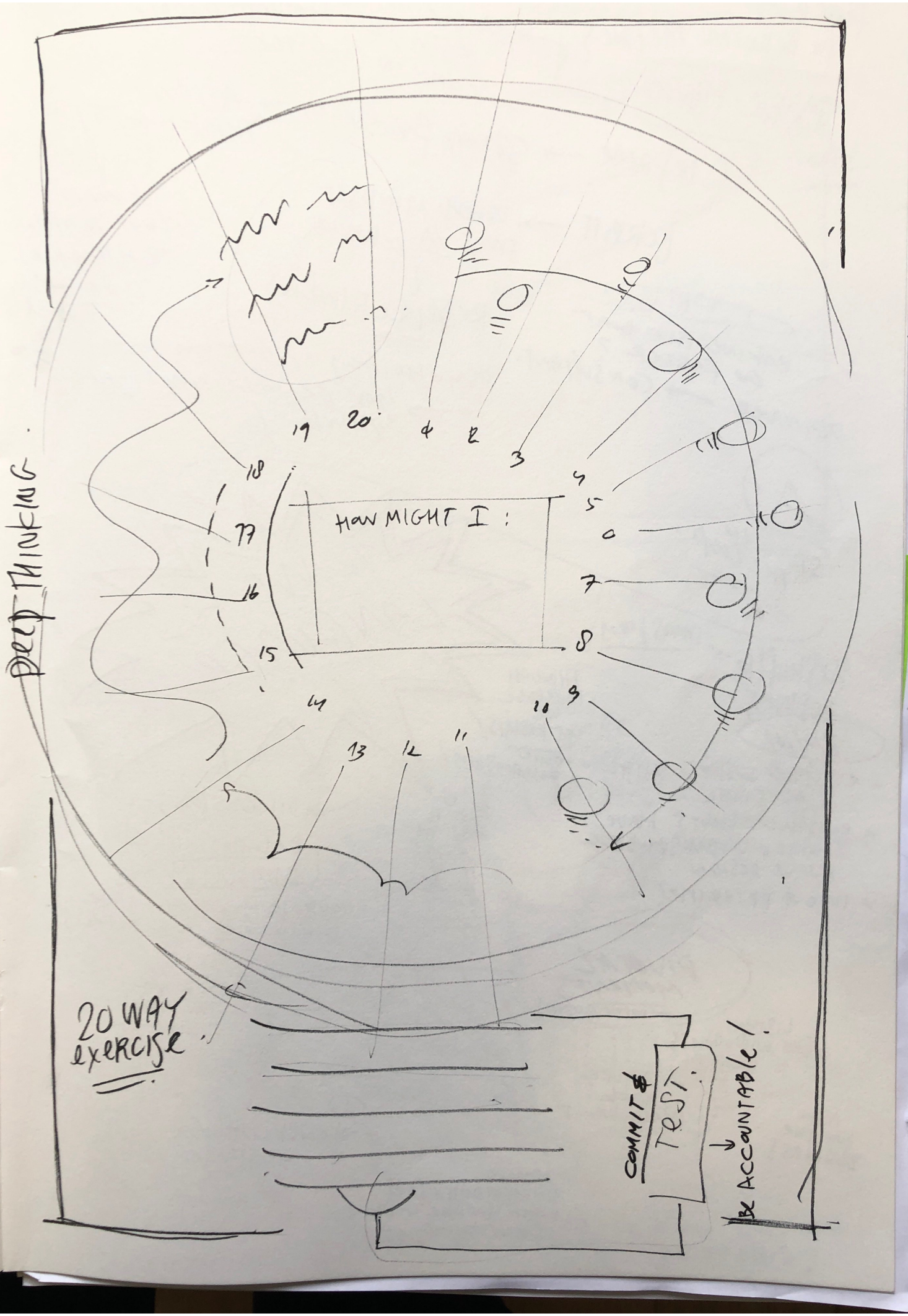


THIS IS WHAT I FOUND (TAKE ACTIONS

ACCOUNTABILITY.

SUCCES


FROM PLANNER
TO CONSULTANT
?
THE VOLUME OF IDEAS RAISE THE = BAR =
- SPEAK SHORT & BRIEF
- IDENTICAL ANSWER → NEW IDEA
- "THANK YOU"
WRITE NARRATIVE 3 YEARS FROM NOW.
CHECK IN LIST THE NEED & USE THEM AS THEIR OWN EXAMPLE
ENGAGE YOUR CLIENT IN A SHARED VISUAL PROCESS.
[CONNECTING THINKING TO DOING WITH THEM.]
ENGAGE ALL EXISTING GOOD CLIENTS
↓
REACH OUT.
DOUBLE YOUR PRICES.
GIVE EMPLOYEES EDUCATION.
MAKE RESPONSIBLE OF OWN PLANNING + GROWTH.
TRAIN YOUR BRAIN
TRAIN PLANNER BECOME.
DESIGN EVENT TO FIRE CLIENTS.
FOCUS ON YOUR OWN SKILL YOU FOCUS ON ON
FILL OUT ACCELERATOR CURVE.
|
3 YEARS OF XP
MAKE XP VISIBLE DATABASE.
CHECK WHAT YOU HAVE.
→ A FISH CAN NOT CLIMB A TREE.
ERNO.
LOOK FOR POTENTIAL PARTNER 1+1=3
MAKE A BIG STATEMENT.
CREATE POP-UP SHOW ROOM
SHOW → WHAT DESIGN.


DEEP THINKING
HOW MIGHT I:
19
20
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
20 WAY EXERCISE
COMMIT &
TEST.
BE ACCOUNTABLE!

feed back
IN BETWEEN THE LINES

MARIE-FRANCE → MAGIC occurs WITH LIKE MINDED people. COMMON LANGUAGE

STEFANIE → SET up for SUCCES → ALIGN THINKING → HOW TO LOOP TO ACTION TO HIGH PAY RESULTS.

GERRIT → ~~WHAT~~ MINDSET THAT Δ BEHAVIOR

REVERSE THINKING

MAKING THE BOAT GO FASTER?

PLANNER → CONSULTANT.

PSYCHOLOGY of ACHIEVEMENT → YOU BECOME WHAT YOU THINK of.

STUCK IN THE LOOP.

TRANSFORM

RESHUFFLE BUSINESS 20/100

- × EXISTING BUSINESS VITAL → TAKES TIME
- × EXISTING CLIENTS HAVE LIMITED UNDERSTANDING EVENT DESIGN
- × TIME & PRIORITIES.

POWER LANGUAGE

THROUGH LANGUAGE WE GET RESULTS! + DRIVE RELATIONSHIPS!

DISCUSSIONS → RELATIONSHIPS → RESULTS.

IMPROVE YOUR LANGUAGE TO IMPROVE YOUR RESULTS.

PIVOTAL MOMENTS. WITH BUYERS.

① ASK for the NEXT STEP IN BUSINESS.

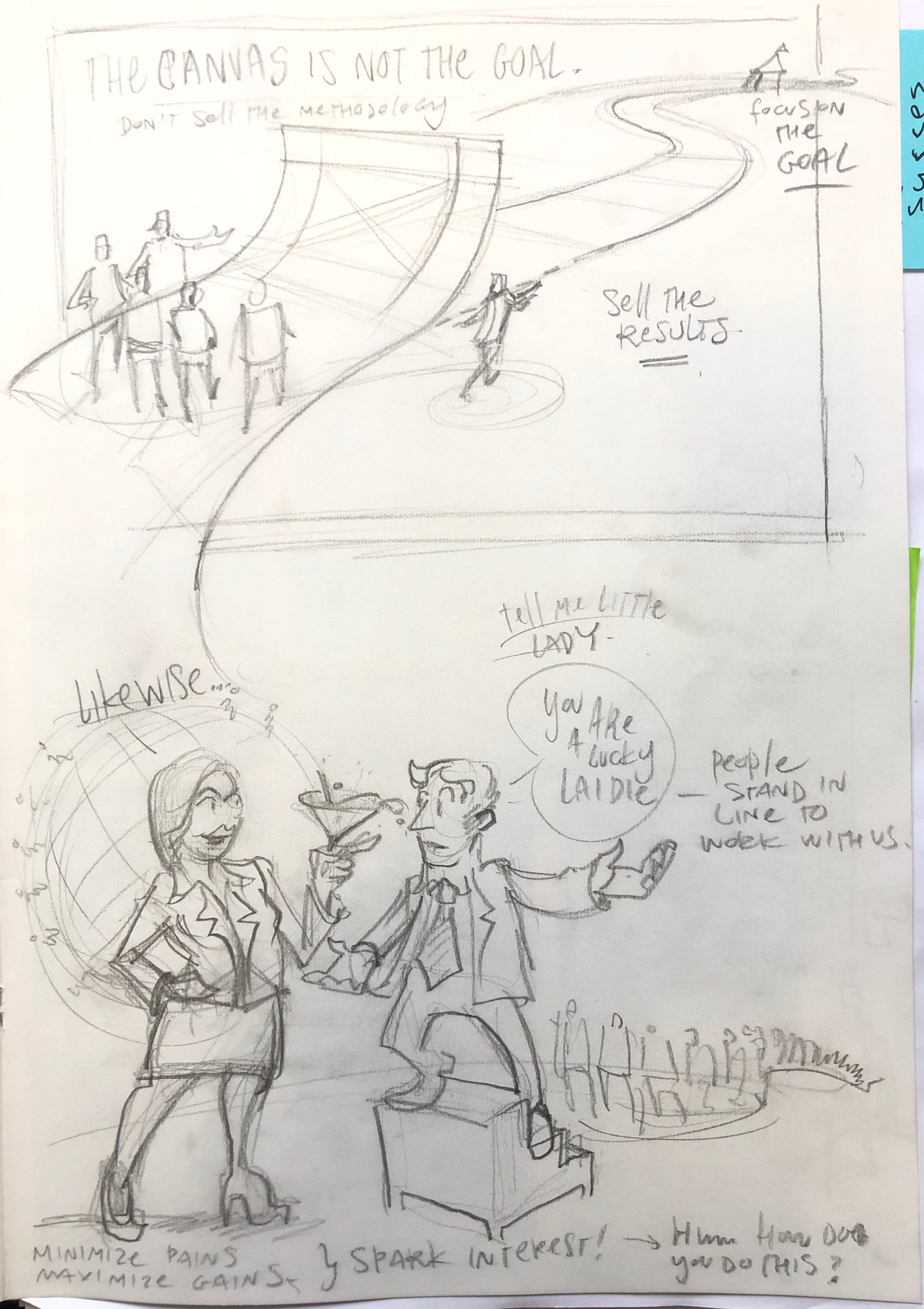
LISTEN for WILLINGNESS to BUY.

CAPTURE BACK THEIR WANT

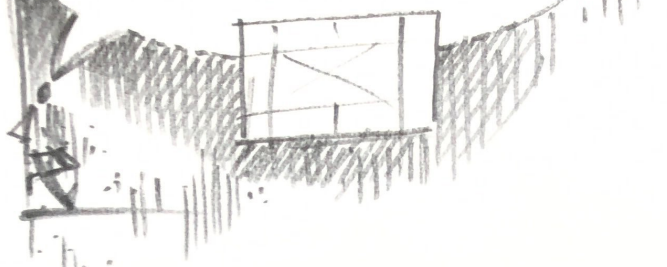
ASK for the BUSINESS.

② OVERCOMING OBSTACLES.

HOW TO UNDERSTAND + FEEL WHEN YOU ARE WORKING FOR NOTHING...


THE CANVAS IS NOT THE GOAL.
DON'T Sell THE METHODOLOGY
focus on THE GOAL
Sell THE RESULTS.
tell me little LADY.
likewise...
you ARE A Lucky LADIE
people STAND IN LINE TO HOBNOB WITH US.
MINIMIZE PAINS
MAXIMIZE GAINS
SPARK INTEREST!
Hmm How DO you DO THIS?

I Help BUSY executives (like you) TO ACHIEVE BIG GOALS IN THE MOST LAZY WAY = POSSIBLE. =



I Help WOUNDED EVENT-OWNERS TO RECONNECT TO THE ESSENCE OF THEIR EVENTS, BY GUIDING THEM THROUGH...

DESIGNING THE CONVERSATION

ASK for THE NEXT STEP IN BUSINESS

AGENDA

ROLES — ROAR — RULES

OBJECTIVE

NEXT STEP

MIN/MAX OUT of SESSION.

~~could we~~

I THINK I CAN Help you, WHAT would we DO TO ACHIEVE your GOAL.

I will Help you TO ~~RUN~~ GET BY INTERNAL RESISTANCE.

HOW CAN ~~I Help you~~ we BEST work TOGETHER.



THIS IS MY PROCESS

~~WHEN I~~ NEXT STEP! TANGIBLE

NEVER LEAVE THE ~~B~~ office WITHOUT A ~~POINT~~ fixed NEXT MOMENT

17/11/19 = MASTERMIND

NEW IDEAS

BRING IT TOGETHER

DO SOMETHING WITH THE RESULTS

USUALLY A GOOD SIGN. = INTEREST.

OBJECTIONS / RESISTANCE IS MY friend!

WORST = INDIFFERENCE.

LOVE IT, BUT NOT FOR US.

WE ALREADY DO DESIGN THINKING.

WHEN WAS THE LAST TIME YOU SIGNIFICANTLY RAISE YOUR PRICES (every 6 months ADD 10%)



CCC

CONTINUOUSLY focus ON your GOAL, you LISTEN IN A DIFFERENT WAY.

= OBJECTIONS. =

BUYER CONVERSATION.

NO NEED.

NO URGENCY.

NO MONEY. NO TIME

NO TRUST.

LET'S TALK ABOUT WHAT IT MEANS FOR YOUR ORGANISATION

THIS IS TYPICALLY WHAT MY BEST CLIENTS DO.

TYPICAL 70% of the WHOLE EVENT BUDGET.

ever.

could you introduce me to your successor.

Never Let Go of your RELATIONSHIP WITH THE BUYER!

HAPPY TO WORK WITH your TEAM. WE NEED TO REGULARLY CHECK-IN!

ABSOLUTE.

CONVICTION THAT THE OTHER PERSON HAS your BEST INTEREST IN MIND.

I TRUST MY MOTHER BLINDLY completely.

SKILL — CHARACTER.

- I AM NOT SURE your INTENTIONS ARE PURE.
- NOT SURE your ARE ETHICAL.

REALIZE WHAT IS GOING ON.

SHOW SMALL STEPS.

FASTEST WAY BORROWING TRUST (REFERAL)

Be PREPARED.

make a LIST of COUNTERS to OBJECTIONS.

NEVER GIVE DISCOUNT WITHOUT SUBTRACTING VALUE!

PROPOSAL

How to make proposals that are approved. 100% of the time.

SUMMATION – NOT EXPLORATION.

yes, yes, yes. — Hmm... what is this?

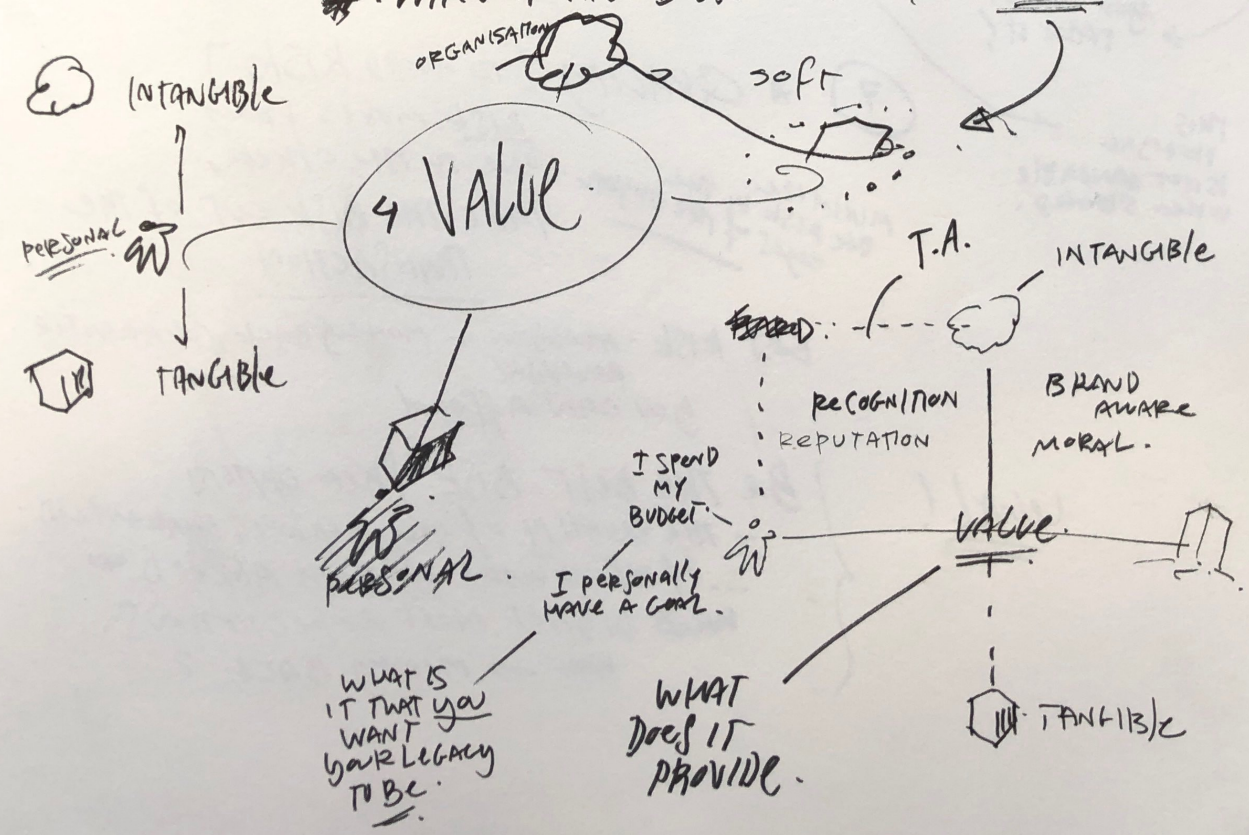
1- * Give context [Project Scope].

2- * Objective(s) of our work together. (Improving the conditions of the buyer).

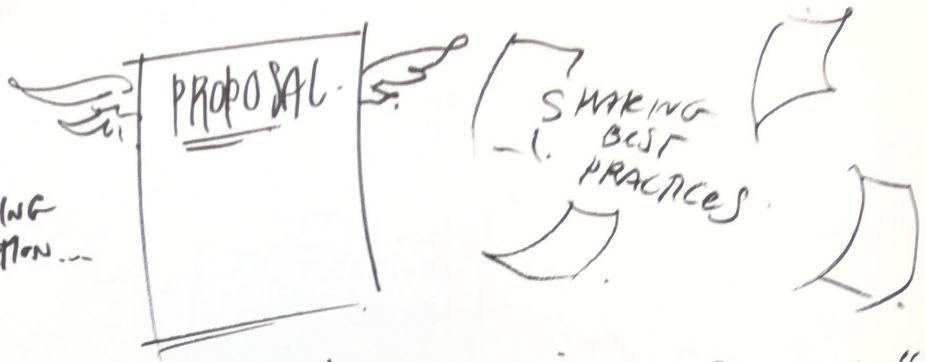
* Best objective is talking about it's results-

3- * Measures (we know we are succesful when...)

* When achieved... what will the value be?

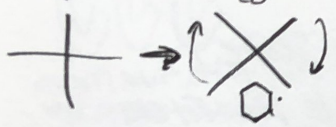


If I could give you A MAGIC WAND TO CHANGE SOMETHING IN YOUR ORGANISATION... WHAT WOULD YOU CHANGE?



ENGAGE THE BUYER IN THE DIAGNOSIS.

↳ DOUBLE AXIS.



(5) * METHODOLOGY + OPTIONS. + ESTIMATED efforts

A
B +○
PLATINUM STANDARD C +○ +△

They CAN CHOSE. → empowerment.
HOW ARE YOU ADDING VALUE WITH OPTIONS?

HOW ARE WE WORKING TOGETHER.

↳ JOINT AGREEMENTS.

* BEST PRACTICES.
* PERSONAL SUPPORT BUYER
* CONNECT IT WITH OTHERS IN THE ORG. INITIATIVES.

PURCHASING policy
full-payment UP FRONT
They ~~don't~~ have to TAKE IT!

(6) * INVESTMENTS. — PAYMENT CONDITIONS. 5% COURTESY DISCOUNT WHEN PAYMENT UP FRONT.
presented AFTER the options.
↓ MY CASH flow IS IMPORTANT

THIS PROPOSAL IS NOT CANCELABLE WHEN SIGNED.

(7) * QUALITY [TO AVOID RISK].
RISK moves from ONE TO THE OTHER.
MINIMIZE THE RISK IN THE eyes of THE BUYER.
TAKE THE RISK OUT of the TRANSACTION.

BEST RISK - ~~rejection~~ REVERSAL — MONEY BACK GUARANTEE.
you CAN Afford.

LEGAL!

Be THE BEST RISK free OPTION
- THE QUALITY of my work IS GUARANTEED
...if afterwards WE BOTH AGREED ~~we~~ WE DIDN'T MEET expectations.
~~we~~ → MONEY BACK?