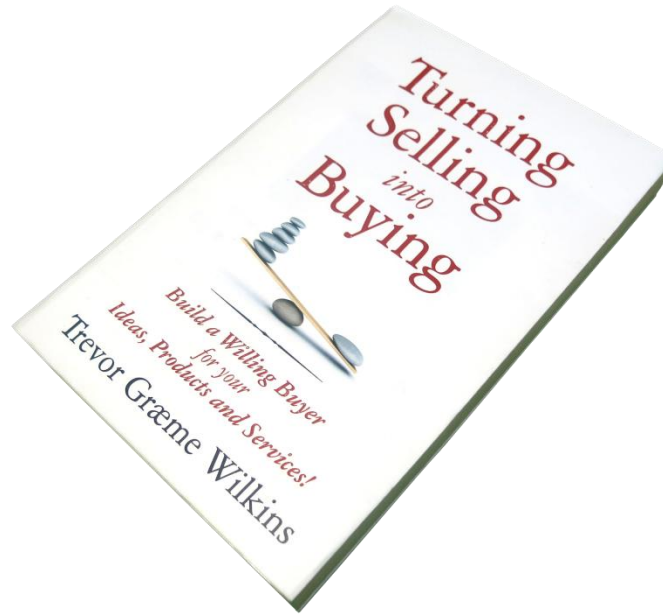


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 8: Using TakeAways for Influence



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v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

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SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

CHAPTER 8 — USING TAKEAWAYS FOR INFLUENCE — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What is a TakeAway Quadrant used for?

- 2.2. What are the 4 types of convincer tendency shown?

- 2.3. How many Quadrant Sheets for each Buyer/Offering combination?

- 2.4. How does a Value Proposition differ from a TakeAway?

- 2.5. When would you use a Value Proposition?

- 2.6. What does a 'Delivery Narrative' do? How does it do it?

- 2.7. What might usefully and convincingly go into *your* Delivery Narrative?

SELF-DEVELOPMENT ASSIGNMENTS

CH 8 ASSIGNMENT 1 — JUST DO IT

After your first 'dry run' analysis, take the final results and place them in a TakeAway Quadrant. Remember the same TakeAway can go in more than one quadrant. If there are a lot of TakeAways on the sheet (more than 12 perhaps) check that you've not got duplications. If there are a lot, you may need to consider simplifying your offer to make it more buyable (remember Franco?)

CH 8 ASSIGNMENT 2 — JUST USE IT

Next time you go to an Influence Meeting, take a look at the Quadrant Sheet for that Buyer/Offering combination just before you go in. There's no need to learn it by rote. You've generated it yourself, so trust your unconscious to guide you. You'll find 'getting to the TakeAways' much easier

