Trigger Event Selling™

Window of Dissatisfaction™

Customer Name	Situation			
	Shorter Sales Cycle	Easy	Higher Price	Referenceable

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Phone: +1.403.313.0412

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Window of DissatisfactionÊ

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Buying Mode Analysis

- List your last 15 sales that resulted in **new** customers
  - Sales to repeat customers don't count
- Put a check mark next to each sale that:
  - ✓ Had a shorter sales cycle
  - ✓ Was fairly easy to make
  - ✓ Presented limited price objection
  - ✓ Lead to a referencable customer
- Odds are those with three or more check marks next to their name were in the **Window of Dissatisfaction** when you got to them

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