



**DO
NO
HARM**

**TAKE
NO
SHIT**

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parley reveals their desire, and then...

make friends first

lead conversations, not interrogations

know what any customer can know

folks remember how you made 'em feel

...you simply help them get what they want

You Control 83%

You Influence 17%

Know You

Like You

Trust You

A Need
You Can Fulfill

Understand
The Offer

Decide
To Buy



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