



**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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