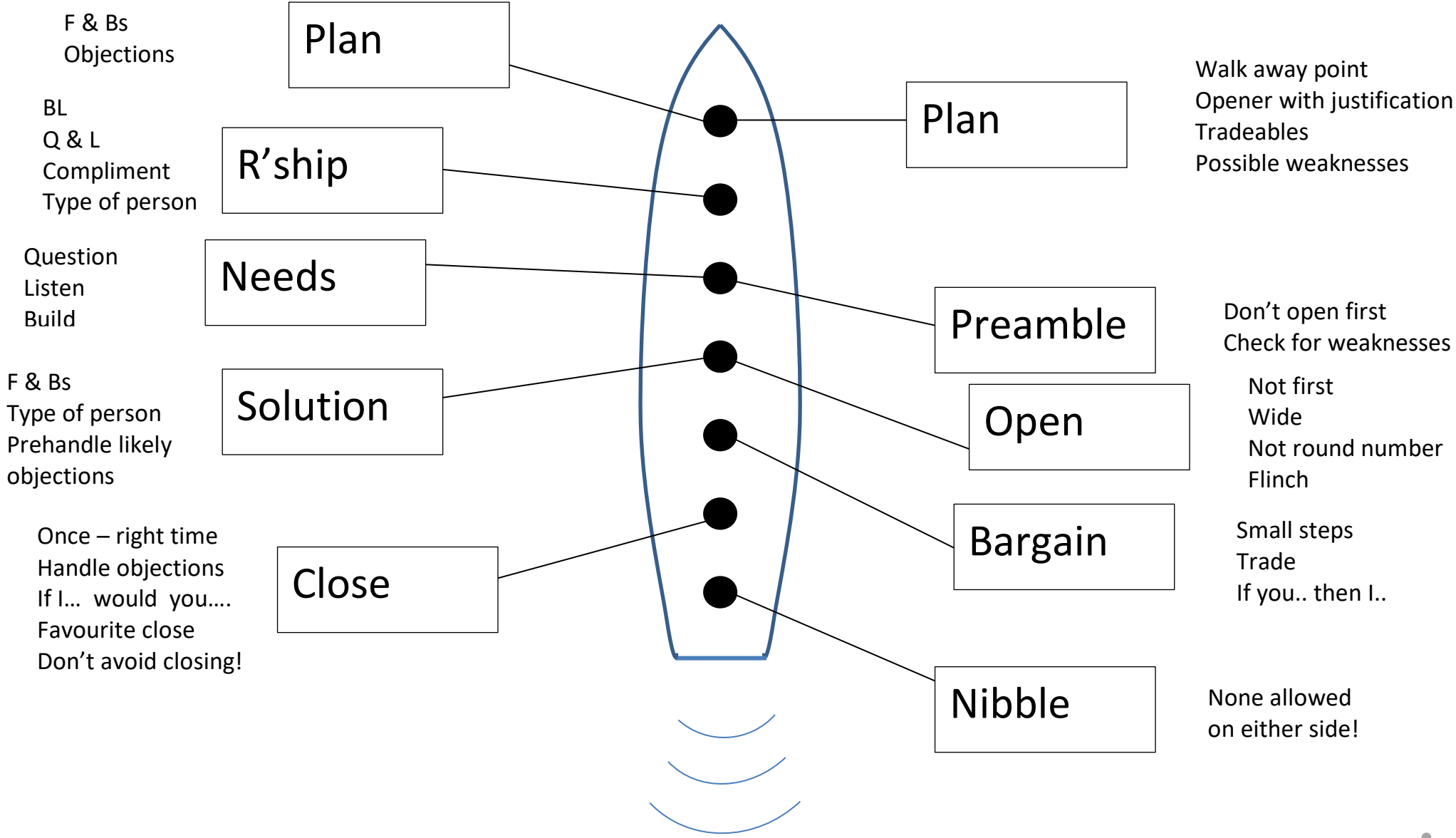


Maximum speed
straight ahead!

Selling

Negotiating



F & Bs
Objections

Plan

Plan

Walk away point
Opener with justification
Tradeables
Possible weaknesses

BL
Q & L
Compliment
Type of person

R'ship

Don't open first
Check for weaknesses

Question
Listen
Build

Needs

Preamble

Not first
Wide
Not round number
Flinch

F & Bs
Type of person
Prehandle likely
objections

Solution

Open

Small steps
Trade
If you.. then I..

Once – right time
Handle objections
If I... would you....
Favourite close
Don't avoid closing!

Close

Bargain

None allowed
on either side!

Nibble