

Persuasive Selling Format Infographic



1. Summarise the Situation

show them that you understand their business and their shoppers with compelling insights. Use a structured questioning technique to get them to confirm their business and shopper needs.



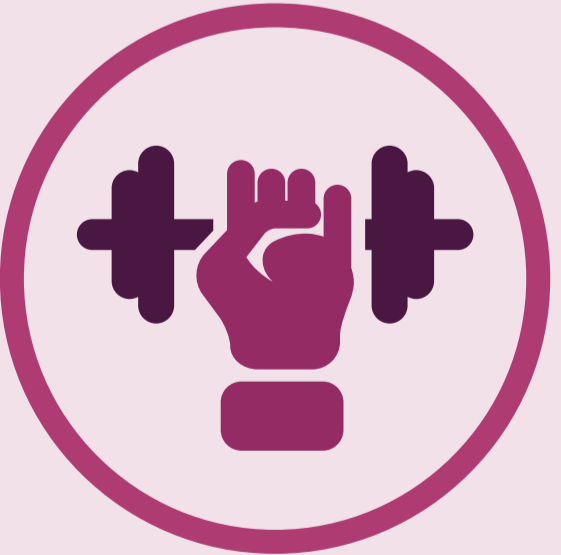
2. State the Big Idea

show them a compelling 'reason to believe' - how will your product or plan help them achieve a step change 'size of prize'?



3. Explain How It Works

ensure you make it clear how your product or plan will meet the needs summarised in step 1. Ensure you make a clear and concise commercial proposition specifically asking for what you want, what they will get in return and how much money they will make.



4. Reinforce Key Benefits

detail key reasons why they should agree to move forward, 3 reasons is powerful enough.



5. Suggest Easy Next Steps

help close by advance planning to remove barriers and show a path that fits easily into their situation.