

Jay's Notes

Strategy of Preeminence Being Seen as Your Most Trusted Advisor for Life (And for everyone else in your life who is important to you)

- Empathy
- Selling Leadership
- I feel the way you feel. Understand what my problem is.
- Difference between giving information and giving advice. Telling people here's what you should be doing about it and here's how – specific.
- Help provide people with focus – Focus is clarity. Clarity gives power. Power gives understanding. Understanding gives certainty. Certainty gives trust. Without trust, people won't take action.
- Views that they trust
- Leadership
- People don't trust the system
- Alternative
- Non-Mainstream
- People are mad – they don't trust the system
- You're not being told the whole truth. Here's the truth as I see it.
- Most people don't know what focus is until they've made it.
- Connectively and helps them take a step
- Ability to put into words what people want – and build on them.
- Making YOU the center of attention.
- Bring in people sequentially and bringing them along.

- Hopefulness – my wish for you
- I have an oral obligation to NOT let you avoid taking action that will improve your life, wealth, health and happiness.
- Client vs. customer – they are under your care, direction, well being, and guidance.
- Who are we communicating to? What problems, opportunities are we going to help them deal with?
- How would we have the most positive impact, immediately, today? We're in their home with them as friends having a conversation with them dedicated to giving them advice, dedication and motivation to provide them the greatest benefit (focus isn't you, it's them).
- The message doesn't have any value unless it makes an impact and gets them to take action.
- Prospects have to recognize your advice as a solution to a huge problem they feel emotionally as well as rationally.
- You have to provide them with the reassurance and the motivation to use that solution, now!
- It can be either a result or a good or better feeling about what they are already doing, or, preferably, both.
- I want to feel good about myself and the way I have conducted myself.
- I want to feel good about my decision and actions.
- But they'll do things to curtail making gains because they don't want to feel foolish.
- Look at purpose.
- Ask yourself this question:
- If I were on the receiving end of my sales communication/presentation, why would I want this? Why would I want to take advantage? What's in it for them/me?
- So what?
- My proposition/presentation has to answer a question that's already on the client's mind. But may never have been verbalized by them.

- So what are you going to do for me?
- Most people fall in love with product instead of prospect.
- When you conceive of your business as interacting and enhancing people's lives, everything changes, results improve.
- Most people think, "What do I have to say to get people to buy?"
- Should say, "What do I have to give? What benefit do I have to render?"
- Focus of your concern – should state, "You matter. Your well being is important."
- Worst thing to do is feeling out of control, confused, unstructured.
- We are agent of change/creator of value/value contributors to our prospects.
- Look – do this with me. Decide that you don't want to be an average renter, family living with parents, building no wealth --- having a poorer life.
- People don't want to be average. (Everyone wanting to feel special).
- People need solutions not strategy. They need someone to advocate and address their well being.
- People always pursue their well being in a logical rational way.
- Our goal is to ask and answer - Isn't there a better way?
- Feeling in consulting is to sell people, you bedazzle them – quite opposite is actually true.
- You want to have ideas that make sense and leave people better off than they started.
- Most people focus on tangible results.
- Most of the great rewards aren't tangible.
- "Show me" is so much more powerful than "tell me."
- Instead of making conclusive statements, give me ammunition that allows me to come to a conclusion.

- You never want to draw the conclusion – you want them to take an action that makes a commitment.
- If they don't take the action themselves, there's no power into it:
- Show me – don't tell me.
- Any claim you make I must agree with.
- People can't agree with most claims unless they can think this through.
- Advocates my perspective.
- People think I'm tired of being controlled.
- Reduce the hurdle rate of taking action.
- Talk about frustrations or desires they really feel. But may have never expressed.
- People worry about whether they stand out, whether they're unique, whether people will care.
- Help me do this – give your clients a chance to buy more and buy faster. Otherwise, you're, you're limiting their chance of buying more at the end.
- Don't make me buy less than I want.
- The concept is too difficult for most people to buy into – instead give them an example of how things work. Metaphor, simile, parable, case studies, contrasts
- Let me show you what we do and how our system works so you can sign on board.
- People feel - I don't know what to do.
- Help me with the next decision – guide me, advise me.
- People are searching for ways to make the next decision better – solve their problem today.
- Here someone comes aboard for the hope. In general, they come aboard because they'd like to be better off than they are and they'd like to be specific.
- Must be individual focused. I help the individual through my mastery of the subject matter by helping school them on the purpose so they can think better.

- Write with a reader focus rather than subject matter focus. Must be much more conducive to specific solutions and then can show people who that's consistent with specific concept.
- By never looking at things in the conventional way, I found more liberty?
- Much of this comes from looking at things more unconventionally.
- A revelation occurs as things problems are solved.
- We can make people feel comfortable with a lot of things they used to be intimidated by.
- Difference is it focuses on individual.
- Things necessary to have great results: 1) Have to have great advice; 2) Must be able to express it well; 3) Must want to express it – as solutions to the prospect's problems.
- Most people spend their entire lives getting only a fraction of the yield they can out of their endeavors.