

TRANSFER OF DOLLAR\$
THE PROPER USE OF CHINESE MATH
COMING TO AN AREA OF AGREEMENT
REALITY VS PERCEPTION

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THE BASICS; NO SHORTCUTS: (Per Your Office Policies)

1. Know what you're doing and why (Goal: Run Leads; Be Professional)
Don Miller's Formula: Motivation = Self Image times Goals
2. Put on the whole show with energy and enthusiasm (no shortcuts or pre-judging); perseverance; powerfully positive attitude (Man who rows boat has no time to rock it).
3. Logical, well-paced, professional and sincere T-Wrap (Using Chinese Math)
4. SOAP, SOAP, SOAP!
5. Closing; closing formula; drops; discounts; ROs (14 factory points); other tools: Americana Shopper, showerheads, referral programs as a closing tool, etc.
6. Comparisons (The Choice IS Clear) "A professional doesn't mind paying for quality"
7. Leave the house; let them come up with objections while you're still there.
8. Either do the paperwork or leave as a friend with referrals
9. Post Closing (Carl Brenner's Investment Yield Close)
10. In Furtherance Of The Sale; Stay out of the way of your success

COMMUNICATION & SELLING

- a. Reality vs. Perception
- b. Ask Questions and Listen Carefully
- c. Non-verbal communication talks back!
- d. Bubble Talk
- e. Mixed Signals (John Hayes)
- f. Ask, don't tell (Don't tell them what they think, ask them how they feel)
- g. Respond vs. React (Zig)
- h. Rapport vs. Connecting
- i. The Art of Negotiation

CHINESE MATH (your calculator is your friend)

MATH CLOSE 1: The T-Wrap

Immediate Costs:

Soap
Bottled Water
Fridge & sink filters
Ice
Labor
Energy

Long-Term Costs:

Home Maintenance
Clothing

Priceless:

Health and Cleanliness of home and family

1. Put a dollar value on everything; give them all the justification they might need.
2. Come to an area of agreement (*Reality vs. Perception*)
3. Do a 10-40 on all of it (*John Wiltshire's Satellite dish story*)

MATH CLOSE 2: THE COST OF SOAP IN 5 AND/OR 10 YEARS (Value of your package)

Soap cost per mo X 12 mo X 5 yrs (60 mos) + another 5 yrs = amt spent on soap in 10 years.

\$30/mo X 12 months X five years = \$1,800 plus another \$1,800 with another soap package = \$3,600.

MATH CLOSE 3: THE COST OF CHEMICAL WATER SOFTENERS (Our only competitor)
(There are only two ways to do it: addition or subtraction).

Soap cost/mo X 12 mo X 10 years X 80% = amt spent on chemical water softeners in 10 years.

\$30/mo X 12 months = \$360/yr X 10 years = \$3,600 X 80% = \$2,880 spent on water softeners in 10 years *(Road of Life)*

MATH CLOSE 4: BOTTLED WATER VS REVERSE OSMOSIS

No of people in home X amt of water per person per day X 30 days X cost of bottled water per gallon + cost of dispenser plus a lot of wasted time and energy. *(\$8 for 5-gal delivered = \$1.60/gal).*
(Remember sports bottles)

4 people X 1/2 gallon/day/person = 2 g/d X 30 days = 60 g/m X \$1.60/g = \$96/mo + dispenser @ \$12.95 = \$108.95 per month.

RO pre-filters @\$60/yr divided by 12 months = \$5.00 /mo. *(Use your local price list).*
RO membrane @ \$120 divided by 5 years = \$24/year = \$12 per year = \$2 per month

\$5 for the pre-filters + \$2 for the membrane = 7\$ per month or 23 cents per day for 50 gpd = .005 cents per gallon! *(Half a penny per gallon?)*

MATH CLOSE NUMBER 5: THE INVESTMENT YEILD CLOSE

Hard water cost per mo X 12 mo divided by the investment = your return.

If the system saves \$100 per month X 12 mo = a \$1,200 annual return on the investment divided by the "price" of your system will = a 24% return on a \$5000 investment, a 20% return on a \$6000 investment, and a 17% return on a \$7000 investment.

Even a \$30 a month soap cost will give provide better than a 7% return on a \$5000 investment! If you can borrow money for 10% or less, then your net interest would be less than 3%

MATH CLOSE NUMBER 6: BRAND "X" CLOSE

Softener, T&O filter, clarifier, RO, maintenance agreement, installation, taxes = \$3,500 plus \$300/yr operating costs = \$3,000 in 10 years + \$3,500 cost = \$6,500 in ten years plus soap (at \$30/mo = \$300/yr = another \$3,000 in 10 years) for a total of \$9,500 every ten years forever!

Zig: "It's better to spend a little more than you planned instead of less than you should."

GOOD SELLING!