

Win the *NEW* Game of Business™

With Mitch Axelrod

The Game Plan... Video #, Title, Time, Topics

1- INTRODUCTION, 21 minutes

Welcome to... The *NEW* Game of Business™

What Business Are You REALLY In?

The Michelangelo Effect™... Finding Your “David” Inside

Your Upside Is Not Outside – Your Upside is Inside

Win the Inner Game of Business

The *NEW* Content Value Hierarchy™... Information,

Knowledge, Wisdom

Why Information Now Has NEGATIVE Value

How to Increase the Market Value of What You Know

A Nugget of Wisdom is Worth a Pound of Information

How to Win the *NEW* Wisdom Game™

2 - RAMM FORMULA, 14 minutes

The *NEW* Game Navigational Tool

What Business Are You REALLY In?

How to Get from Where You Are to Where You Want to Be

A *NEW* Way to Qualify Buyers in 5 Minutes or Less

3 - THE BUYING CYCLE™, 26 minutes

The Billion Dollar Secret™ That Will Transform Your World

How to Discover a Person’s Readiness to Buy

A Billion-Dollar Question™... “Are You Ready?”

How to Fill Your Marketing Pipeline™ with “Hungry Fish”

Role Play and Q & A

4 - TUNING FORK MARKETING, 4 minutes

Vibrate to Your Special, Unique Beat

How to Be “Attraction in Action”

Resonate and Connect with People Who Want What You Have

5 - TAKE A MILLIONAIRE TO LUNCH™, 19 minutes

Eliminate Rejection for the Rest of Your Life

Speak to Anyone, Anywhere, Anytime, About Anything

Craft Your “Millionaire to Lunch” Value Statements

Leverage O-P-Everyone - Everyone You Know, and Everyone

Who Knows You

Turn Your Network into Net Worth

How to Play for the Love of the Game

6 - MULTIPLY CUSTOMERS, GET MEGA-REFERRALS, 15 minutes

THE Billion-Dollar Question™

Discover Your USA™ by Asking the Five Questions of Service™

Get MEGA-Referrals, Testimonials, Endorsements

Convert Inactive and Non-Buyers into *NEW* Customers

Gain Instant Credibility with the Four Most Powerful Words in Business™

7 – 5 WAYS TO LEVERAGE PROFITS, 17 minutes

Re-engage and Re-connect with Past Prospects

Attract, Qualify, Convert, Keep, and Multiply Customers

Attract... Re-engage and Re-activate More Prospects

Qualify... “Ready” People from “Getting Ready” People

Convert... Browsers into Buyers with Three Magic Words

Keep... Customers for Life with 5 Questions of Service™

Multiply... Profits with Repeat Sales, Testimonials,

Endorsements, and Referrals

8 - THE BUYING CYCLE™ REVIEW, 10minutes

What to Do with Phase 1, 2 and 3 Buyers

Why Nothing Happens Until a Person Activates

What’s the Single Most Important Document You Have?

The ONE THING You Really Get Paid to Do

Why You Are NOT in the Education Business

How to Become the Trusted Advisor

Use the RAMM Formula to Move People Through Your

Marketing Pipeline

9- QUESTION & ANSWER, 7 minutes

10 – STIMULUS-RESPONSE MODEL, 25 minutes

Stop Reacting, Start Responding

Make Better Choices by Controlling Your “Decision Gap”

Open People’s Minds to Really Hear Your Message

How to Alter Another Person’s Response

Manage and Control Your Choices and Decisions

How to Align Your Speaking with Another Person’s Listening

Three Ways to Clear a Person’s “Bad” Past Experience

Eliminate Stress and Tension when Making Decisions

Give the Gift of Being Present to Everyone You Meet

Build Deeper and More Meaningful Relationships

11 – 3 MAGIC WORDS THAT ADVANCE RELATIONSHIPS, 26 minutes

How to Get Alignment, Agreement, and Commitment

Know Where You Are and What to Do Next with Every Buyer

Keys to Get in Alignment with People Quickly and Easily

Use the RAMM Formula to Get Agreement on What People Want

Pass 3 Green Lights and Gain Commitment

12 – COST/VALUE - TURN BROWSERS INTO BUYERS, 35 minutes

Use Cost / Value Formula to Move People from Getting Ready Being Ready

Help People See the True Cost of Doing Nothing

Show People the Real Value and Payoff of Doing Something

Eliminate 90% of Objections, Easily Handle the Rest

Gain Commitment from Reluctant Buyers

Become the Trusted Advisor People Seek for Advice and

Counsel

13- BONUS – WHAT TO SAY WHEN YOU DON’T KNOW WHAT TO SAY, 7 minutes