

Mitch Axelrod's... BILLION Dollar Playbook™

Part 1 – Win the NEW Game of Selling... 11 NEW Success Principles!

1. New World: The Age of **Interdependence**... The Virtual Entrepreneur™
2. New Rules: **Caveat Venditor**™... Let the Seller Beware!
3. New Thinking: “**What Box?**”... Throw the Box Away, Clean the Slate
4. New Mission: Put **People Ahead of Products** and Profits
5. New Strategy: **Win a Person’s Heart**, Mind and Soul
6. New Message: **Transportation**... The Business You Are Really In!
7. New Mantra: **Serve, Deliver**, Serve Some More
8. New Solutions: **Don’t Fall in Love w/ Products** and Services
9. New Skills: **Success-Abilities**™... Master the Tools of the Game
10. New Model: **Integrate or Disintegrate**... Holistic Marketing, Sales, Service
11. New Money: **The Bottom Line**... Double Your Profit for Half the Cost!

Part 2 – Win the Inner Game... Master YOURSELF First!

Know Your Self... Self Awareness is the Most Important Skill
Boost Your Self... Climb the “**Pyramid of Performance**”
Understand Your “**Selling**” Style”... Do You Engage, Assure, or Compel?
Overcome Inertia... Jump Start Your Activity
Confirm Your Destination... How to **Increase Sales 21%-33%**

Part 3 – Attract... Find People You Are Best Suited to Serve!

“**Tuning Fork**” Marketing... Stop Pushing, Start Vibrating!
Attraction in Action... Who Are You Best Suited to Serve?
Scratch Their I.T.C.H.... Watch Them Beat a Path to Your Door
Know Your Buyer Better... Than You Know Your Products or Services
Maximize Your Spheres of Influence... **Network Like a Master**
The NEW Game of Telemarketing™... Phone Skills that Transform Conversations!
Find the “Hungry Fish”... Fill Your **Marketing Pipeline**™ with Ready Buyers

Part 4 – Qualify... Master Questioning Skills That Cause People to Act

2nd Opinion Marketing™... Be the Trusted Advisor, THE Professional of Choice
Diagnosis is Half the Cure... Probe and Investigate
Situation Assessment... Know the **Highest and Best Outcome** of Every Interaction
Qualify People the Smart Way... **The RAMM Formula**™
Master **The Buying Cycle**™... Identify a Person’s State of Readiness
Triage Your Buyers... Cool, Warm, and Hot!
Educate, Motivate, Activate... Next Step Actions for Each Buying Phase

Part 5 – Convert... Turn Browsers into Buyers into Lifetime Customers

Use **PIPS** to Advance Phase 2 Browsers (Getting Ready) to Phase 3 Buyers (Ready)
Establish a **Value’s Hierarchy**... Identify the Most Important Outcome(s)
Zero In on the **Key Result**... What ONE Thing is Most Important?
Apply the **Three Magic Words** That Advance Relationships
Objection Prevention... Avoid 90% of Objections, Easily Handle the Rest!
Resolve Issues... Solidify **Alignment** and Cement **Agreement**
Gain Commitments Rather than Close Sales... Ask a Question, Make a Statement!

Part 6 – Keep Customers and Multiply Profits... Post-Sale Strategies That Multiply Payoff and Profit

Avoid Buyer’s Remorse... Re-define Value, Re-establish Commitment
Uncover New Sales... **Leverage** Your Position as Trusted Advisor
Get Powerful Testimonials and Ringing Endorsements... **Five Questions of Service**™
Comfortably Ask for and Get MEGA-Referrals... **The 5-4-3-2-1 Referral Process**™
Be a High Value Service Provider... Attract High Value New Buyers
Maximize Customer Net Worth... **Up-sell, Cross-sell, Add-on, Residual Opportunities**
Win the New Game... Be a Game-Changer