| Winning the Buyer’s Mind-set Form |
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| **Needs and wants**Detail what the buyer needs and wants. |   |
| **Scaring them**Detail what would make this fail (from what they do not want and need) |   |
| **The frightener** Detail the fear from any psychic wound |   |
| **Teach them**Using experience and industry knowledge, detail what needs to be avoided and what must be included. |   |
| **Bring this home**Summarise what their ideal proposition should look like, ensuring this is tailored by your teaching. |   |
| **We are the answer**Detail how we will meet their personal needs within our proposition. |   |
| **Personal Value Proposition**Summarise your responses into a sentence or paragraph that will convince the buyer to select our proposition. |   |