



**Step Three** is to select the open ended question to use after you introduce the conventional vs. contrasting thinking. Think of an open ended question you can use that will allow the prospect or customer to talk about their reaction to the gap between convention and contrasting thinking?

**Step Four**, which is the most important step of all, is to PRACTICE using this technique so you'll be comfortable and confident trying it on a live call. The right flow of how to use this technique is:

### 1. Introduce conventional thinking

*Bill, some of the conventional thinking we've heard for years when it comes to...*

(Then add 2-3 key points of conventional thinking)



### 2. Then introduce the contrasting thinking

*...interestingly, some of the contrasting thinking we're hearing more and more of when it comes to generating better results at...*

(Now add 2-3 key points of the thinking your best customers have on this same topic that is DIFFERENT than the more limiting conventional thinking)



### 3. End with a question to help the prospect REACT to these two points of view

*... so I'm curious, what is your perspective when it comes to these two points of view?*



## Conventional vs. Contrasting Thinking Tips

- When determining what the conventional thinking is, think about the biases or opinions that prospects and customers have that stand in the way or serve as a barrier to using your companies products and services.
- Often, conventional thinking represents competitive advantages your competitors may think they have over your companies products/services.
- When communicating conventional thinking, our tone must remain neutral ... never negative or positive. We should not convey that we agree or disagree with this line of thinking. Simply acknowledge it exists in an honest and respectful way.
- Never criticize the people that hold conventional thinking.
- When introducing contrasting thinking, be sure to emphasize that this is a different way of looking at it or new thinking that you're hearing from innovative or forward thinking or leading companies/people. Position it as a step forward.
- Avoid positioning the contrasting thinking as YOUR opinion or the opinion of your company. It is better to introduce the thinking of customers or objective, 3rd party thought leaders.
- Contrasting thinking is not talking about your company or products. It's talking about decision making criteria. It is a mistake to introduce your company's opinion at this point.
- Think carefully about the new way of thinking you'd LIKE this prospect or customer to change to.
- Contrasting thinking often reflects the way of thinking your BEST CUSTOMERS have that allows them to select your products/services over your competitors.
- When practicing, first make notes with the practice worksheet and then stick to the three step process until you get comfortable with it, then make it as conversational as possible.
- The entire process should be less than 90-seconds