

CUSTOMER



A WILD DEMO
REQUEST APPEARED!

CUSTOMER



DEMO!

- ▶ SHOW ALL FEATURES
- QUALIFY
- SHARE POINT OF VIEW
- DO DISCOVERY
- BLAME SALES

CUSTOMER



PRESALES

uses

SHOW ALL

FEATURES

CUSTOMER



SHOW ALL FEATURES
is not EFFECTIVE

CUSTOMER



CUSTOMER *is*
CONFUSED

CUSTOMER



DEMO!

- SHOW ALL FEATURES
- QUALIFY
- SHARE POINT OF VIEW
- DO DISCOVERY
- ▶ BLAME SALES

CUSTOMER



PRESALES uses
BLAME SALES

CUSTOMER



BLAME SALES
is not EFFECTIVE

CUSTOMER



CUSTOMER *is*
DISORIENTED

CUSTOMER



CUSTOMER attacks
ITSELF!

CUSTOMER



DEMO!

SHOW ALL FEATURES
QUALIFY
SHARE POINT OF VIEW
▶ DO DISCOVERY
BLAME SALES

CUSTOMER



PRESALES uses
DO DISCOVERY

CUSTOMER



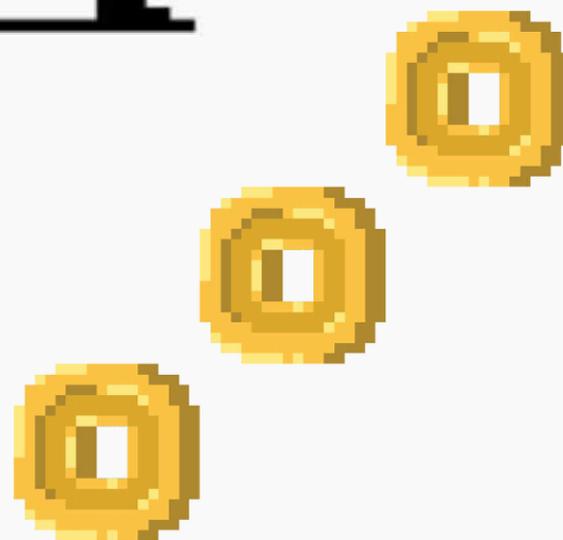
DO DISCOVERY is
VERY EFFECTIVE

CUSTOMER



CUSTOMER is no
longer CONFUSED

CUSTOMER



CUSTOMER uses
ASK FOR PRICING!

CUSTOMER



ASK FOR PRICING *is*
EFFECTIVE

CUSTOMER



SALES is WAKING UP

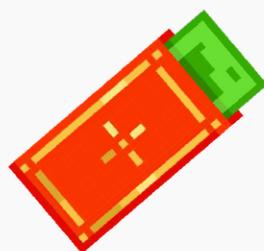
CUSTOMER



RESPOND

QUANTIFY PAIN
BANT
▶ GIVE NUMBERS
CLOSE

CUSTOMER



SALES uses GIVE
NUMBERS!

CUSTOMER



GIVE NUMBERS *is not*
EFFECTIVE

CUSTOMER



RESPOND

QUANTIFY PAIN
BANT
GIVE NUMBERS
▶ CLOSE

CUSTOMER



SALES uses CLOSE!

CUSTOMER



...

CUSTOMER



CUSTOMER frees
HIMSELF!

CUSTOMER



CUSTOMER
DISAPPEARED!

CUSTOMER



CUSTOMER
DISAPPEARED!

CUSTOMER



SALES GOES BACK TO
SLEEP