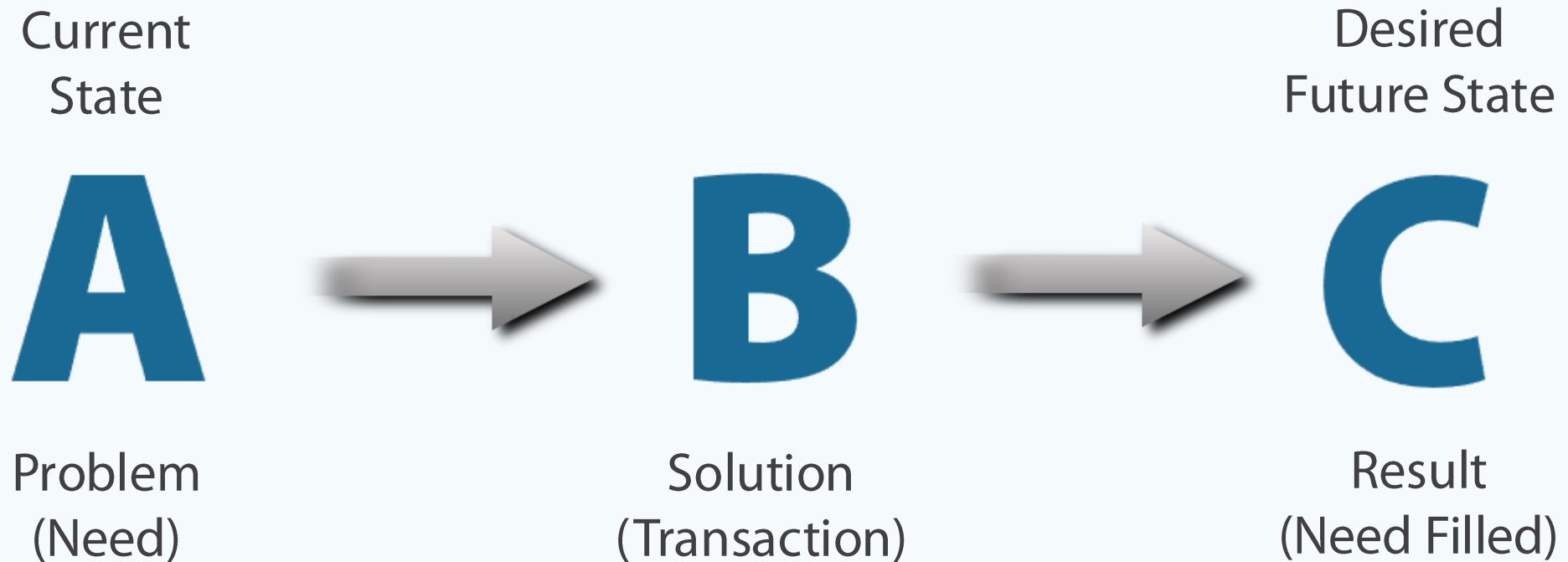


How Customers Think When They Buy

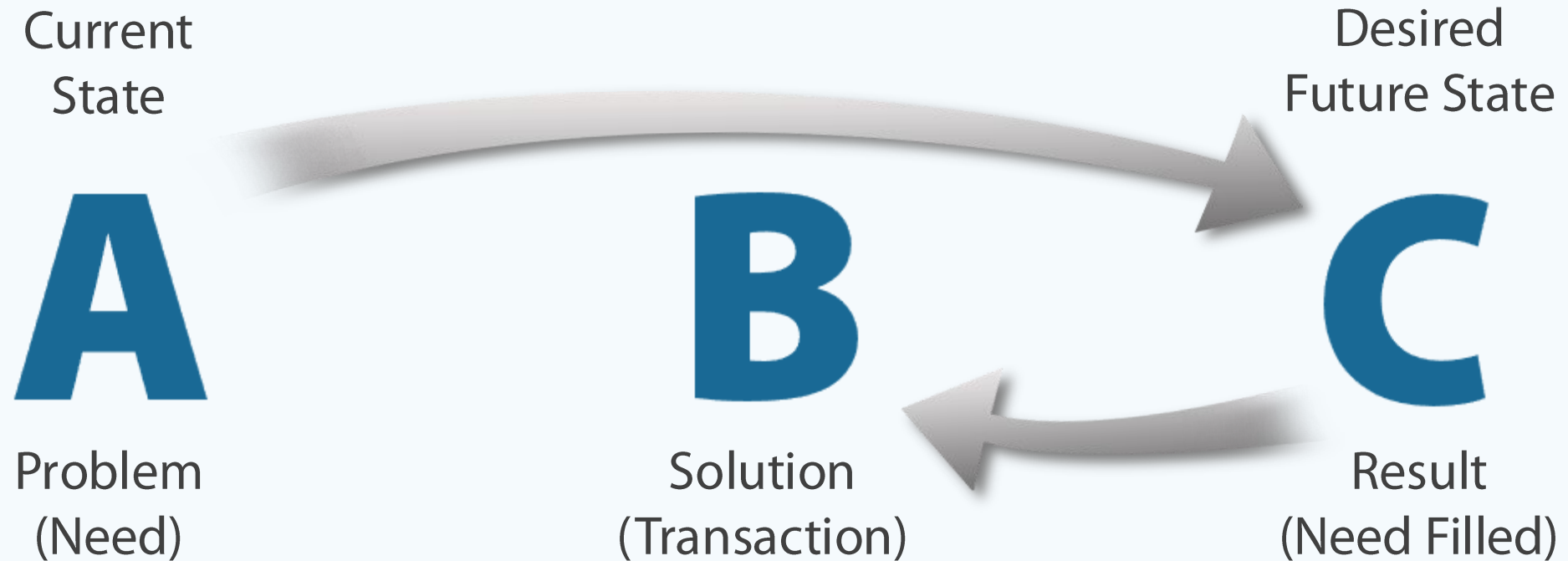
Nobody wants to buy what you sell.
What they want are business or personal results!



While you might sell a solution (a “B”),
what your customer buys is a result (a “C”).

Learning to Think Like Your Customer

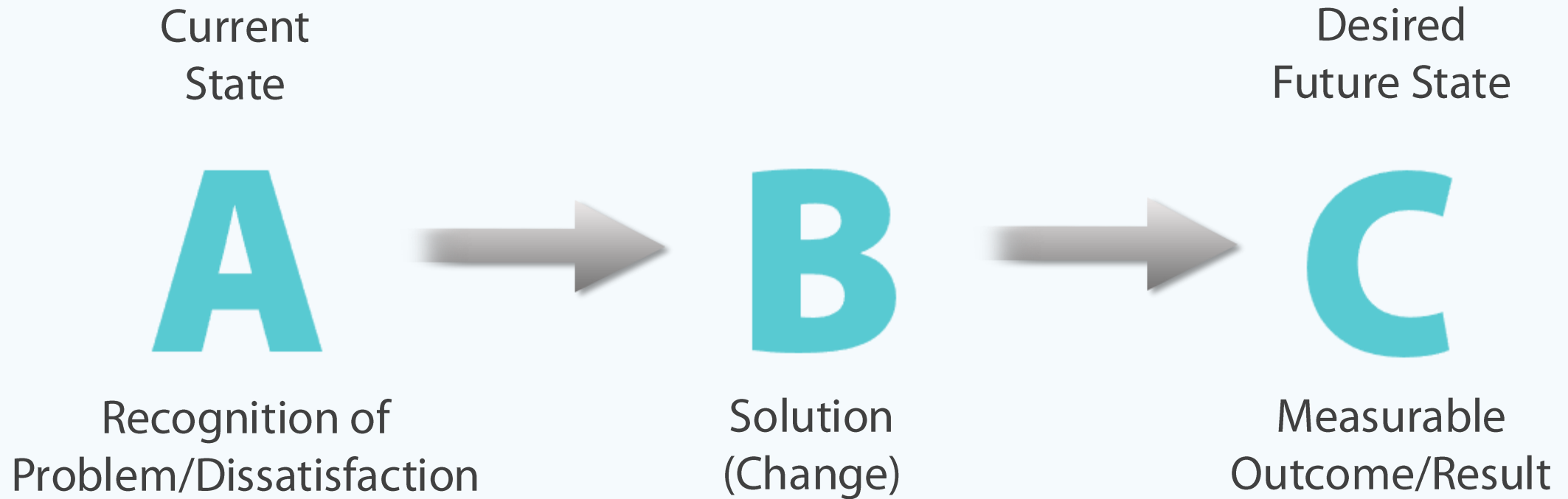
Chronologically and alphabetically, these letters are arranged “A”, then “B”, and then “C”.



To think like a customer, we should always work from “A” to “C” and then to “B”.

The Psychology of Inspiring People to Change

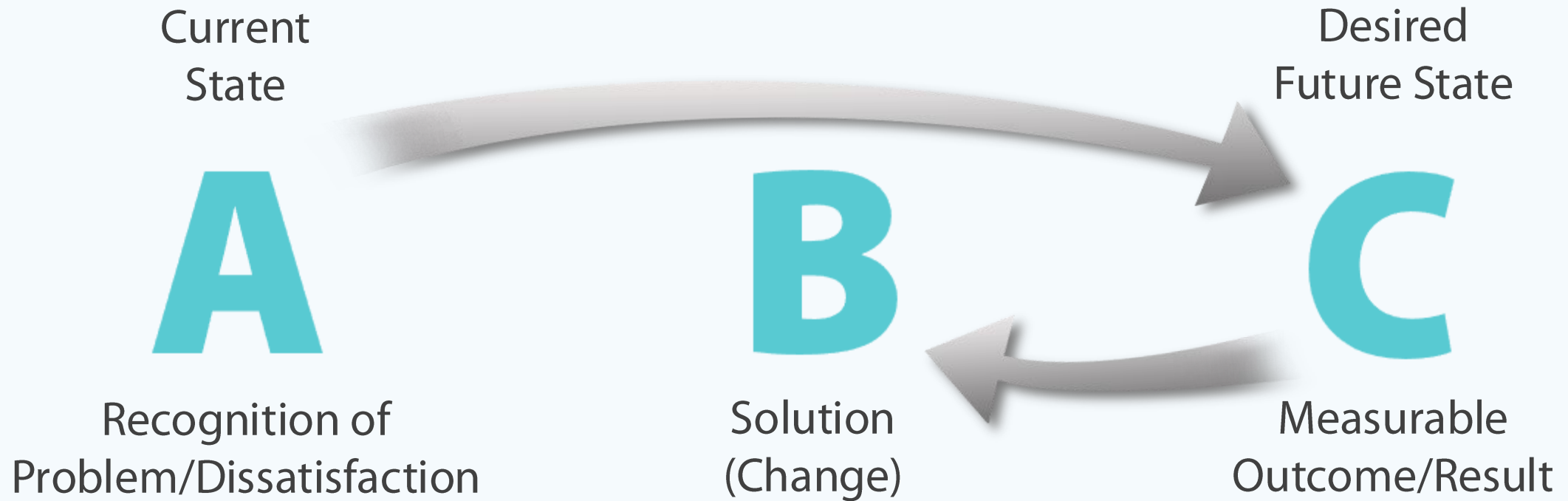
Selling, leading, and training are simply inspiring people to change what they believe, what they think, and what they do.



People only change (grow) when the consequences of "A" and value of "C" are greater than the cost of "B."

The Key to Selling, Leading, and Training

Nobody wants to change! But they might want to solve a problem at “A” or achieve one or more desired outcomes at “C!”



Instead of leading with “B,” we should always start by understanding “A” and “C.” Then come back and inspire people to tackle “B”.