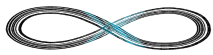


Infinite Selling Bonus Tool

Inspiration Window





Inspiration can be defined as a powerful and stimulating force or influence that arouses creative thought, motivation, or action. It is often described as a spark or a source of ideas, enthusiasm, or encouragement that drives individuals to pursue their goals, explore new possibilities, and manifest their potential.

By inspiring our Buyers into action, we are creating a highly charged, highly positive environment that drives real change and can be a huge competitive differentiator.

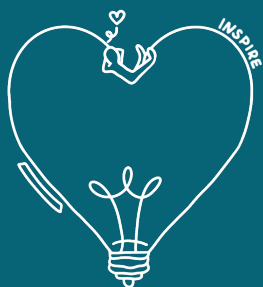
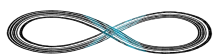
How to use this tool:

- Complete this for every buyer you are working on
- For each of the questions, rate yourself between 1 and 10 (1 being the lowest and 10 being the highest)
- Once done, look the areas with the lowest rating as possible areas of focus

Buyer

Question	Rating (1 to 10)
How well do you understand the buyer?	
How well do you understand what the buyer will benefit from in buying?	
How well do you understand the emotional motivation behind the buyers need?	
How well have you demonstrated social proof to the buyer?	
How personalised is your offering to the buyer?	
How well have you used visuals and storytelling to educate the buyer?	

Areas of Focus



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Buyer

Matt Webb

Question	Rating (1 to 10)
How well do you understand the buyer?	8
How well do you understand what the buyer will benefit from in buying?	7
How well do you understand the emotional motivation behind the buyers need?	3
How well have you demonstrated social proof to the buyer?	3
How personalised is your offering to the buyer?	8
How well have you used visuals and storytelling to educate the buyer?	10

Areas of Focus

Work on developing an emotional connection and finding some social proof that evidences the impact the solution will have and how the other buyers felt.

Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at hello@mentorgroup.co.uk or visit www.mentorgroup.co.uk

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Mentor Group is a Revenue Transformation company redefining the profession of selling through a relentless passion for mutual success. We work with some of the best-known organisations in the world helping them achieve their Revenue goals.

With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



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