



**DECISION
DESTROYER**

RE-DECIDE

1. Elicit Criteria (HOT BUTTONS)
2. Break State
3. Establish Decision Time
4. Have Them Remember What They Were Doing Right Before
5. Say...*"Imagine you are there now. And you heard me say...(HOT BUTTONS), and you decide to believe me. So, now... you decide to list with me... and you come all the way back to now holding that decision. Now. How do you feel about it now? (pause) May I take a moment to demonstrate to you how I could... (HOT BUTTONS)?"*

Original
Decision



Past

Present

Future