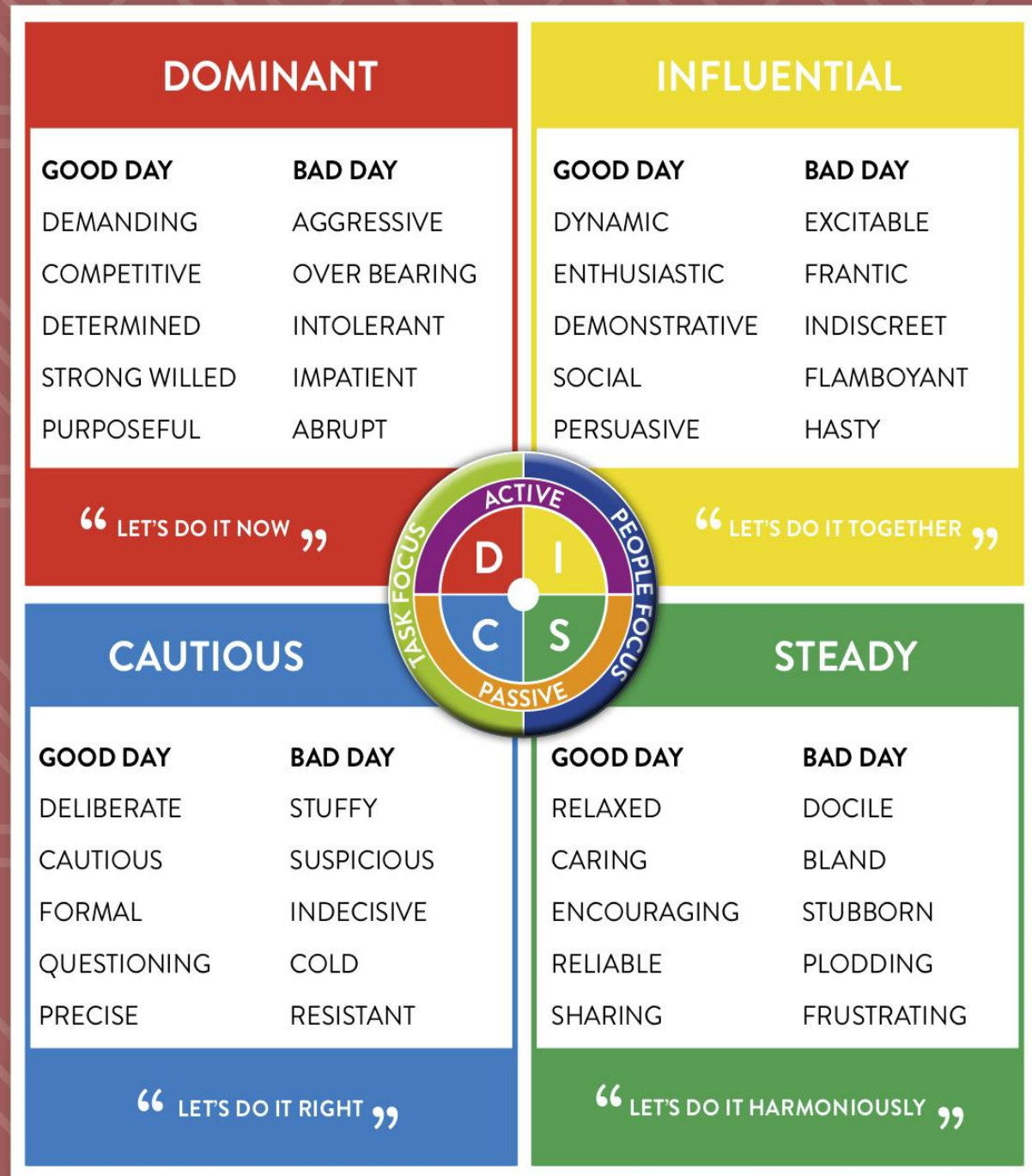


A dark silhouette of the London skyline, featuring the London Eye and various skyscrapers, set against a background of a repeating pattern of diagonal lines.

MONKEY'S PAW CONSULTANCY LTD[®]



COMPACT DISC



RE: Introducing Monkey's Paw

To: Oliver Dax

Hi,

Please feel free to send some material over to me to have a look at,

Steve

RE: Introducing Monkey's Paw

To: Oliver Dax

Hi Oliver,

Many thanks for your email. I hope you are doing well.

Thank you for getting in touch with me, a shame we missed each other at the event. I said to [redacted] had to rush back to the office. I am interested in the service you offer and would appreciate it if you sent me some samples for me to have a look at.

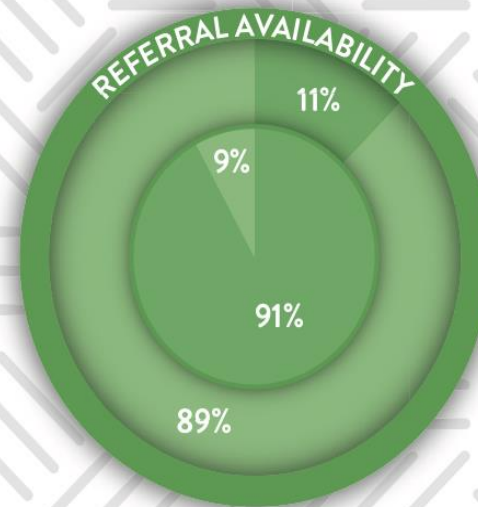
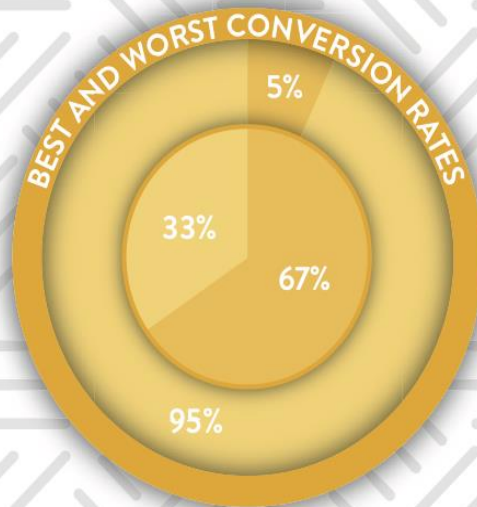
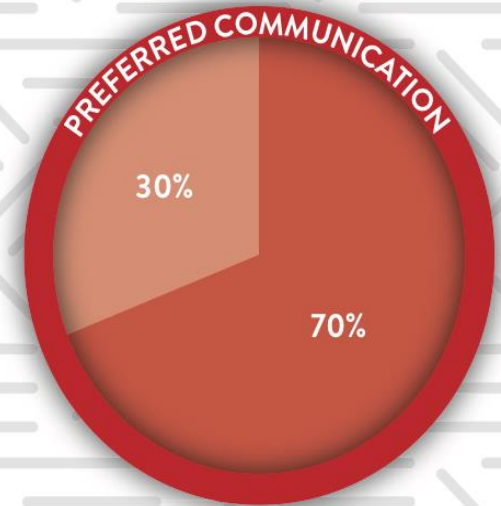
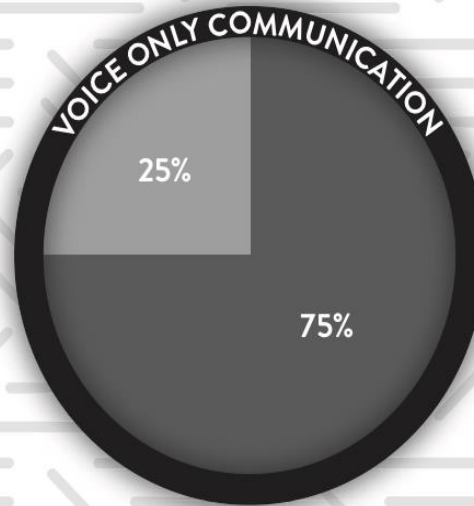
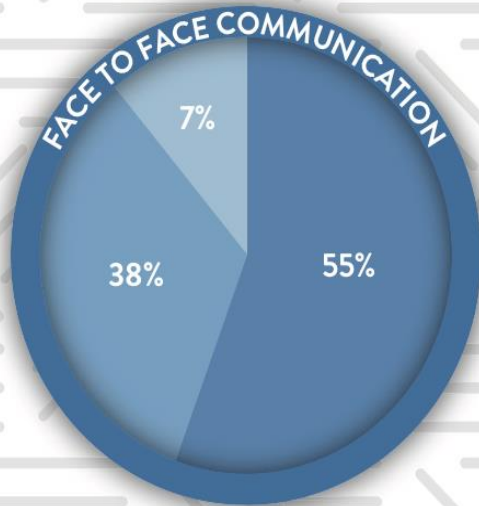
In case you don't already have it our address is: [redacted]

I hope you have a lovely week and I look forward to hearing from you soon!

Kind regards



LIFE OF PIE



Sources: Mehrabian Report, OECHSLI Institute and Cetera Financial Services Report.

Sample: UK Businesses surveyed and UK Sales Professionals surveyed.



JUST ONE MORE THING...

DRILL DOWN

- How long has that been a problem?
 - What have you done to try to fix that?
 - Did it work?
-

EXPANSIVE STATEMENTS

- Tell me more about that...
 - Walk me through that...
 - Break that down for me...
-

URGENCY QUESTIONS

- Why is now the right time to solve it?
- Who or what is this problem affecting most?
- How does this problem affect the revenue, profitability, culture, or product cycle of the business?



AND ANOTHER THING...

HERDING STATEMENTS

- What most people would do given specific choices
- Most successful people would want to explore different ways to find new clients
- Most busy people in businesses like yours have told me that networking is a good way to meet new contacts
- The vast majority of clients I have worked with who are interested in keeping their best people, would say that effective training is essential for staff retention
- Everybody I have worked with tells me this is the best way to do it
- For the best solution, what most of my existing clients do is...
- All of my clients understand why we work that way
- Some people have tried to do it by cutting corners, but those people wanting the best results, know to follow the process

NEGATIVE SELLING

- Well, I've heard what you've said and honestly, I just don't see a problem
- What you're describing isn't serious though is it?
- I don't get a sense that it's anything that really bothers you that much?
- There aren't any consequences though are there?
- If this never got fixed, it wouldn't be an issue would it?
- It's not like this is a concern for the board is it?
- I'm sorry but am I missing something? I can't see why you would be troubled by that
- I can't see how that would be damaging your bottom line

COLLECTIVE TRUST STATEMENTS

- We view the world the same way as each other
- We all want to know the options before we commit to something
- We all need to feel comfortable about the decisions we make
- You and I both know that marketing a business can be expensive
- We both know that running a business can be hard
- We both know that trying to build a business requires dedication
- We all know that trying to find new customers is difficult
- You and I both understand that winning business isn't always easy



A dark silhouette of the London skyline, featuring prominent buildings like the Shard and the London Eye, set against a background of a repeating pattern of diagonal lines.

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