

# The Salesless Experiment

STOP SELLING & LET THEM BUY



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# The 90-Day No Sales Experiment™

Problem	Hypothesis	Test	Results



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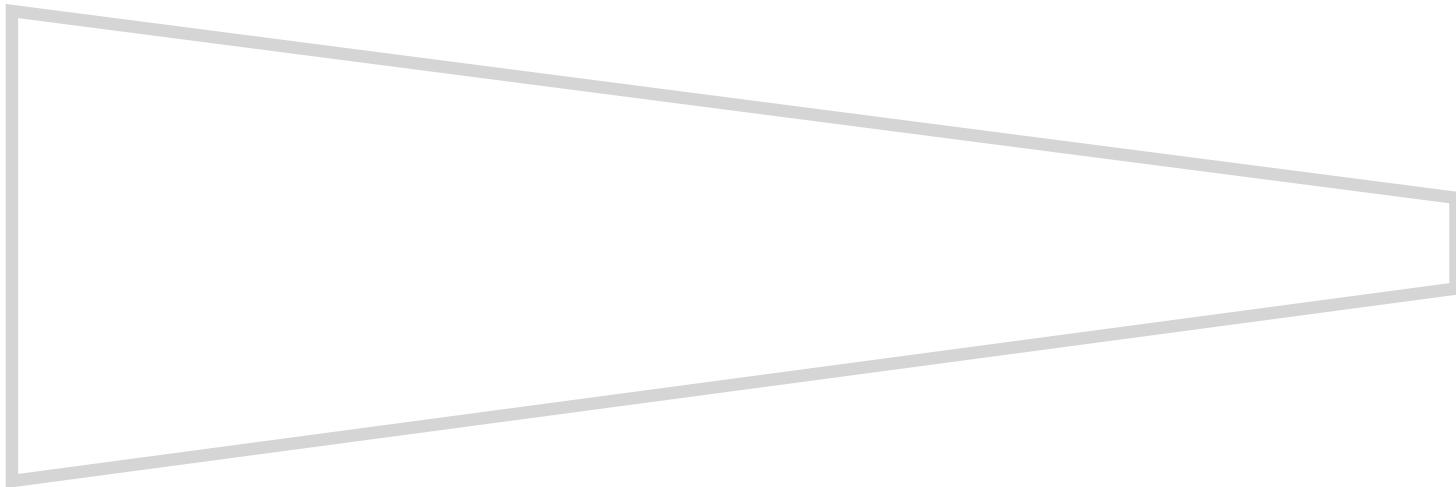
## The Sales:Marketing Situation™



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## Streamline Sales™

Old way

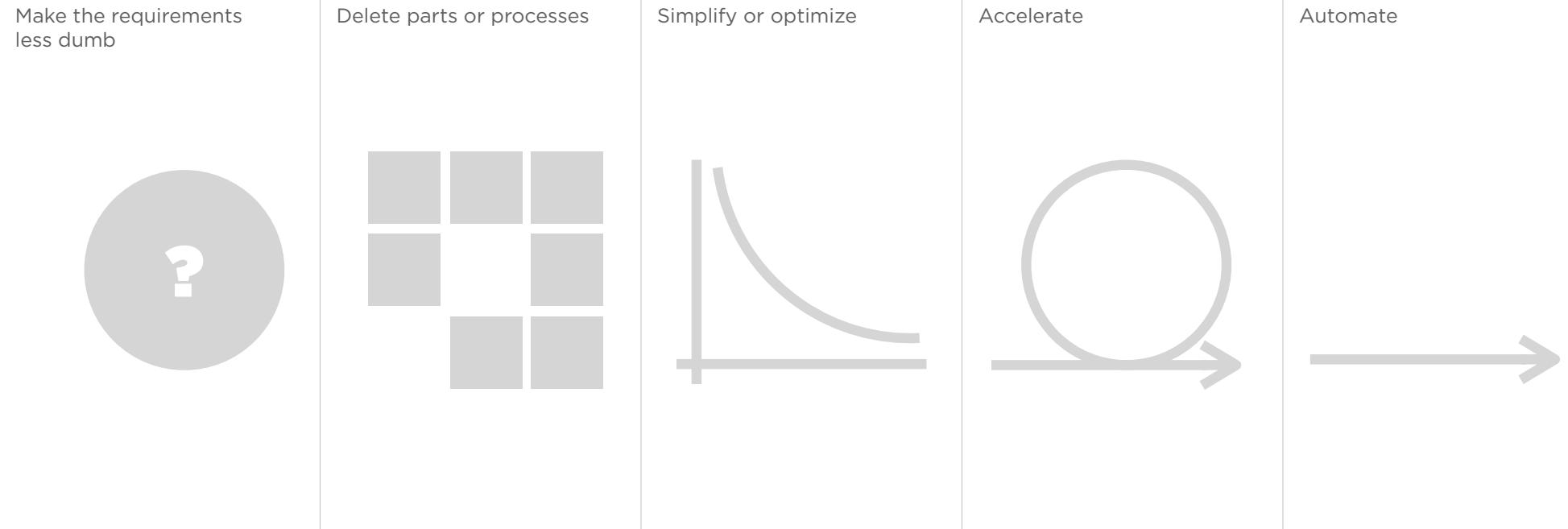


New way



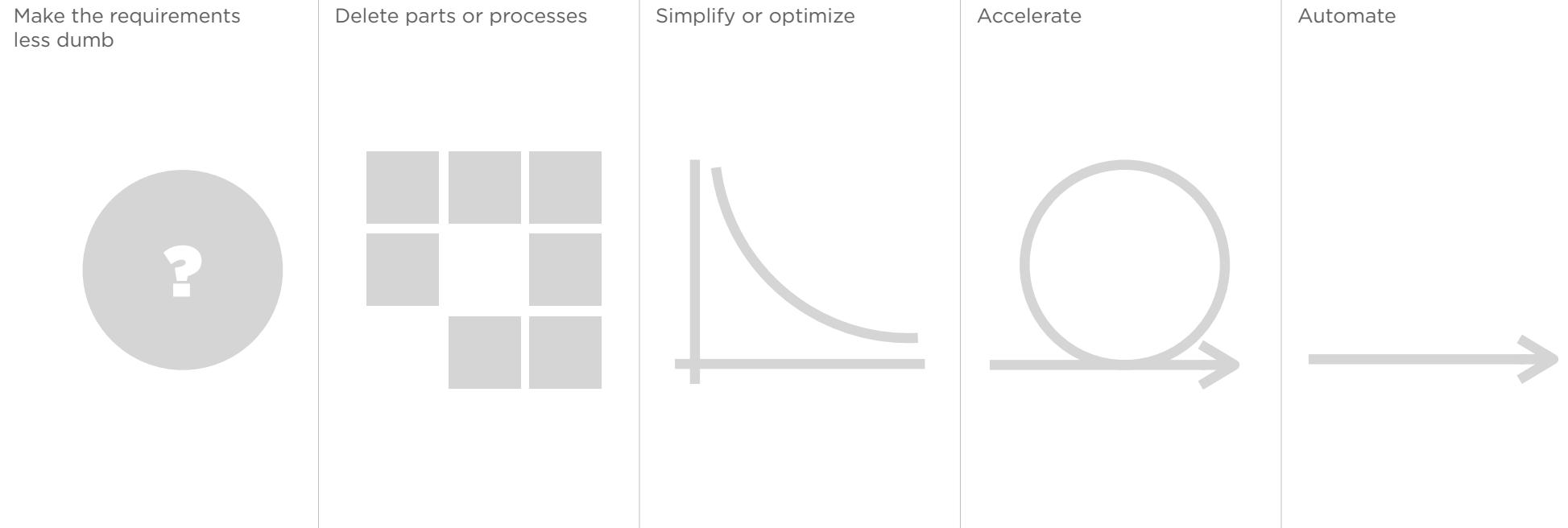
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## Elon Musk's 5-Step Design Process



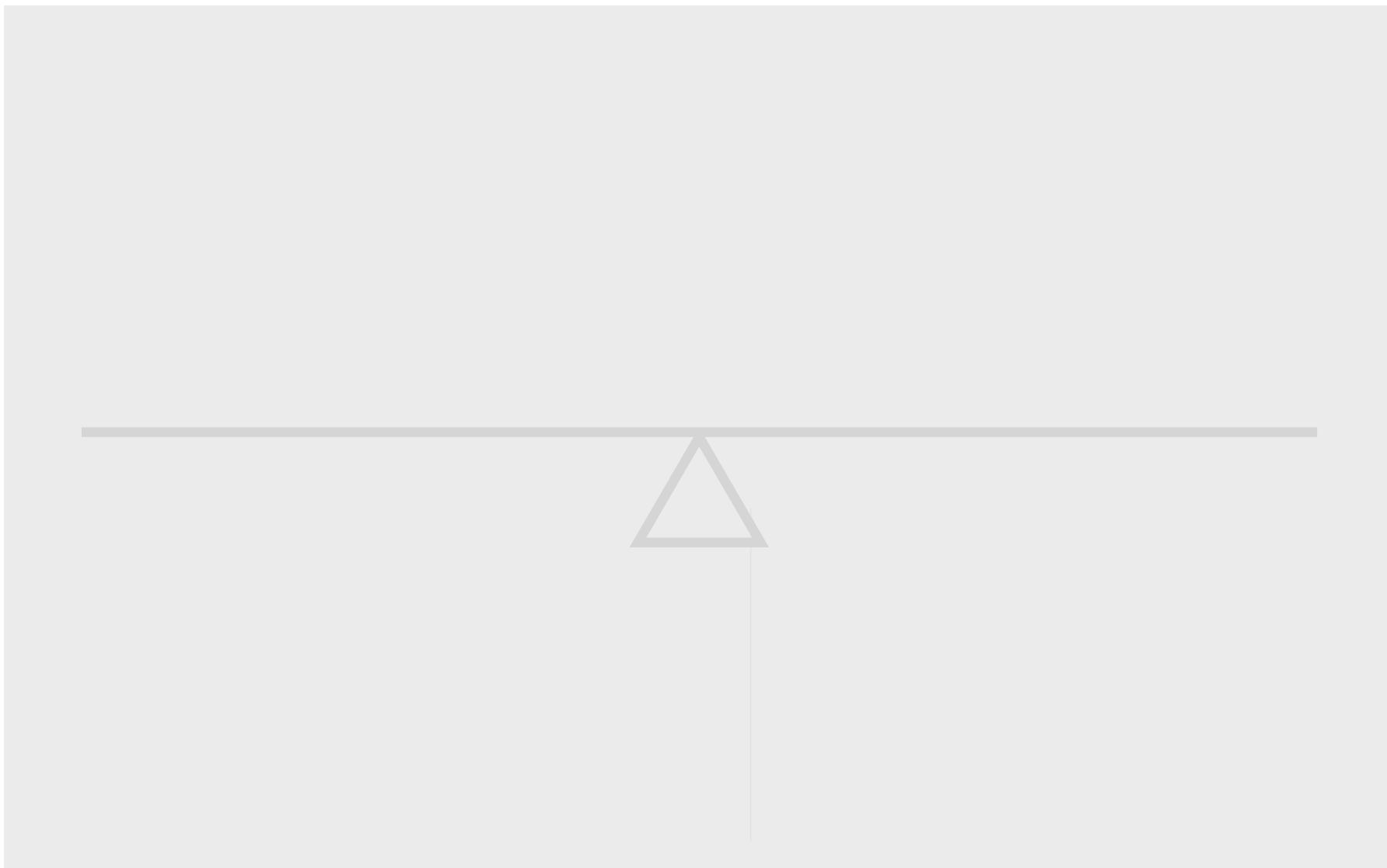
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## Elon Musk's 5-Step Design Process



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# The Context Fulcrum™



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Created by Kevin Hutto

## The Offer Diamond™



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# The Silent Offer™

Feedback

1

Actions

2

3



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# ***Brandwidth™***



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## The Objection Presuader™

	1	2	3
Many people think...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



## The Objection Presuader™

	4	5	6
Many people think...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



## The Old Way:New Opportunity™

	1	2	3
Many people do...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



## The Old Way:New Opportunity™

	4	5	6
Many people do...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



# The New Opportunity™

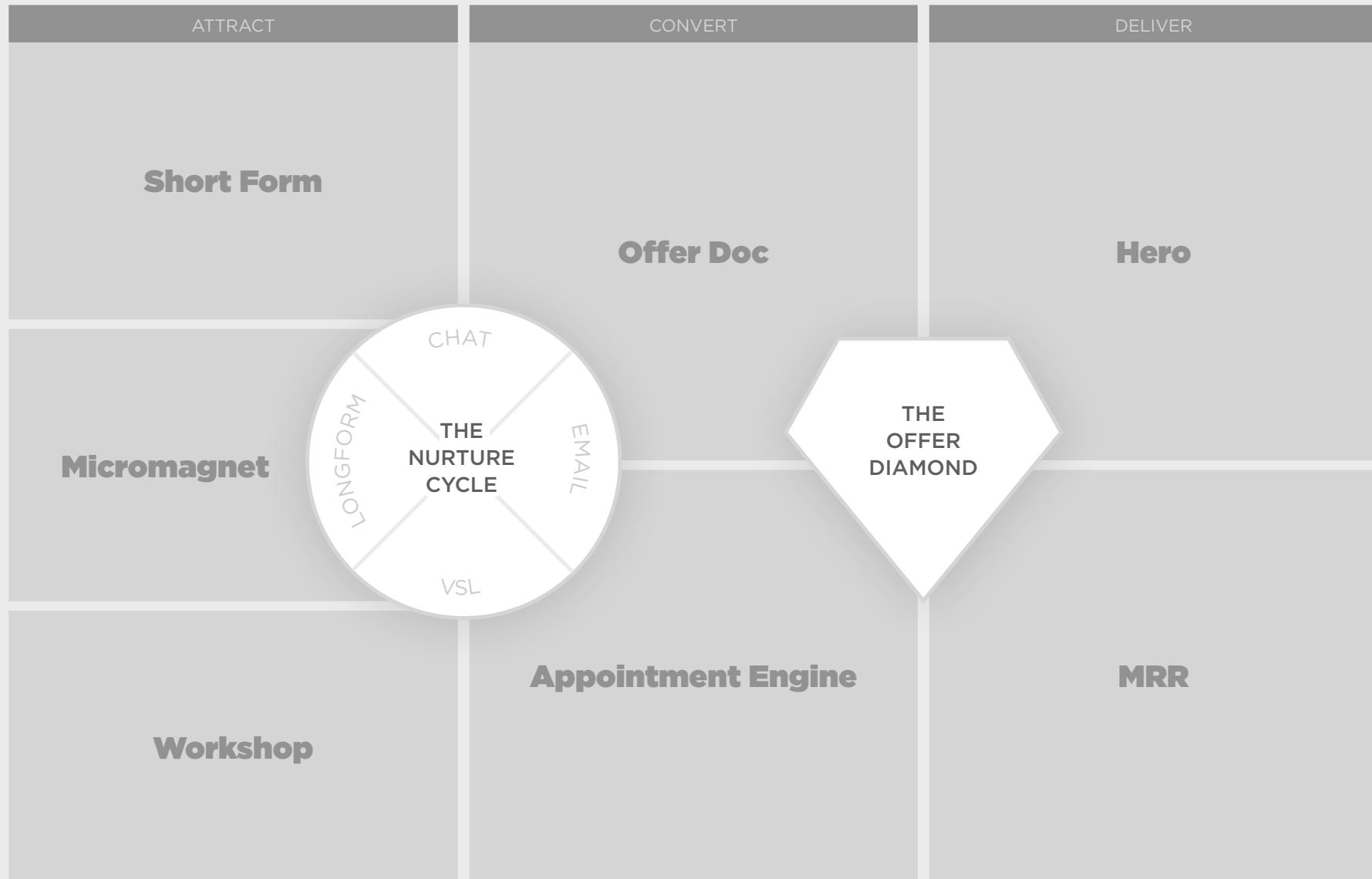


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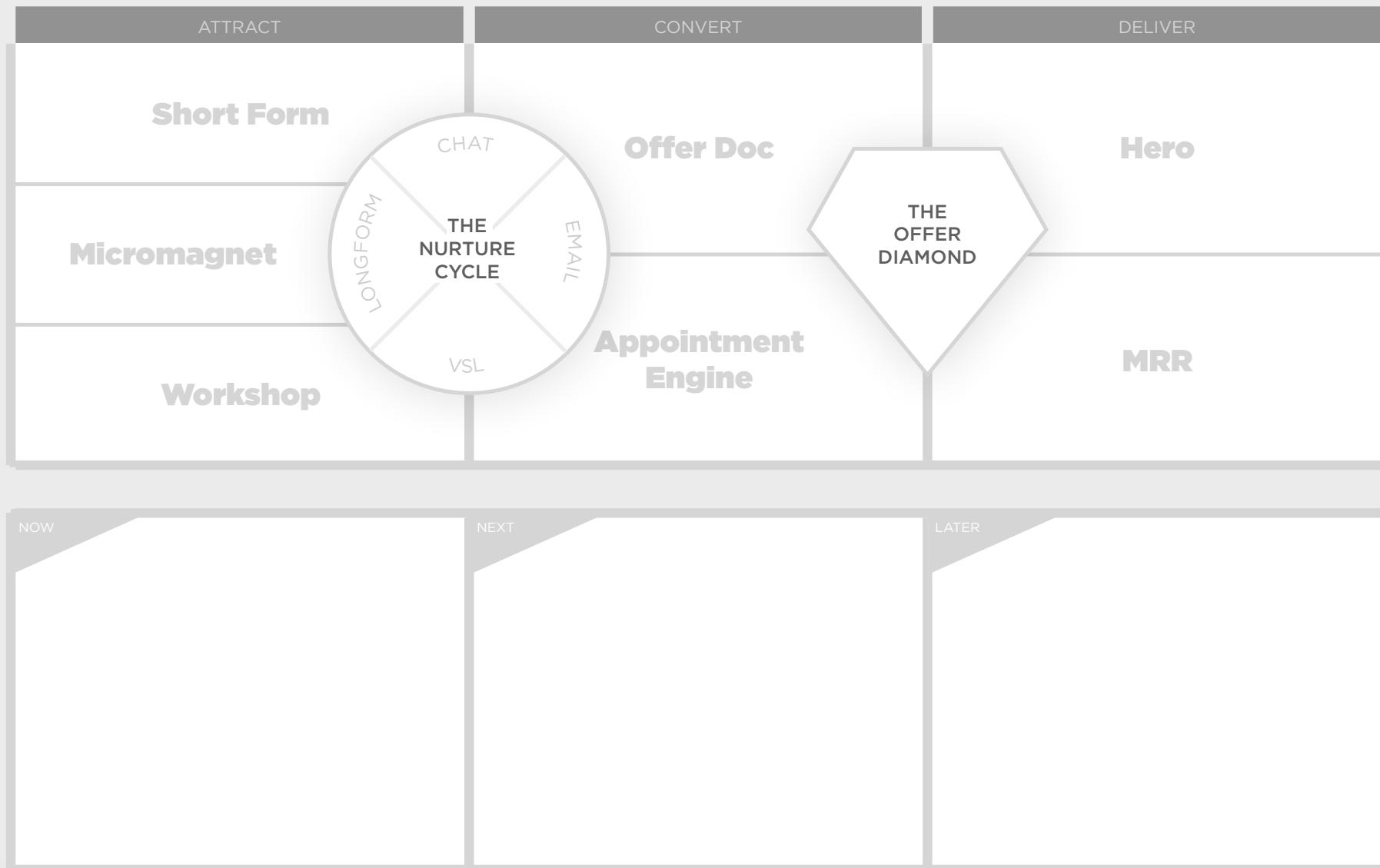
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# The System 2025™



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# My System™



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