# Unlocking Elite Sales Performance: My Philosophy on Neuro-Emotional Persuasion and the 7th Level Selling Revolution

Alright, let's cut through the noise. You're here because you're tired of the same old sales advice that gets you nowhere, the kind of fluff that sounds good in a seminar but falls flat when you're face-to-face with a real prospect. You're looking for what *actually* works, what the top 1% do differently to not just hit their targets, but to absolutely demolish them, earning those high 6-figure, even 7-figure incomes. Well, you've come to the right place.

What I'm about to lay out for you isn't just a collection of tips or tricks. It's a fundamental shift in how you approach selling, influence, and human interaction. It’s a system rooted in behavioral science and human psychology , designed for the way people *actually* make decisions in the 21st century. Forget everything you thought you knew about "closing." We're going to talk about opening minds, solving real problems, and creating an environment where your prospects persuade *themselves*. This is about moving from a product pusher to a problem finder and solver. This is the core of Neuro-Emotional Persuasion Questioning, or NEPQ™, and the 7th Level selling methodology. So, buckle up, because if you apply what I'm about to share, your sales, your income, and your entire career are about to transform.

## Section 1: My Core Sales Philosophy & Principles: The Bedrock of 7th Level Selling

Let's get one thing straight from the outset: the old ways of selling are dead. They're relics of a bygone era when buyers had less information and salespeople could get by on charisma and a hard close. Today's buyer is informed, skeptical, and has a built-in resistance to being "sold". If you're still using those outdated tactics, you're not just leaving money on the table; you're actively pushing prospects away.

My entire philosophy is built on a few foundational truths that you *must* internalize if you want to reach the 7th Level:

* **Persuasion, Not Manipulation: The Ethical Core of Influence.**
  + There's a Grand Canyon-sized difference between persuasion and manipulation. Manipulation is about tricking someone into doing something that benefits *you*, often against their own best interests. It’s self-serving and, frankly, it’s what gives sales a bad name.
  + Persuasion, the way I teach it, is about understanding someone so deeply – their problems, their desires, their fears – that you can guide them to a solution that is genuinely in *their* best interest. It’s about creating value, solving problems, and helping people make decisions they feel good about. It's built on truth, honesty, and a genuine desire to help. When you come from this place, trust is a natural byproduct, and sales resistance melts away. This isn't just semantics; it's a fundamental ethical stance. If your intent isn't pure, if you're not genuinely trying to solve a problem for the prospect, then you're not using my methods – you're bastardizing them.
* **Solving Problems, Not Pushing Products: The Value Proposition.**
  + This is probably the single biggest shift you need to make. As I’ve said countless times, "The single most effective way to sell anything to anyone… is to be a problem finder and a problem solver NOT a product pusher".
  + Nobody wakes up in the morning wanting to be sold a product. They wake up with problems they want solved, aspirations they want to achieve, or pains they want to alleviate. Your product or service is merely the *vehicle* to get them there. Stop leading with your features and benefits; nobody cares about them until they understand how those features and benefits solve *their specific problem*. Your job is to uncover that problem, make them feel the full weight of it, and then show them how you can make it go away.
* **From "Closing" to "Opening": Shifting the Conversational Goal.**
  + Traditional sales is obsessed with "closing." ABC – Always Be Closing. Right? Wrong. That pressure, that constant drive to get the "yes," is what creates resistance. Prospects feel it, and they instinctively push back.
  + My approach is about "opening." Opening the prospect's mind to new possibilities. Opening a dialogue where they feel safe to explore their issues. Opening them up emotionally so they connect with the *consequences* of inaction and the *benefits* of change. When you focus on opening the conversation and guiding them through their own thought process, the "close" becomes a natural, logical next step, not a battle of wills. Sometimes, getting a "no" to a particular question is actually more powerful because it leads to a "yes" for the overall solution.
* **Emotional Drivers: The Real Why Behind Every Purchase.**
  + People make decisions emotionally and then justify them logically. If you're only appealing to logic, you're missing the most powerful motivators. What are the two biggest emotional drivers that cause a human being to want to change? Pain and the fear of future pain.
  + Your questions need to tap into these emotions. Not to exploit them, but to help the prospect understand the true impact of their problem. How does it make them *feel*? What are the personal consequences if things don't change? When they connect with these emotional drivers, the urgency to find a solution becomes internal, not something you have to manufacture.
* **Client Education: Empowering Prospects to Make Informed Decisions.**
  + Part of being a trusted advisor is educating your client. This doesn't mean lecturing them or overwhelming them with technical jargon. It means asking questions that help them understand their own situation better. It means providing insights that help them see their problem from a new perspective.
  + When you educate a prospect, you empower them. You elevate the conversation from a simple transaction to a collaborative problem-solving session. This builds immense trust and positions you as an expert who is there to help, not just to sell. Ethical selling *requires* that the client is educated enough to make a decision that's truly right for them.

These principles aren't just theories; they are the practical foundation upon which countless salespeople have built multi-6 and 7-figure careers. They work because they align with fundamental human psychology. When you persuade ethically, solve real problems, focus on opening rather than just closing, tap into emotional drivers, and educate your clients, you're not just selling more effectively – you're building relationships and creating genuine value. This is the only sustainable way to achieve elite sales results in today's world.

## Section 2: Neuro-Emotional Persuasion Questioning (NEPQ™): The Science of Influence

Now, let's get into the engine that drives this whole thing: Neuro-Emotional Persuasion Questioning, or NEPQ™. This isn't just a fancy acronym; it's a scientifically designed framework for communication that works *with* human behavior, not against it, to create a friction-free sales environment. It's how you get prospects to lower their guard, open up, and ultimately persuade *themselves* that they need what you're offering.

* **Defining NEPQ™: More Than Just Asking Questions.**
  + NEPQ™ is a systematic approach rooted in human behavioral psychology. It's about asking specific types of questions, in a specific sequence, with specific tonality, to guide the prospect through a process of self-discovery and self-persuasion.
  + The "Neuro" part refers to how these questions impact the prospect's brain, bypassing the logical, skeptical parts and tapping into the emotional decision-making centers. The "Emotional" part is about connecting with the underlying feelings and motivations that drive behavior. And "Persuasion Questioning" is about using questions not to interrogate, but to gently guide and influence.
  + The core idea is simple but profound: "salespeople are most persuasive when they enable prospects to persuade themselves". When the desire for change and the recognition of your solution as the answer comes from *within them*, sales resistance vanishes.
* **Key Components of the NEPQ™ Framework: Building the Persuasion Arc.** While the full NEPQ™ framework has distinct stages (which we'll touch on later), the underlying psychological components you're always working to build are:
  + **Curiosity:** From the very first interaction, your goal is to pique their curiosity, not to dump information. Why should they talk to you? What makes you different? Your questions and tonality must make them *want* to engage, to lean in, to learn more. If you sound like every other salesperson, they'll tune you out before you even get started.
  + **Certainty (in their problem and your ability to help):** This isn't about your certainty; it's about *their* certainty. First, certainty that they have a problem significant enough to warrant action. Second, as the conversation progresses, certainty that you understand their problem deeply. And finally, certainty that your solution is the right one for them. This certainty is built layer by layer through your questioning and their own admissions. You're not telling them; you're helping them arrive at these conclusions themselves.
  + **Urgency (driven by emotional impact):** Why should they act *now*? Traditional sales tries to create urgency with discounts or limited-time offers. That's weak and often transparent. Real urgency comes from the prospect feeling the emotional weight of their problem and the consequences of inaction. Your NEPQ™ questions help them quantify the cost of their problem – not just in dollars, but in frustration, lost opportunity, stress, etc. When the pain of staying the same becomes greater than the fear of change, urgency is the natural result.
  + **Emotional Impact:** As I said before, decisions are emotional. NEPQ™ is designed to uncover and connect with the core emotions driving the prospect's situation. Questions like, "How has that impacted you personally?" or "What does that mean for you if this continues?" aren't just for information; they're to help the prospect *feel* the reality of their situation. This emotional connection is what fuels their motivation to change.

NEPQ™ works because it’s not about fighting human nature; it’s about aligning with it. People are naturally curious if you approach them correctly. They want to solve their problems. They are driven by their emotions. Traditional sales often triggers defensiveness because it goes *against* these natural tendencies – it tries to push, to pressure, to control. NEPQ™ does the opposite. It creates an environment of trust and collaboration where the prospect feels understood and empowered. This isn't just a better way to sell; it's a more human way to interact. And in today's world, that's what truly resonates and gets results. The psychological principles at play here are universal. When you learn to ask questions that tap into a prospect's intrinsic desire to resolve dissonance (the gap between where they are and where they want to be), and you do it in a way that makes them feel heard and respected, they naturally move towards a solution, often the one you're there to provide.

## Section 3: 7th Level Selling: Why It’s a Revolution, Not an Evolution

So, we've talked about the core philosophy and the NEPQ™ engine. Now, let's put it all together into what I call "7th Level Selling." Why "7th Level"? Because it represents the pinnacle of sales mastery, a level of performance and understanding that few ever reach because they're stuck in outdated models.

* **The Essence of 7th Level Selling: Beyond Techniques to a Holistic System.**
  + 7th Level Selling isn't just a collection of NEPQ™ questions. It's a comprehensive *system* and a *mindset*. It's about integrating the principles of neuro-emotional persuasion into every aspect of your sales process, from the initial contact to the final commitment, and even beyond into client relationships and referrals.
  + It’s about understanding human behavior at a deep level and using that understanding to create a "friction-free sales environment". Think about that: *friction-free*. How many of your sales conversations feel like a battle, full of friction and resistance? 7th Level Selling eliminates that by getting the prospect to *pull* you in, rather than you having to *push* them.
* **How 7th Level Differentiates from Traditional, Outdated Sales Methodologies.** Let's be blunt: most of what's taught as "sales training" today is just a repackaged version of techniques developed in the early 20th century – like the AIDA model from 1898. Think about how much the world, and buyers, have changed since then!
  + **Traditional Selling (The Old Model):**
    - Focuses on the salesperson doing all the work: talking, pitching, overcoming objections with rebuttals, and pushing for the close.
    - Relies on features and benefits dumps, hoping something sticks.
    - Often triggers sales resistance and skepticism because it feels self-serving to the prospect.
    - Treats objections as obstacles to be knocked down, rather than opportunities to understand better.
    - Leads to unpredictable results and high salesperson burnout because it’s an exhausting, high-rejection way to sell.
  + **7th Level Selling (The New Model with NEPQ™):**
    - Focuses on getting the *prospect* to do the work of self-persuasion through skilled questioning. You guide, they discover.
    - Focuses on uncovering the prospect's core problems and emotional drivers *before* ever mentioning a solution.
    - Builds trust and lowers resistance by being genuinely curious, empathetic, and problem-focused.
    - *Prevents* most objections by addressing underlying concerns proactively during the discovery phase. The questions are designed to help them overcome their own objections.
    - Leads to predictable, sustainable results and higher job satisfaction because it works *with* human nature.
  + One of the biggest fallacies in traditional sales is the idea that if you get the prospect to say "yes" a certain number of times, they're more likely to buy. There's zero data to support that myth, which was literally made up by a sales trainer in the 1940s. In many NEPQ™ contexts, I'd rather have the prospect say "no" because that "no" can actually open them up to the "yes" for the right reasons. For example, instead of asking, "Would you be open to...?" which invites a passive "yes," I might ask, "Would you be *opposed* to having a conversation around that?" A "no, I'm not opposed" is a much stronger commitment to engage.

7th Level Selling is a revolution because it fundamentally changes the dynamic between buyer and seller. It's not just a better set of tactics; it's a completely different way of thinking about your role and how influence truly works. Traditional selling is like trying to push a rope – frustrating and ineffective. 7th Level Selling is like skillfully guiding a river – it flows naturally to its destination because you understand the landscape (human psychology) and work with its currents (emotional drivers). This isn't just a minor improvement; it's a paradigm shift that recognizes the intelligence and autonomy of modern buyers, empowering them to make their own best decisions, which, when done right, aligns with what you offer.

## Section 4: The Salesperson Redefined: Trusted Advisor, Problem-Solver, Educator

If you're going to operate at the 7th Level, your entire self-perception as a salesperson has to change. You are no longer a "vendor," a "product pusher," or someone just trying to hit a quota. Those roles are obsolete. In the new model of selling, you become something far more valuable and, frankly, far more respected.

* **The Shift from Product Pusher to Problem Finder:**
  + I've said it before, and I'll say it again: "The single most effective way to sell anything to anyone… is to be a problem finder and a problem solver NOT a product pusher".
  + Think about the last time you truly valued a salesperson. Was it the one who launched into a canned pitch about their product? Or was it the one who asked intelligent questions, listened intently, and helped you clarify what you *really* needed? The answer is obvious.
  + Your primary function is not to present your product. It's to uncover the prospect's *true* problem(s), even the ones they might not be fully aware of yet. This requires detective work, genuine curiosity, and the ability to ask questions that go beneath the surface.
* **Embracing the Role of a Trusted Advisor:**
  + When you consistently find and help solve your prospects' problems, you stop being seen as a salesperson and start being seen as a trusted advisor.
  + A trusted advisor is someone whose opinion is valued, whose guidance is sought. They're not trying to force a solution; they're collaborating with the prospect to find the *best* solution for them. This status isn't given; it's earned through demonstrating genuine understanding, expertise, and an unwavering focus on the prospect's best interests. You become the expert they turn to, not the vendor they try to avoid.
* **The Salesperson as an Educator:**
  + Part of being a trusted advisor is educating your prospects. This isn't about showing off how much you know. It's about empowering them with the insights they need to make the best possible decision *for themselves*.
  + This might involve:
    - Helping them understand the full scope and consequences of their problem.
    - Introducing them to potential solutions or approaches they hadn't considered.
    - Clarifying complex information in a way that's easy to understand.
    - Helping them see the hidden costs of inaction or the unconsidered benefits of a particular path.
  + When you educate effectively, you build their confidence – both in their understanding of the issue and in your ability to help them navigate it.

This redefinition of the salesperson's role is critical. It's not just about what you *do*; it's about who you *are* in the interaction. When you approach every conversation as a problem-finder, a trusted advisor, and an educator, the dynamic shifts entirely. Prospects lower their defenses because they sense you're there to help, not to exploit. They engage more openly because they see you as a resource, not a threat. This transformation in your role is fundamental to creating the "friction-free sales environment" that NEPQ™ and 7th Level Selling are all about. You're not just closing a deal; you're facilitating their journey to a better state, and they recognize you as the guide who helped them get there. This is how you build long-term relationships and generate referrals, not just one-off sales.

## Section 5: My Specific Methodologies & Techniques: The "How-To" for Elite Results

Alright, philosophy is great, but you want to know *how* to do this, right? What are the actual steps, the language, the psychological triggers that make NEPQ™ so damn effective? Let's break down the mechanics. This is where the rubber meets the road.

* **Practical Steps and Language Patterns for Each Stage of the NEPQ™ Sales Process:** My NEPQ™ framework isn't a random collection of questions; it's a carefully structured process designed to guide the prospect psychologically from uncertainty to clarity and commitment. While the "Inner Circle" program and the "NEPQ™ Black Book of Questions" go into exhaustive detail, here’s the overview of the stages Matt Ryder discussed and that I teach:
  1. **The Connection Phase:** This is where you make your first impression and earn the right to continue the conversation.
     + **Purpose:** To build initial rapport, lower natural resistance, and pique curiosity. You're not selling anything here.
     + **Techniques:** Use a disarming, neutral, and curious tonality. Avoid sounding like a typical salesperson.
     + **Example Language:** "Hi [Prospect Name], it's [Your Name] with [Your Company]. Looks like you had [responded to an ad/requested some information] about [general topic], and I just had a few minutes to get back to you before my next appointment to see if we could even help. Did I catch you at a bad time?". Or, if they approached you: "I was just curious, what was it about the [ad/booth/webinar] that attracted your attention?". The key is to be low-pressure and focused on *them*.
  2. **The Situation Phase:** Now you start to understand their world.
     + **Purpose:** To gather factual information about their current situation, what they're doing now, how long they've been doing it, etc. Keep this brief – only 2-3 questions.
     + **Techniques:** Ask open-ended, non-threatening questions. Maintain that curious, detached tone.
     + **Example Language:** "So, [Prospect Name], what are you currently using for [relevant area]?" or "Can you walk me through what you're doing now regarding [their goal/problem area]?". "How long have you been doing it that way?".
  3. **The Problem Awareness Phase:** This is where the magic starts to happen. You help them uncover or intensify their awareness of their problems.
     + **Purpose:** To get the prospect to articulate their pains, frustrations, and dissatisfaction with their current situation. This is where they start to sell *themselves* on the need for change.
     + **Techniques:** Use probing questions, clarifying questions, and impact questions. Your tonality here is critical – often a concerned or even slightly confused tone can draw out more information.
     + **Example Language:** "And do you *like* [the situation they just described]?" If yes, "What do you like about it?" then, "So it sounds like things are going fairly well for you... is there anything you would change about [their situation/process] if you could, though?". If no, "What *don't* you like about it?". Then dig deeper: "Why is that important to you now, though?" or "How has that... impacted you?".
     + This phase involves helping the prospect connect emotionally with the consequences of their problems. It’s not enough for them to intellectually acknowledge an issue; they need to *feel* why it matters. This is achieved by asking questions that explore the personal and professional ramifications of the problem persisting. For example, after they identify a problem, asking "And what's that *doing* to you, if anything?" or "How does it make you *feel* when that happens?" can unlock significant emotional insights.
  4. **The Solution Awareness Phase:** They've identified problems; now they start to envision a better way.
     + **Purpose:** To get the prospect to articulate what their ideal solution would look like and what benefits they're seeking. You're still not pitching your product.
     + **Techniques:** Ask questions that encourage them to think about possibilities and desired outcomes.
     + **Example Language:** "So, if you could change that, what would you want to see instead?" or "What have you done about changing this, if anything, [Prospect Name]?". "If you were to find a solution for [problem], how do you see your life/business being different than it is now?".
     + The goal here is to help them build their own picture of an ideal future state. When they articulate the solution's characteristics themselves, they develop ownership over that vision. This makes your eventual presentation much more resonant because it will align with *their* stated desires, not just your assumptions.
  5. **The Consequence Phase (or Building Urgency):** Why act now?.
     + **Purpose:** To help the prospect understand the negative consequences of *not* solving their problem and the positive outcomes of solving it *now*. This builds internal urgency.
     + **Techniques:** Use "what if" questions and future-pacing questions that highlight the cost of inaction and the benefits of timely action. A challenging tone can be effective here to get them to defend the need for change.
     + **Example Language:** "What if you don't do anything about this problem, and [negative consequence they've hinted at] continues or gets worse?". Or, "Okay, but for you, I mean, why look at this *now*? Like, why not, you know, push it down the road like a lot of companies/people do who end up [negative outcome]?".
     + This phase is about creating a palpable tension between their current painful reality and their desired future. The greater this gap, and the more keenly they feel the negative consequences of staying put, the more motivated they will be to take action. It’s not about fear-mongering; it’s about realistic exploration of outcomes.
  6. **The Qualifying/Commitment Phase:** Are they serious, and are they ready to move forward?. (Note: Some models separate these, but they are closely linked).
     + **Purpose:** To determine if they have the ability and intent to make a decision, and to gain their commitment to take the next logical step (e.g., see a presentation, authorize an agreement).
     + **Techniques:** Ask direct but non-threatening questions about their decision-making process, budget (if appropriate at this stage), and willingness to proceed if a solution meets their needs.
     + **Example Language:** "So, [Prospect Name], if we could show you how [your solution] could help you [achieve their desired outcome] and solve [their key problem], is that something you'd be open to exploring further?" Or, for commitment, "Does this sound like it could be the answer for you?". "Would it be inappropriate to put a follow-up call on the calendar?".
     + It's crucial here to listen not just to their words but to their *tonality*. A hesitant "yeah, sure" is very different from an enthusiastic "Yes, absolutely!" If you sense uncertainty, you need to loop back and uncover the hidden concern.
  7. **The Presentation Phase:** *Now* you show them how you can help, but in a very specific way.
     + **Purpose:** To present your solution in a way that directly addresses the problems and desires they've already articulated.
     + **Techniques:** Don't do a feature dump. Tailor your presentation to *their specific situation*. Connect every aspect of your solution back to the pains they admitted and the outcomes they said they wanted. Use their language.
     + **Example Language:** "Based on what you told me about [their problem #1] and how it's [impacting them], this is how [feature #1 of your solution] specifically addresses that for you... And you mentioned wanting [their desired outcome #1], which this achieves by...". The key is to structure it as: "This is what we do, and that's exactly why it might work for you *because* of how you feel about this issue [that they previously described]".
* **Uncovering "Pain," "Desire," or "Unconsidered Needs": The Art of Probing.**
  + This is woven throughout the Problem Awareness and Solution Awareness stages. It's about asking those deeper, probing questions that get past surface-level answers.
  + **Pain Questions:** "How long have you been dealing with [problem]?" "What impact has that had on you/your business?" "How does that make you feel?".
  + **Desire Questions:** "If you could wave a magic wand, what would the ideal situation look like?" "What's the main reason you're looking to achieve [goal]?"
  + **Unconsidered Needs:** Sometimes, your questions will help them realize a problem or a need they hadn't even consciously considered. For example, "Have you considered the possible ramifications of not doing anything about your situation?". This is where you bring true value as an educator.
* **"Future Pacing" and "Framing": Guiding Perception and Decision-Making.**
  + **Future Pacing:** This is about helping the prospect mentally experience the future, both with and without your solution. "So let's say we're able to help you [achieve X result]. What would you do with [the extra money/time/etc.]?". This makes the benefits tangible and emotional.
  + **Framing/Reframing:** Every prospect comes with existing belief systems or "frames" (e.g., "this is going to be expensive," "I need to talk to my spouse"). Your job is to "deframe" them from unhelpful beliefs and "reframe" the conversation around the results and solutions. For example, if they're stuck on cost, you reframe to the cost of *not* solving the problem. My questions are designed to help them see an end out, a future where their newfound problems are solved.
* **Building Certainty and Urgency Without Being Pushy or Aggressive.**
  + This is the hallmark of NEPQ™. Certainty isn't built by you telling them how great you are; it's built by them telling *you* (and themselves) how significant their problem is and how much they want it solved.
  + Urgency isn't built by fake deadlines; it's built by them feeling the emotional consequences of inaction and the compelling desire for the positive future you've helped them envision. It's about their internal motivation, not your external pressure. When they feel enough internal tension or need, they *will* feel the urgency to change.

Mastering these techniques, especially tonality – which can account for up to 50% of your improved results – takes practice. It takes role-playing, listening to your calls, and constantly refining. But when you get it, when these questions and this process become second nature, you'll be amazed at how prospects open up, how objections disappear before they're even voiced, and how selling becomes a natural, enjoyable, and incredibly profitable endeavor. You create psychological safety for the prospect to explore their vulnerabilities, and by doing so, you tap into their intrinsic motivation for change, which is far more powerful than any extrinsic pressure you could apply.

## Section 6: Illustrative Examples & Scripting: NEPQ™ in Action

Theory is one thing, but seeing this stuff in action is where it really clicks. Let's look at some common sales challenges and how the NEPQ™ approach, with specific language, flips the script from traditional, ineffective responses to powerful, prospect-guiding conversations. Remember, these aren't rigid scripts to be read verbatim; they're frameworks to adapt with the right tonality and genuine curiosity. The "NEPQ™ Black Book of Questions" is packed with these, but here are a few core examples.

* **Challenge 1: The "I Need to Think It Over" Stall.**
  + **Common Sales Challenge:** Prospect seems interested but ends with, "This sounds good, I just need to think it over."
  + **Traditional (Ineffective) Response:** "Okay, what specifically do you need to think about?" (Often sounds confrontational) or "Great, when should I follow up?" (Loses all momentum).
  + **My NEPQ™ Approach (Focus: Uncovering the Real, Hidden Objection):**
    - **Salesperson (Calm, curious, slightly concerned tone):** "Yeah, no worries, [Prospect Name], you can always get back to me later. Now, just so I'm clear and don't make any wrong assumptions... when you say you want to 'think it over,' what was it specifically that you were wanting to go over in your mind, just so I know what questions you might still have when you call me back next week?".
    - *Alternative/Follow-up if they are vague:* "I get that. Sometimes when people say they need to 'think it over,' it's often because there's maybe one or two things that are still a bit unclear, or perhaps something I didn't explain fully. Would that be fair to say in your case?" (Pause, let them respond). "What part is still a little fuzzy for you?"
  + **Underlying Psychological Principle:** This approach ("selling the exit" as I sometimes call it ) lowers their guard because you're agreeing with them and not applying pressure. The follow-up questions are designed to gently probe for the *actual* underlying concern, which "think it over" is almost always masking. People rarely go home and make detailed pro/con lists. It’s a polite way of saying "I'm not sure" or "I have a concern I haven't voiced."
  + **Expected Positive Outcome:** The prospect often reveals the true objection (e.g., price, spouse, fear of change), which you can then address using further NEPQ™ questions. You've kept the dialogue open instead of letting them walk away with unvoiced concerns.
* **Challenge 2: The Price Objection ("It's too expensive").**
  + **Common Sales Challenge:** Prospect says, "Your price is higher than [competitor X]" or "That's more than we budgeted."
  + **Traditional (Ineffective) Response:** Immediately start justifying the price, listing more features, or offering a discount (which devalues your offering).
  + **My NEPQ™ Approach (Focus: Understanding Value Perception & Problem Severity):**
    - **Salesperson (Neutral, inquisitive tone):** "Okay, I understand. And when you say it's 'too expensive,' how do you mean by that, exactly?" or "Help me understand, compared to what, specifically?"
    - *If they mention a competitor:* "Got it. And besides the price, what were the other important criteria you were using to evaluate which option would best solve [their main problem they already admitted to]?"
    - *If it's a budget issue:* "I appreciate you sharing that. Can you walk me through how the initial budget for solving [their main problem] was determined, and what the cost to the business is if that problem continues unresolved for, say, another six months?".
  + **Underlying Psychological Principle:** You're not defending; you're seeking to understand their frame of reference for "expensive." Is it expensive relative to the *value* of solving their problem, or just expensive in a vacuum? The questions aim to re-anchor the price discussion to the *cost of their problem* and the *value of the solution* they've already helped define.
  + **Expected Positive Outcome:** The prospect re-evaluates the price in the context of the problem's impact and the desired outcomes. Often, they realize the "cost" of *not* solving the problem is far greater than the price of your solution. You're moving the conversation from price to value and ROI.
* **Challenge 3: Client Ghosting After a Seemingly Good Meeting.**
  + **Common Sales Challenge:** You had a great discovery call, sent a proposal, and now... crickets. They're not returning calls or emails.
  + **Traditional (Ineffective) Response:** Send increasingly desperate "just checking in" emails or leave voicemails saying, "Hope you got my proposal!"
  + **My NEPQ™ Approach (Focus: Prevention During Discovery & Re-engagement with Neutrality):**
    - **Prevention is Key:** Ghosting is often prevented *during* the initial NEPQ™ discovery by thoroughly exploring their problem, its emotional consequences, and the urgency to solve it. If they don't feel significant pain or see compelling value, they have no reason to prioritize you. Always end calls with mutually agreed clear next steps and re-engagement dates.
    - **Re-engagement Script (Voicemail/Email - Calm, neutral, slightly detached tone):** "Hey [Prospect Name], it's [Your Name] again. I've tried to reach you a few times regarding [the problem they wanted to solve/our previous discussion]. We had an appointment/next step scheduled, and I'm not sure what might have happened, but we didn't hear back. Just wondering, where should we go from here? I'll be available for a bit if you want to connect. My number is [Your Number].".
  + **Underlying Psychological Principle:** The re-engagement script is non-needy and puts the ball in their court without being accusatory. It often prompts a response because it's polite but also implies that the follow-up is on them. The prevention aspect relies on building enough emotional urgency and clarity about the problem's impact during discovery so that *they* feel the impetus to continue the conversation.
  + **Expected Positive Outcome:** For re-engagement, a higher response rate, often with an apology or explanation, allowing you to re-open the dialogue. For prevention, significantly reduced ghosting in the first place because the prospect is more invested.
* **Challenge 4: Initial Resistance/Skepticism in a Cold Outreach or First Meeting.**
  + **Common Sales Challenge:** Prospect is guarded, skeptical, or gives one-word answers. "What's this about?" "I'm busy."
  + **Traditional (Ineffective) Response:** Launch into your pitch, trying to quickly prove your value, which often increases their resistance.
  + **My NEPQ™ Approach (Focus: Disarming, Triggering Curiosity, Focusing on Them):**
    - **Salesperson (Familiar, relaxed, slightly curious tonality for cold call):** "Yeah, is this [Prospect Name]?" (Wait for "yes") "[Prospect Name], hey, it's [Your Name] with [Your Company]. I'm holding a copy of your [something relevant like 'industry report' or 'company's recent announcement' – if true and researched] / or simply: Looks like you'd responded to an ad a few days ago and asked us to call you about getting some, I guess, possible outside help to scale your business. And I just had a few minutes to get back to you before my next appointment to see if we could help. Did I get you at a bad time?".
    - *If they say "What's this about?" or "I'm busy":* "Totally understand you're busy, [Prospect Name]. The reason for my call is, we help companies like yours [solve a very specific, common problem in their industry or achieve a key result they'd likely care about]. Now, I'm not even sure if that's something you're dealing with or if we could even help you yet, but would you be opposed to a brief chat to see if it even makes sense for us to talk further?".
  + **Underlying Psychological Principle:** The key in the first 7-12 seconds is to neutralize skepticism and trigger curiosity. The disarming statement ("not sure if we could help you yet") lowers their guard because it's not a typical sales pitch. The focus is on *their* potential problem and whether *they* want to explore it, not on what *you* want to sell. The familiar tone in a cold call makes them pause and think they might know you.
  + **Expected Positive Outcome:** The prospect's defensiveness drops. They become more willing to engage in a brief conversation because you haven't come across as a pushy salesperson. You've earned a few more minutes to begin the NEPQ™ questioning process.

These examples illustrate that NEPQ™ scripting is not about canned lines; it's about understanding the *psychology* behind the words and adapting the *framework* to the situation. It’s about guiding the prospect to their own conclusions by asking the right questions with the right tonality at the right time. This is how you move from being a "product pusher" to a highly effective problem solver and trusted advisor. The flexibility within the NEPQ™ framework allows for adaptation to different personalities and industries, but the core psychological principles remain constant: lower resistance, build trust, uncover pain, highlight consequences, and let the prospect lead themselves to your solution.

## Section 7: Influence & Impact: The Ripple Effect of This New Model

When you fundamentally change how sales is done, moving from outdated, high-pressure tactics to a system rooted in human psychology and genuine problem-solving, the impact isn't just incremental – it's transformative. I've seen it thousands of times, across hundreds of industries. This isn't just about individual salespeople making more money; it's about shifting the entire perception and effectiveness of the sales profession.

* **How My Work Has Genuinely Influenced the Sales Industry and Professionals:**
  + **Data Point:** My NEPQ™ system has been described as a "disruptive force in the world of sales". Many users state it has "revolutionized the sales industry" by offering a "fresh, consultative approach". My company, 7th Level, has trained over 459,000 salespeople in 158 different industries in the last five years alone, helping them 3x, 5x, and even 10x their sales results. We've been ranked as a #1 fastest-growing sales training company and a top 10 sales training company globally.
  + **Explanation & Analysis:** The reason for this impact is simple: NEPQ™ *works* in today's environment where buyers are more skeptical and informed than ever. Traditional methods are failing, and professionals are desperately seeking something that resonates with modern buyers. I provide a clear, actionable system that replaces pushy tactics with trust-building, emotionally intelligent conversations.
  + The shift is from a numbers game of brute force to a skilled game of finesse and understanding. Salespeople learn to work *with* human nature, not against it. This not only improves their closing rates but also their job satisfaction, as they feel more like valued consultants than rejected peddlers.
* **Testimonials and Success Stories: The Proof is in the Pudding.**
  + **Data Point:**
    - Christy Snape: "My sales skills have increased dramatically, it was over 60% increase."
    - Mike Lee: "My closing rate increased… Conversations are a breeze! My conversion rate jumped from 20% to 60% and income increased by $70k/month."
    - Tiji Thomas: "My income doubled, and I am earning over $70K/Month. Jeremy truly got me focused on the customer-centred approach."
    - Michal Kuczkowski: "Because of NEPQ™ I was the #1 guy in whole Norway."
    - Anthony Vizzari: "$25K paid in full... made more commissions than I ever made in the past, thanks to Jeremy."
    - Joseph Rowberry: "I went from six figures to seven figures within six months."
  + **Explanation & Analysis:** These aren't isolated incidents. These are everyday people, in diverse industries, who applied what I teach and saw their careers and incomes transform. From doubling close rates to going from six to seven figures, the results speak for themselves. It’s about equipping them with skills that *actually work* in today's market.
  + The consistent and significant results achieved by diverse individuals across various industries highlight the universal applicability and fundamental soundness of the psychological principles underpinning NEPQ™. If a sales methodology only worked in one specific niche or for one personality type, its impact would be limited. The testimonials showcase success in "158 different industries" , with individuals achieving varied but significant improvements like doubled income, becoming number one in their country, or achieving massive ROI on deals. This breadth of success suggests that NEPQ™ is not reliant on industry-specific jargon or fleeting market trends. Instead, its effectiveness stems from its foundation in universal principles of human psychology, communication, and decision-making – how people, regardless of their specific context, build trust, recognize problems, and are motivated to change. Therefore, the widespread impact is evidence that NEPQ™ taps into fundamental aspects of human interaction, making it a robust and adaptable framework for anyone whose role involves persuasion and influence, not just "salespeople" in the traditional sense.

The influence of this new model is undeniable. It's creating a new generation of salespeople who are not only more successful financially but are also more fulfilled professionally because they are genuinely helping their clients and building relationships based on trust and value, not pressure and manipulation. This is the future of sales, and it's happening right now.

## Section 8: Common Misconceptions & Practical Challenges: Applying These Truths in the Real World

Let's be real. This isn't a magic pill. It takes work. And there are ways people misunderstand or misapply what I teach. It's important to address these head-on because understanding the potential pitfalls is key to successfully implementing NEPQ™ and 7th Level principles.

* **Addressing Misunderstandings About My Approach**
  + **"It's manipulation":** This is the biggest one I hear, and it couldn't be further from the truth. As I've stressed, what I teach is the *opposite* of manipulation. NEPQ™ is about genuine understanding, empathy, and helping prospects solve *their* problems for *their* benefit. If your intent is to trick or coerce someone, you're not doing NEPQ™; you're misusing powerful communication tools for selfish gain, and that will always backfire. True persuasion, rooted in integrity, benefits both parties.
  + **"It's too complicated/acting":** Some people initially find the structured questioning or the specific tonalities to feel like "acting" or "over-complicated". Look, if it feels like "acting," you haven't internalized the principles and practiced enough to make it authentic to *you*. The "confused tone," for instance, isn't about *being* genuinely confused; it's a specific, learned tonality used strategically to elicit clarification and encourage the prospect to elaborate naturally. The system is robust and detailed because human psychology is complex, but it's not "complicated" once you understand the underlying 'why' behind each step. Like any advanced skill, it takes dedicated practice to achieve mastery and make it feel effortless.
  + **"Fails with smart prospects":** I've heard the ridiculous claim that this approach "fails with 90IQ+ prospects". This is just flat-out wrong and shows a misunderstanding of intelligent buyers. Smart, discerning prospects are the ones who most appreciate a salesperson who doesn't waste their time with fluff, who asks intelligent, thought-provoking questions, and who helps them think more deeply about their own challenges and objectives. They see through old-school, high-pressure tactics in a heartbeat. NEPQ™ is *more* effective with intelligent buyers precisely because it respects their intelligence, engages them in a sophisticated dialogue, and empowers them to make their own well-informed decisions.
  + **"Stolen framework":** Occasionally, someone claims I "stole the entire framework... from Michael Oliver". Let's be clear: all knowledge in any field builds upon what came before. Innovators stand on the shoulders of giants. However, the specific NEPQ™ system – its unique structure, its detailed questioning sequences, its deep integration of neuro-emotional principles, and its proven effectiveness in generating multi-7-figure incomes for me as a commission-only rep across multiple industries – is the result of *my* extensive real-world testing, refinement, and synthesis over many years. The core focus should always be on whether a methodology *works* and delivers results, and the thousands of success stories from those I've trained speak volumes.
  + These misconceptions often arise from a surface-level understanding or improper application of NEPQ™. The power of this methodology lies in authentic empathy and genuine problem-solving, not in tactical trickery. If the intent isn't to help the prospect solve a real problem, then *any* technique can be twisted into manipulation. True NEPQ™ requires empathy and genuine curiosity; if these are faked, it will come across as inauthentic. The "confused tone," for example, is a tool to invite clarification, not to feign actual incompetence. Mastery requires practice until it becomes natural. Intelligent prospects are *more* likely to appreciate a structured, logical, yet empathetic approach that respects their time and intelligence, as opposed to simplistic or high-pressure tactics. They are more likely to engage with someone who helps them think critically about their own situation. Therefore, these criticisms often point to a gap between the *theory* of NEPQ™ and its *skillful, ethical application*.
* **The Realities of Implementation: It Takes Practice and a Shift in Mindset**
  + You can't just read my "NEPQ™ Black Book of Questions" or watch a few of my YouTube videos and expect to become a 7th Level seller overnight. As some rightly point out, "it's not a magic bullet. You still need to have a solid understanding of your product and your prospect's needs". And critically, "The key to all of it is role play and practice. Biggest mistake people make is “learning” something but not practicing it to a point of mastery".
  + This is why my training programs emphasize "onsite coaching and role playing for skill reinforcement". It requires dedicated, deliberate practice – role-playing different scenarios, getting feedback on your calls (especially your tonality), and constantly refining your approach.
  + More than just practicing techniques, it requires a fundamental *mindset shift* from "me-focused" selling (What can I sell them? How can I close this deal?) to "them-focused" problem-solving (What is their real problem? How can I help them achieve their goals?). That's often the hardest part for salespeople steeped in traditional methods.
  + The primary challenge in implementing my methodologies is not the complexity of the techniques themselves, but the deep-seated behavioral and mindset changes required to move from traditional, often self-focused selling habits to a genuinely prospect-centric, problem-solving approach. Most salespeople have been conditioned by "old model" thinking , which emphasizes pitching features, overcoming objections with rebuttals, and pushing for the close. These are ingrained habits. NEPQ™ requires a completely different set of behaviors: deep listening, asking probing questions instead of pitching, seeking to understand before seeking to be understood, and allowing the prospect to lead themselves to conclusions. This shift can feel unnatural or even counterintuitive at first for those used to being in "control" by talking and presenting. It requires relinquishing the old forms of control for a new, more powerful form based on guiding and facilitating. Mastering tonality , question sequencing , and the ability to genuinely empathize and be curious takes deliberate, consistent practice and self-correction. It's a skill development process. Therefore, the "practical challenge" is less about learning the steps and more about the discipline to unlearn old habits, embrace a new philosophy, and commit to the rigorous practice needed to make NEPQ™ an authentic and natural part of one's communication style.
* **Navigating the "Unsellable Generation"**
  + My book is titled "The New Model of Selling: Selling to an Unsellable Generation" for a reason. As highlighted, "Today's buyers are skeptical and don't trust us... armed with excessive amounts of information... more distrustful of so-called experts".
  + Buyers today are different. They have instant access to a universe of information online. They're bombarded with thousands of marketing messages daily. They're incredibly wary of being "sold." The old pushy, feature-dumping, hard-closing tactics? They see them coming a mile away and their defenses go sky-high.
  + This is precisely *why* NEPQ™ is so critically important now. It's designed for this modern buyer. It cuts through the noise and skepticism because it's not about pushing information or making unsubstantiated claims. It's about asking the right questions to help *them* sort through the information overload, make sense of it in the context of *their unique problems and goals*, and arrive at their own conclusions.
  + The "unsellable generation" is not truly unsellable; rather, they are resistant to outdated, salesperson-centric tactics and demand a more intelligent, respectful, and value-driven engagement, which NEPQ™ is uniquely designed to provide. Their "unsellability" is a reaction to sales approaches that are perceived as disingenuous, pressure-filled, or focused on the salesperson's agenda rather than their own. NEPQ™ counters this by respecting their intelligence, building trust through an empathetic, problem-focused approach , providing genuine value in the conversation itself, and empowering them by guiding them to their own conclusions, making them feel in control of the decision. Therefore, this generation is not "unsellable" when approached in a way that aligns with their desire for autonomy, transparency, and genuine problem-solving.

Understanding these challenges and misconceptions is the first step to overcoming them. Yes, it takes effort. Yes, it requires a new way of thinking. But the rewards – in terms of income, professional respect, and personal satisfaction – are more than worth it.

## Section 9: My Key Publications & Content Themes: Your Toolkit for Continued Mastery

If you're serious about transforming your sales results and truly mastering this new model of selling, you need the right tools and ongoing learning. I've dedicated my career to developing and sharing these resources because I know they work. This isn't just about a one-time training; it's about continuous improvement and refinement.

* **Core Training Programs (e.g., 7th Level Selling Academy, Inner Circle)**
  + I've built comprehensive training platforms like the 7th Level Selling Academy and more intensive programs like the Inner Circle because I know that mastery doesn't happen by accident. These programs offer everything from virtual, on-demand content that you can consume at your own pace, to live, high-impact events like the NEPQ Sales Mastery Summit , and even personalized, 1:1 work on your specific product or vertical scripting directly with me in programs like the Sales Structure Partnership or the Inner Circle.
  + The Inner Circle, for example, gives you advanced personalized script writing, live call review breakdowns with me, objection handling masterclasses, and deep tonality training. These are designed to give you the deep skills, direct feedback, and ongoing support you need to implement NEPQ™ at the highest level.
* **Essential Books (e.g., "The New Model of Selling," "NEPQ™ Black Book of Questions")**
  + **"The New Model of Selling: Selling to an Unsellable Generation"** (co-authored with Jerry Acuff) is your foundational text. This book lays out the entire philosophy, the psychology, and the framework for why this approach is not just effective but *essential* for selling to today's informed and skeptical buyers. It explains the problems with old models and details the 'why' behind NEPQ™.
  + The **"NEPQ™ Black Book of Questions"** is your tactical field guide. This isn't just a list of questions; it's a curated collection of over 273 expertly crafted, science-based questions designed for specific stages of the NEPQ™ process to bypass sales resistance, dissolve objections, and help prospects persuade themselves. This is the book that shows you *how* I generated multiple 7-figures a year in commission-only sales.
* **Key Content Channels (YouTube, Podcasts) and Recurring Themes**
  + I believe in making this knowledge accessible, which is why I put out a massive amount of valuable content through my **YouTube channel (@JeremyMiner)**, which has over 2,300 videos and hundreds of thousands of subscribers. You'll find masterclasses on objection prevention (not just handling), secrets to mastering tonality, cold calling scripts that actually work, door-to-door sales strategies, and deep dives into sales psychology.
  + My podcast, **"Next Level Podcast with Jeremy Miner"** (previously known as "Closers Are Losers"), is another key resource where I explore what it truly takes to achieve scalable success, not just in sales but in business and life. We talk mindset, habits, and strategies with elite entrepreneurs and high performers.
  + **Recurring themes** across all my content include: the critical importance of understanding human behavior, specific NEPQ™ questioning techniques for every situation, the power of tonality, how to prevent objections before they even arise, developing an elite mindset, and the consistent message of being a problem-finder and solution-provider.
* **Memorable "Miner-isms" and 7th Level Principles to Live By** Over the years, certain core principles have emerged that encapsulate the essence of what I teach. These aren't just catchy phrases; they are fundamental truths that should guide every sales interaction you have:
  + *"The single most effective way to sell anything to anyone... is to be a problem finder and a problem solver NOT a product pusher."* This is the absolute cornerstone.
  + *"Create a friction-free sales environment that works with human behavior to multiply your sales."* Stop fighting your prospects; learn to work *with* them.
  + *"NEPQ™: Prevent Objections, Bypass Sales Resistance, and Close More Deals."* This is the promise and the function of the methodology.
  + *"Traditional selling techniques (Old Model of Selling) rarely works."* A constant reminder to abandon outdated methods.
  + *"You're the expert — act like it. Not by pushing. Not by pitching. But by guiding the conversation..."* Embrace your role as a trusted advisor.
  + *"If you don't control your tonality, your prospect will control the sale."* Tonality is half the battle.
  + *"The sale is not made with a closing question... it's made when they felt so much internal tension or need that they felt like I have to change."* Focus on building that internal motivation.
  + *"What are the two biggest emotional drivers that causes human being to want to change? Pain and the fear of future pain."* Understand what truly motivates decisions.
  + These recurring "Miner-isms" and core principles function as cognitive anchors, constantly redirecting your focus towards the foundational elements of NEPQ™ and the "New Model of Selling." Learning a new, complex skill like 7th Level Selling involves not just acquiring new information but also unlearning old habits and ways of thinking. Memorable, concise principles act as easily recalled mental shortcuts, especially under the pressure of a live sales interaction. For example, repeatedly hearing "be a problem finder, not a product pusher" helps to counteract the ingrained tendency to prematurely pitch products. Emphasizing that "the sale is not made with a closing question" but with "internal tension" shifts the focus from aggressive closing tactics to the crucial earlier stages of problem and consequence development. These recurring themes, delivered with my characteristic intensity and repetition, are designed to penetrate deep into your operating system, gradually overwriting outdated "Old Model" programming with the more effective "New Model" principles. They serve as constant course-correctors, ensuring that your application of NEPQ™ stays true to its foundational psychological underpinnings.

Internalize these principles. Use these resources. Commit to the practice. When you truly get these concepts and integrate them into your DNA, your entire approach to selling will shift, and your results will inevitably follow.

## Section 10: Conclusion: Your Path to the 7th Level

So, there you have it. A deep dive into a sales philosophy and methodology that is revolutionizing how individuals and companies approach selling. We've covered the core principles: moving from a product pusher to a problem solver, understanding the profound difference between persuasion and manipulation, and recognizing that true influence comes from genuinely helping your prospects.

We've explored Neuro-Emotional Persuasion Questioning (NEPQ™) – not as a set of tricks, but as a science-based framework for communication that taps into the emotional drivers of human decision-making, allowing prospects to persuade *themselves*. This is about creating curiosity, building their certainty in their problem and your ability to help, and fostering an internal sense of urgency without resorting to outdated pressure tactics.

We've differentiated 7th Level Selling from the tired, traditional models that simply don't work with today's skeptical and informed buyer. This is about redefining your role – becoming a trusted advisor, an educator, and a facilitator of your prospect's journey to a better solution.

We've walked through the specific stages of the NEPQ™ process, from Connection to Presentation, and looked at practical examples of how to handle common sales challenges by asking the right questions with the right tonality, rather than resorting to ineffective rebuttals.

The impact is clear: thousands of salespeople, across virtually every industry, are achieving unprecedented results – doubling, tripling, even 10x-ing their incomes and becoming top performers by adopting this new model.

But let me be absolutely clear: this isn't a get-rich-quick scheme or a magic wand. It requires a commitment. A commitment to unlearn bad habits. A commitment to practice diligently. A commitment to shift your mindset from being salesperson-centric to being entirely prospect-centric. It demands that you genuinely care about solving your prospect's problems.

The resources are here for you – my books like "The New Model of Selling" and the "NEPQ™ Black Book of Questions," my YouTube channel, my podcast, and my comprehensive training programs. They provide the knowledge, the scripts, the frameworks, and the ongoing support.

The path to the 7th Level, to becoming an elite sales professional who not only earns an extraordinary income but also makes a genuine positive impact on their clients, is laid out before you. The question is no longer *if* it works, but whether *you* are willing to do the work to make it work for you.

Stop hoping and praying that something you say will magically trigger a sale. Start learning the science of influence. Start asking the questions that unlock your prospect's deepest needs and motivations. Start being the problem-solver they're desperately looking for.

The old model is broken. The new model is here. The choice to embrace it, to master it, and to reap the rewards, is yours. Now, go out there and make it happen.

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