

8-step call flow (print and keep by your phone)

- 1) Open with a label
- 2) Accusation audit the big negatives
- 3) Earn a genuine 'That's right'
- 4) Ask a no-oriented or calibrated question
- 5) Anchor with terms and value (not just price)
- 6) Run your Ackerman steps
- 7) Trade non-price levers to bridge the last gap
- 8) Summarize the agreement in their words

Notes
