



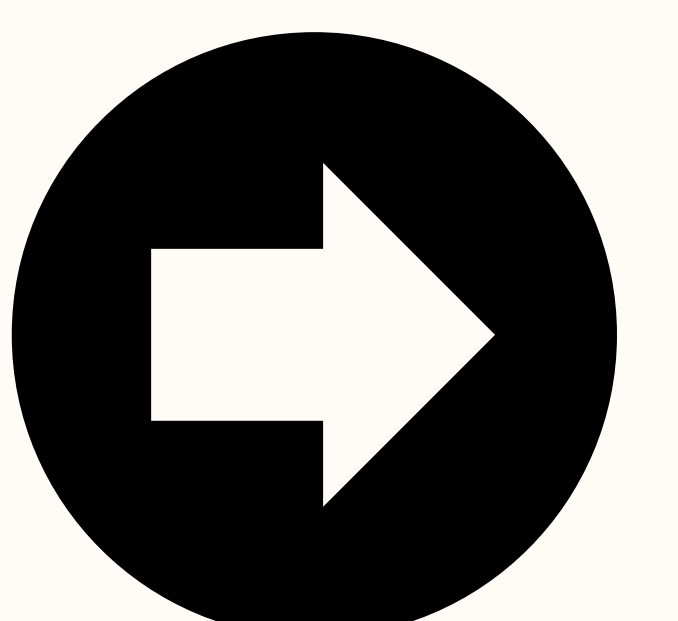
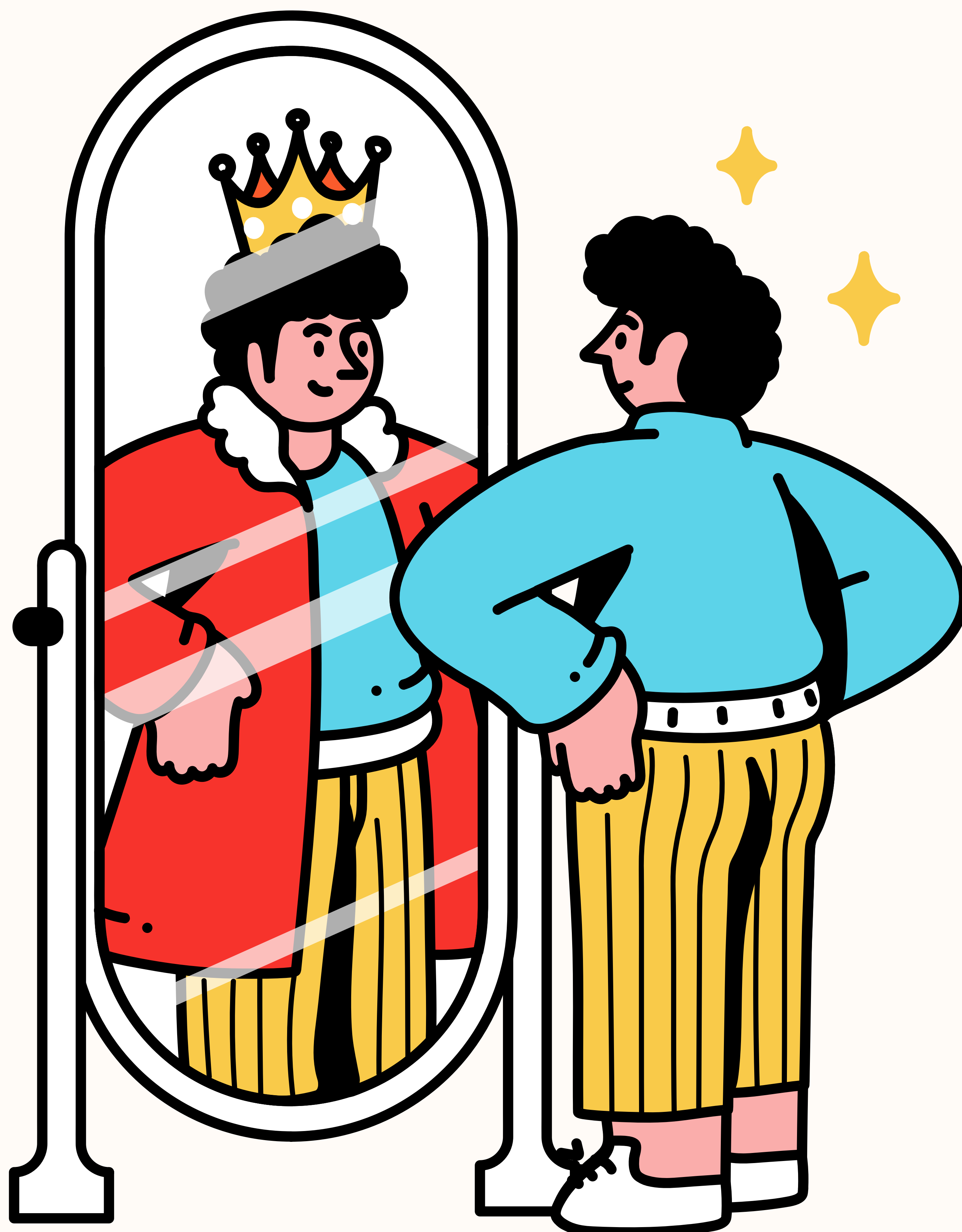
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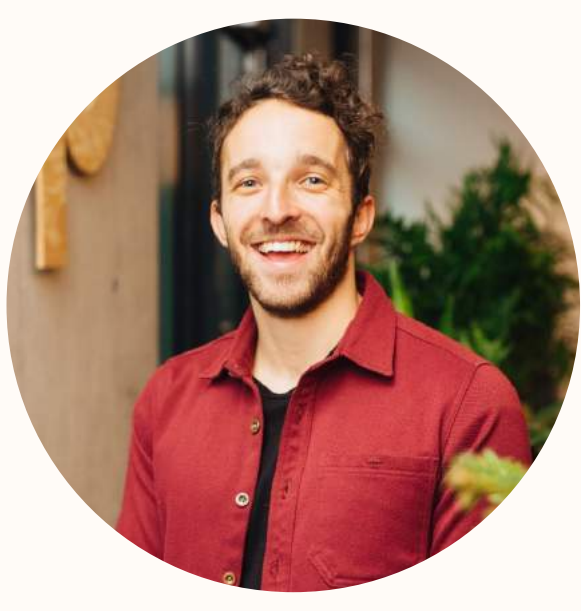
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HOW TO SELL CONFIDENTLY

6 WORDS I'VE USED 1,000 TIMES
TO SPEED UP DEALS

(AND 1.5X MY REVENUE IN 2023)





Those 6 words are:

"I want to match your urgency..."

(you're thinking, "WTF is he saying"?)

If that's the case, **check what's next.**

"I want to match your urgency..." helps you:

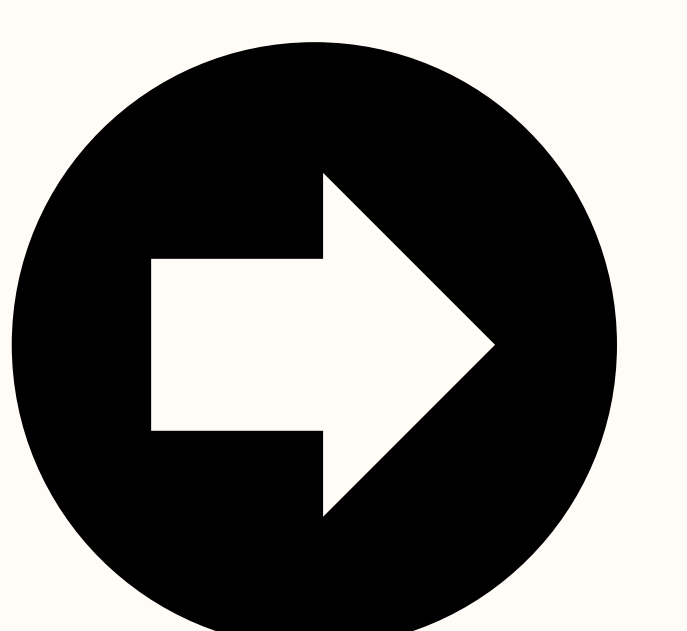
1- Align with prospects

2- Forecast

3- Getting un-ghosted by prospects

When do I usually ask?

Here are **3 examples** of "I want to match your urgency..." **so you can make \$.**





#1

DURING A FIRST CALL WITH YOUR PROSPECT

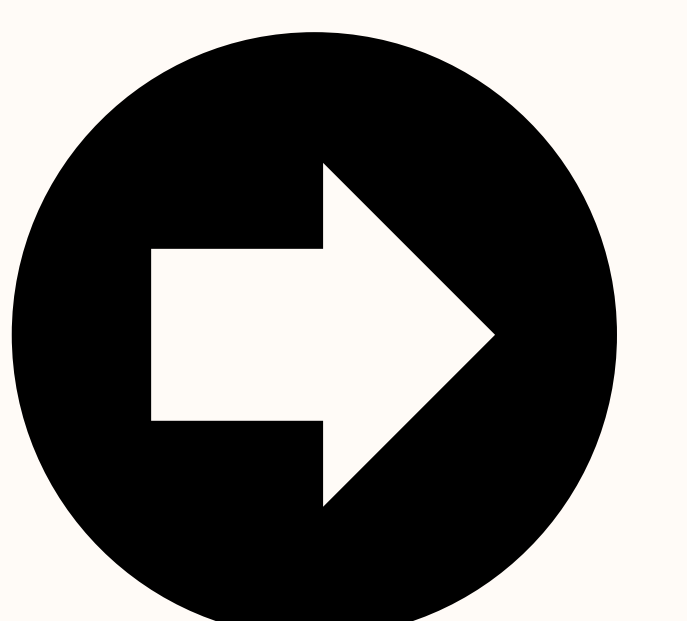
Most salespeople run confusing discovery calls with their prospects

They **don't follow the blueprint.**

A messy 1st call with a prospect **will disorient them.**

It will be **harder to have them move forward** with you+your service

Prospects **go away from what's complicated**



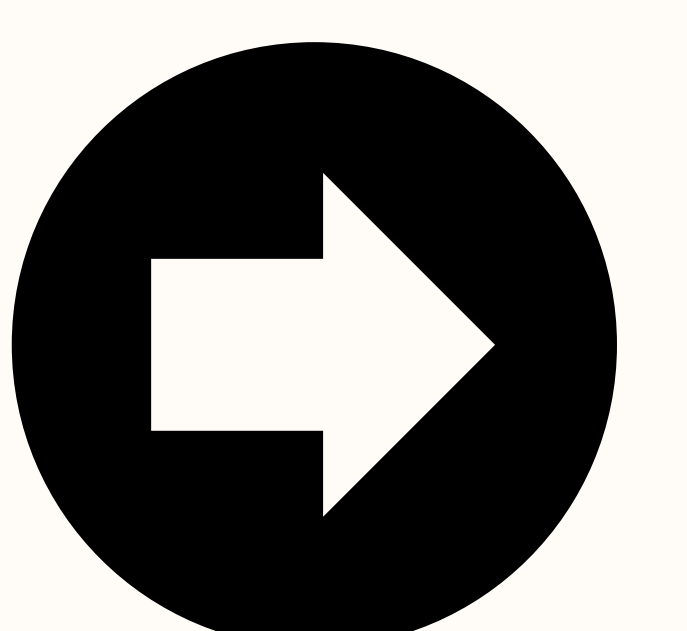


An initial discovery call is to:

- 1) **Understand** your prospects' needs
- 2) **Set expectations** effectively
- 3) **Qualify** your prospects

"I want to match your urgency..." will help you do the above (1/2/3) faster

- It **emphasizes your eagerness** to align with their urgency in finding solutions.
- It **expresses your willingness** to understand their timeline and needs.





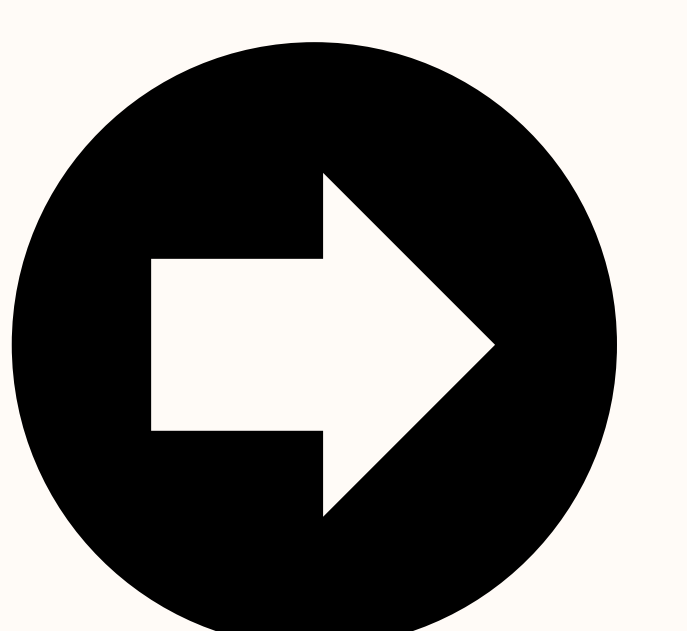
E.G.

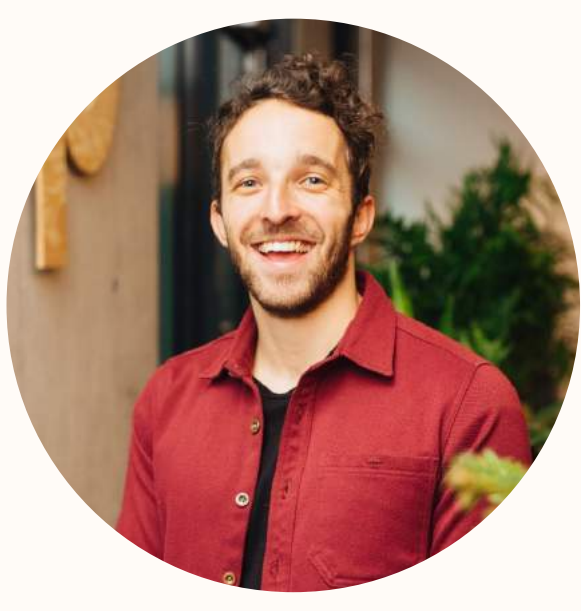
"We're having this conversation because of [Pain point 1] and [Pain point 2].

But I want to make sure you have what you need to make a decision.

I want to match your urgency -

How critical is this for [company]?"





#2

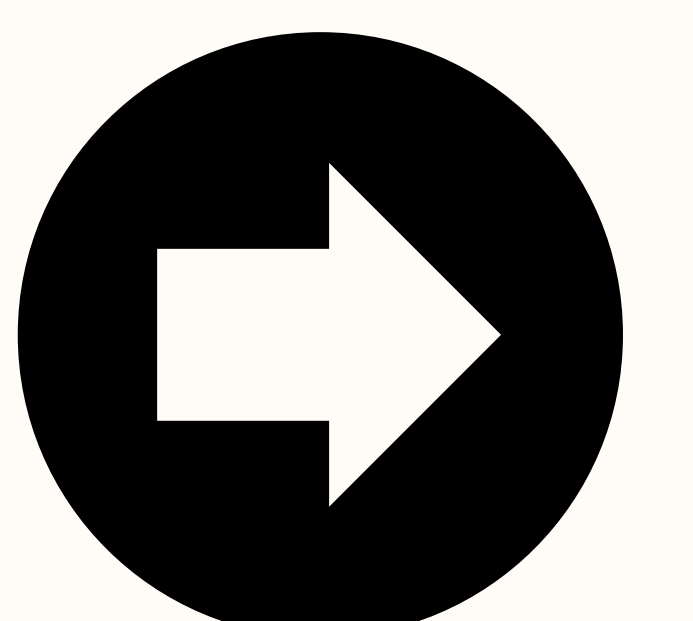
TO SET UP FOLLOW UP MEETINGS

Moving a **deal forward** could sometimes be **hard**

- Prospects are **not 100% sure of what they can/can't do** internally
- **Additional stakeholders** need to be involved
- **Pre-requisites** are necessary to onboard a new vendor

Show your prospect you **understand their pain(s) and their processes.**

You're here for them.





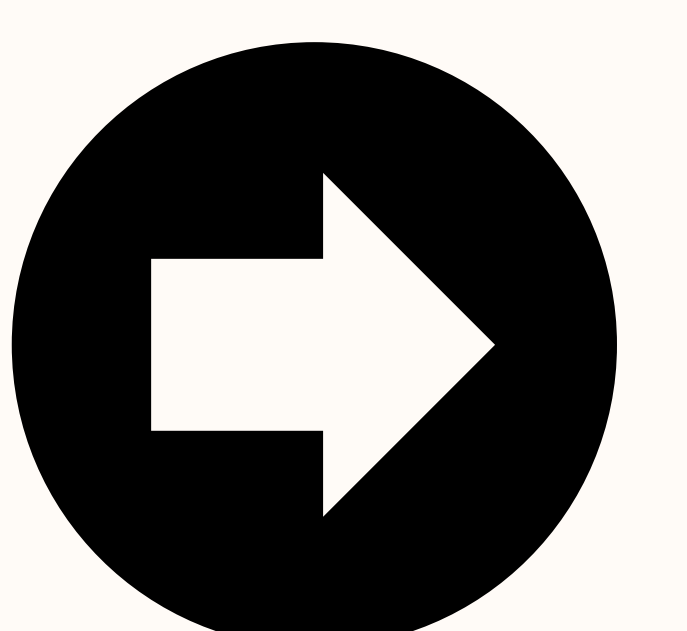
E.G.

"I want to match your urgency.

If we need to have this up and running by Feb 15,

next Wednesday is a great time to schedule a follow-up meeting with [Stakeholder 1] and [Stakeholder 2] to finalize [Topic].

That way nothing causes a delay. etc..."



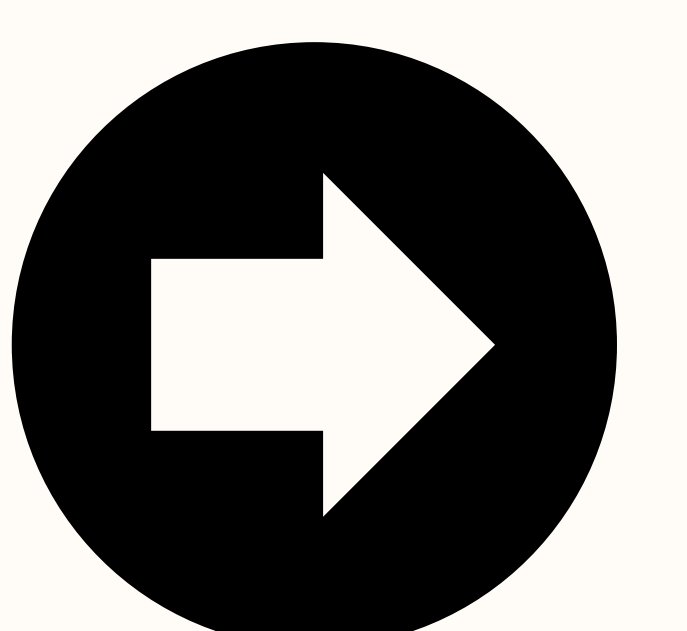


#3

BEFORE SENDING PRICING

Finalizing a deal with price and exact timeline could take ages if:

- **Too many stakeholders** are involved
- Stakeholders are **unaligned**
- The Salesperson **didn't qualify hard enough** and is unaware of the budget and timeline





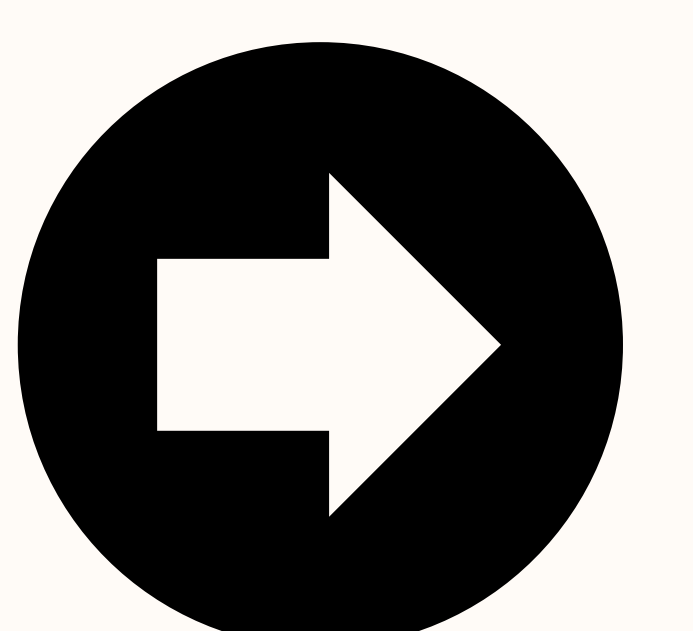
In a deal, **nobody wants to waste time.**

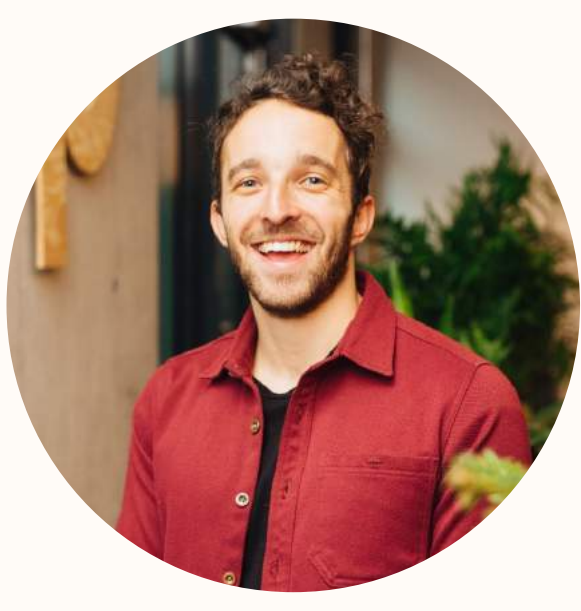
Asking for timeline details won't kill a deal.

You're not in your prospects' heads

Asking the right questions is 80% of your job (as a sales).

Demonstrate you're in control of the situation





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E.G.

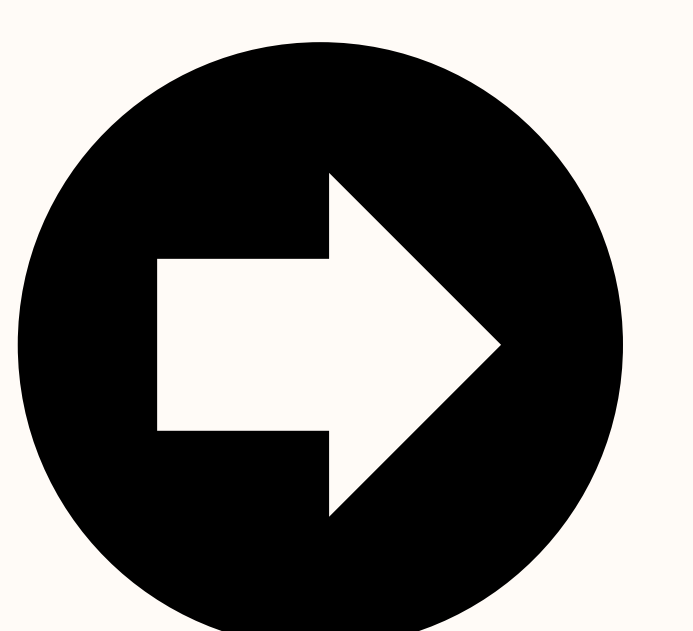
"Happy to share our pricing for [package].

Q1 is super intense for us.

To be specific, we'd need to understand if you're viewing this as something crucial to get in place by this quarter.

Or is it more of a Q2/Q3 thing?

I want to be sure we match your urgency."





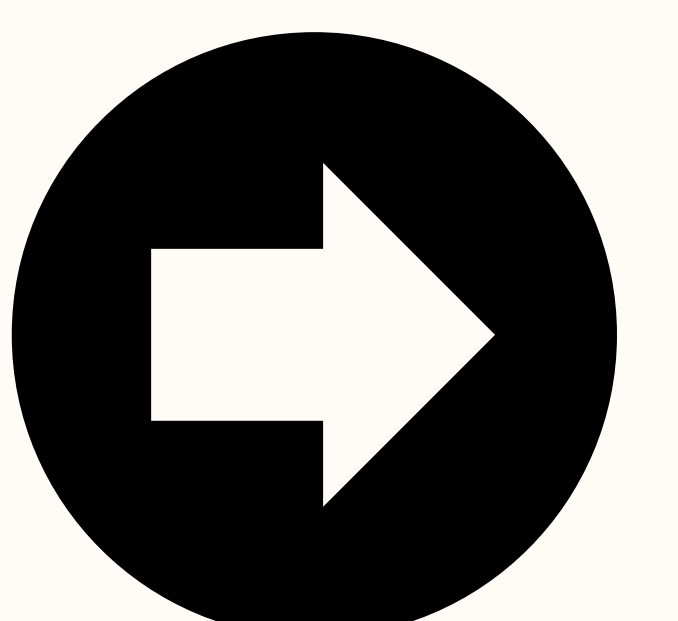
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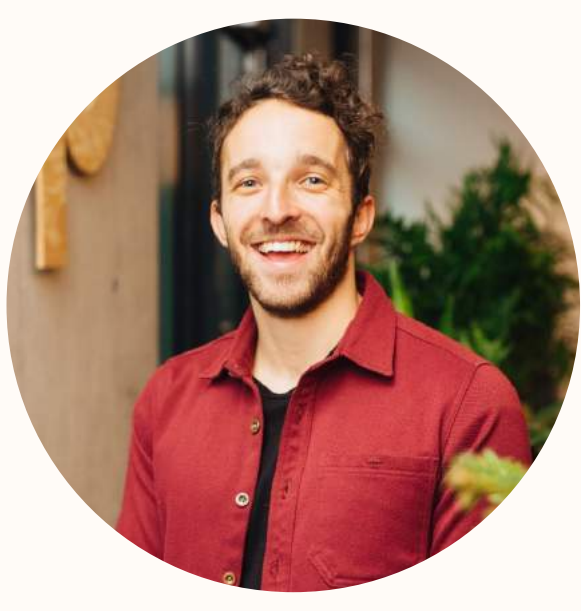
TL;DR

#1 During a first call with your prospect

#2 To set up follow-up meetings

#3 Before sending pricing

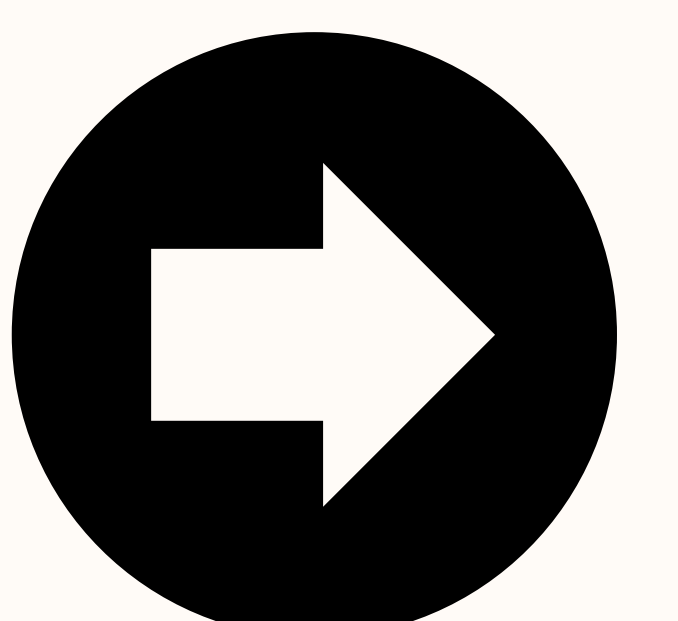




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**USE THESE 6 WORDS AND SPEED UP
DEALS LIKE NEVER**





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You  ?

