

MasterStream®: Essentials

Natural Selling Skills for Human Development Professionals



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...is the central activity of the human experience
 ...is at the heart of every relationship.
 ...is the purpose of every job.

All behavior is geared toward change and adaptation.

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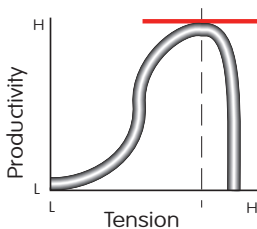
...is the ability to regulate, direct or influence the outcome of a process or event.
 ...is the goal of every change.

People always move in the direction of a better alternative.

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...is the level of physical, emotional and intellectual activity a person is experiencing at any given moment in time.
 ...is the critical ingredient which determines what changes will be made and when those changes will take place.

In the absence of tension, there is no productivity.



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... the level of tension at which someone will take immediate, definitive action.

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...the product must enhance control.

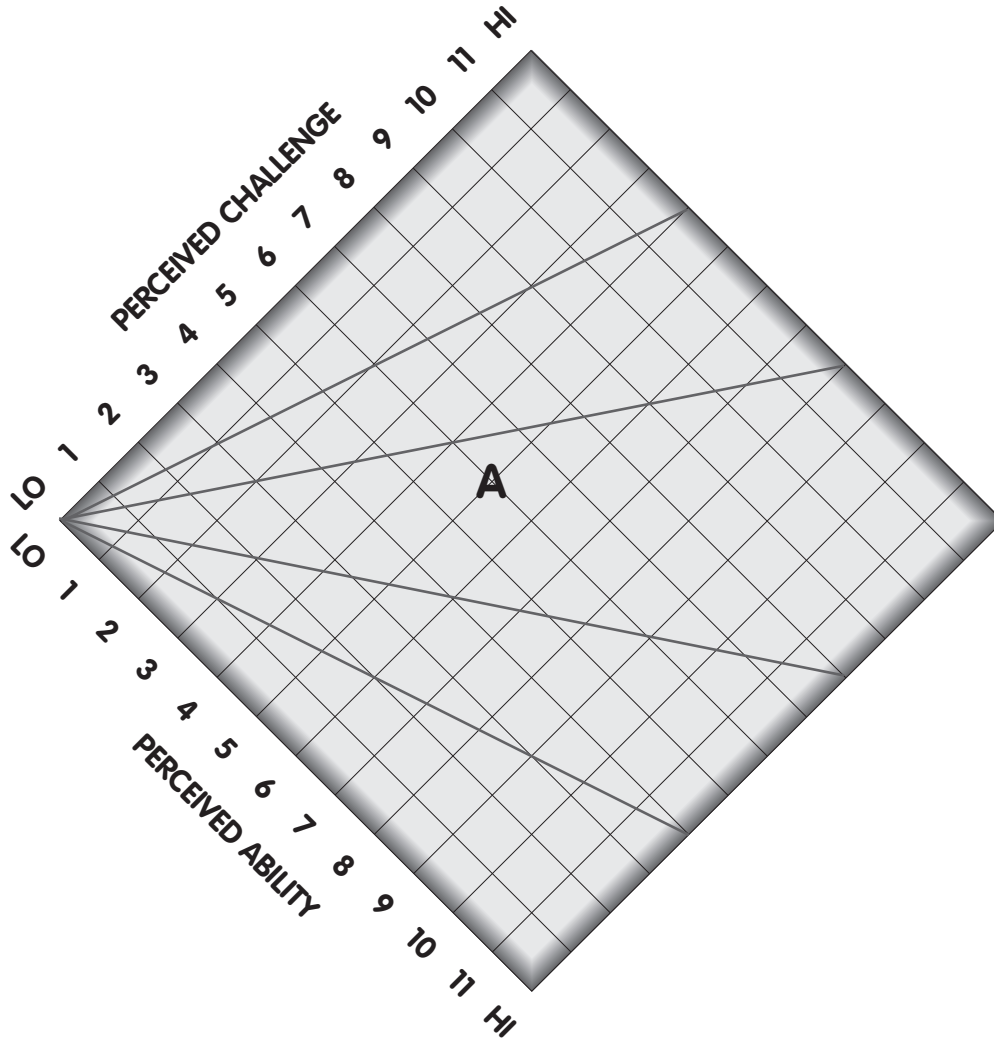
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...the resources must be available.

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...there must be a sense of urgency.

LOG	FEAS	TEN	?
Y	Y	Y	
N	Y	Y	
Y	N	Y	
N	N	Y	
Y	Y	N	



#	Activities	A	C
1			
2			
3			
4			
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8			
9			
10			

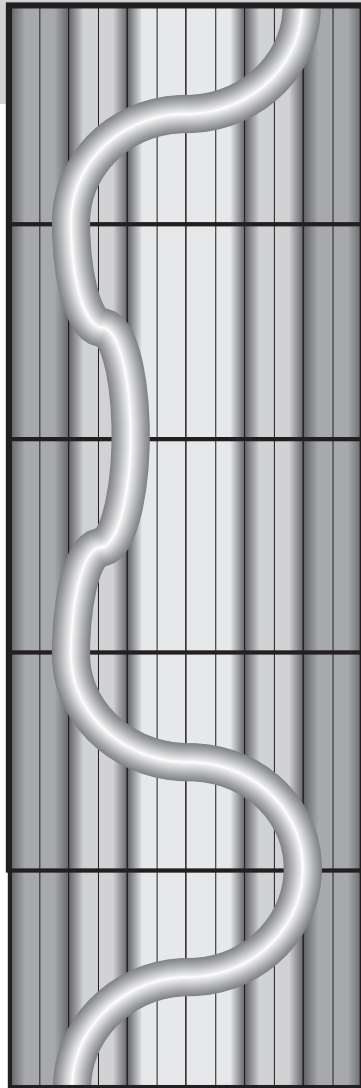
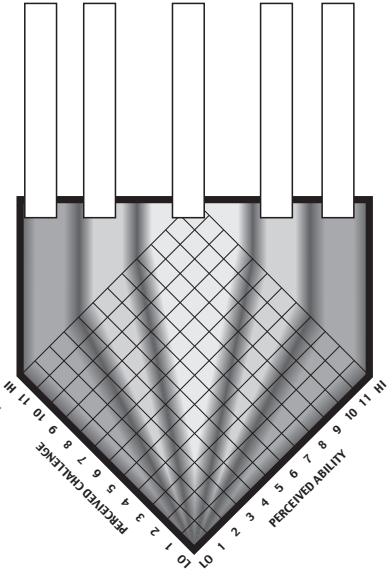
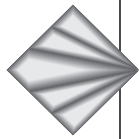
#	Activities	A	C
11			
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#	Activities	A	C
21			
22			
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30			

TensionLevel	Key Phrase	Key Words	Emotions	Decision Making Abilities	Level of Control
	<p>"I know I need to do something but I don't know what to do! Just tell me what to do and I will do it."</p>	Panic	Anger Grief Fear Shame	Reactive	Out of Control
	<p>"I know I need to do something. I know exactly what I'm going to do and I'm going to do it now!"</p>	Buy Change	Lust	Active	Seizing Control
	<p>"I know I need to do something. I just haven't decided what to do yet. So I'm looking at options."</p>	Shop Consider Evaluate	Pride Confidence	Proactive	In Control
	<p>"I know I need to do something. I just wish someone else would do it."</p>	Delegate "Toss"	Complacency Ambivalence	Passive	Assumed Control
	<p>"Do something? I don't need to do anything. Things are fine just the way they are."</p>	zzzzzz	Apathy	Inactive	Illusion of Control

MasterStream®

STRATEGIC FRAMEWORK



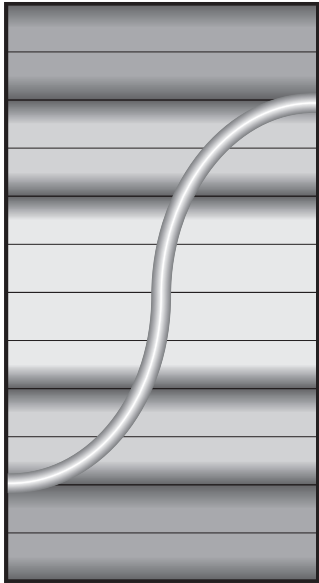
PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5

P H A S E

[NAME

[GOALS

[GENERAL GUIDELINES







General Guidelines

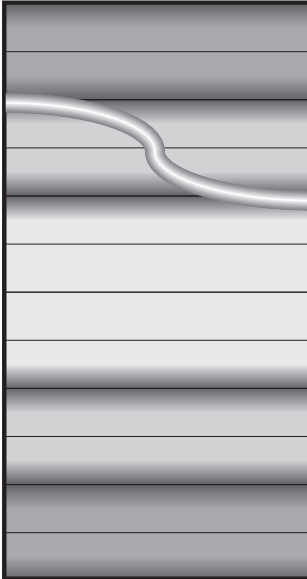
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Protocol

Step 1: Focus your line of questioning.
Step 2: Ask WHITE questions
Step 3: Ask GREEN questions.
Step 4: Ask BLACK questions.
Step 5: Ask RED questions.
Step 6: Restate problems as questions.
Step 7: Check for accuracy and completeness.
Step 8: Restate as a series of goals.
Step 9: Bridge to Phase 3.

Protocol in Practice

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General Guidelines

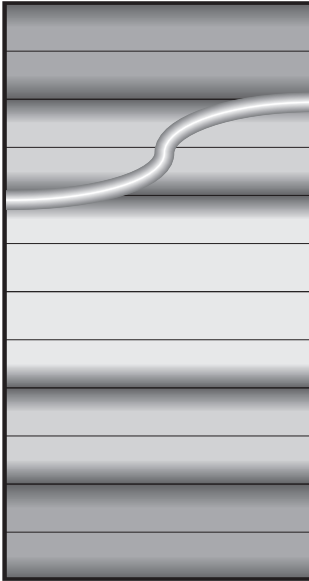
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Protocol

Step 1: Present your solution.
Step 2: Add specific features.
Step 3: Add specific benefits.
Step 4: Add specific advantage.
Step 5: Ask involving questions.
Step 6: Cycle back to step 2 as needed.
Step 7: Add primary advantage.
Step 8: Check for accuracy and completeness.
Step 9: Wait for confirmation.
Step 10: Disclose price.
Step 11: Bridge to Phase 4.

Protocol in Practice

Features	
Benefits	
Advantages	







General Guidelines

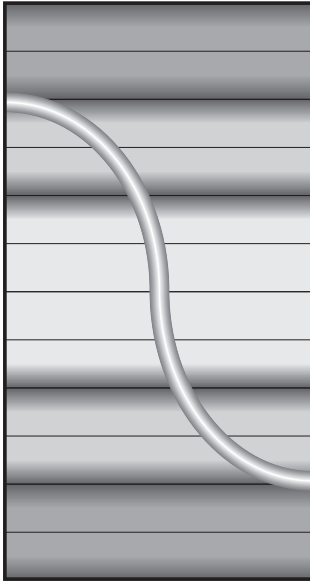
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Protocol

Step 1: Let your prospect summarize GREEN information.
Step 2: Let your prospect summarize BLACK information.
Step 3: Let your prospect summarize YELLOW information.
Step 4: Let your prospect summarize RED information.
Step 5: Check for accuracy and completeness.
Step 6: Close.
Step 7: Address objections.
Step 8: Bridge to Phase 5.

Protocol in Practice

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General Guidelines

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Protocol

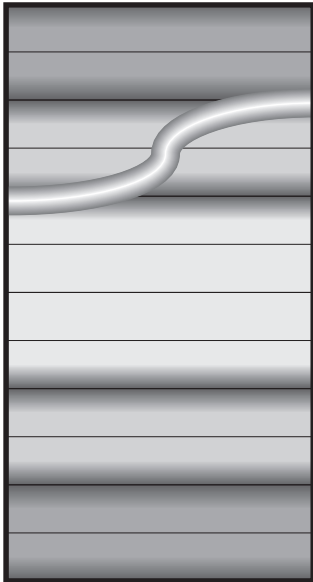
Step 1: Explain next step.
Step 2: Pledge your support.
Step 3: Convey additional info.
Step 3: Add future benefit.
Step 4: Ask for referrals.
Step 5: Thank your client for their business and exit.

Protocol in Practice

Set-Up

“Although I’m well paid for the work that I do, perhaps the greatest reward I receive is the confidence of my clients. By helping them reach their goals, they allow me the opportunity to help other people they care about reach their goals as well. With that in mind, I would certainly appreciate the names of 1 or 2 people you know who might benefit from having a discussion similar to the one we’ve just had?”

Four footprints are arranged vertically on the left side of the page. Each footprint is a simple line drawing of a foot with small circles above it representing toes.



General Guidelines

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Protocol

Step 1: Isolate the objection.
Step 2: Validate the objection.
Step 3: Restate the objection as a question.
Step 4: Answer the question.
Step 5: Add a benefit.
Step 6: Check for accuracy and completeness.
Step 7: Return to close.

Common Objections

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Protocol in Practice

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