| Winning the Buyer’s Mind-set Form | |
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| **Needs and wants**  Detail what the buyer needs and wants. |  |
| **Scaring them**  Detail what would make this fail (from what they do not want and need) |  |
| **The frightener**  Detail the fear from any psychic wound |  |
| **Teach them**  Using experience and industry knowledge, detail what needs to be avoided and what must be included. |  |
| **Bring this home**  Summarise what their ideal proposition should look like, ensuring this is tailored by your teaching. |  |
| **We are the answer**  Detail how we will meet their personal needs within our proposition. |  |
| **Personal Value Proposition**  Summarise your responses into a sentence or paragraph that will convince the buyer to select our proposition. |  |