

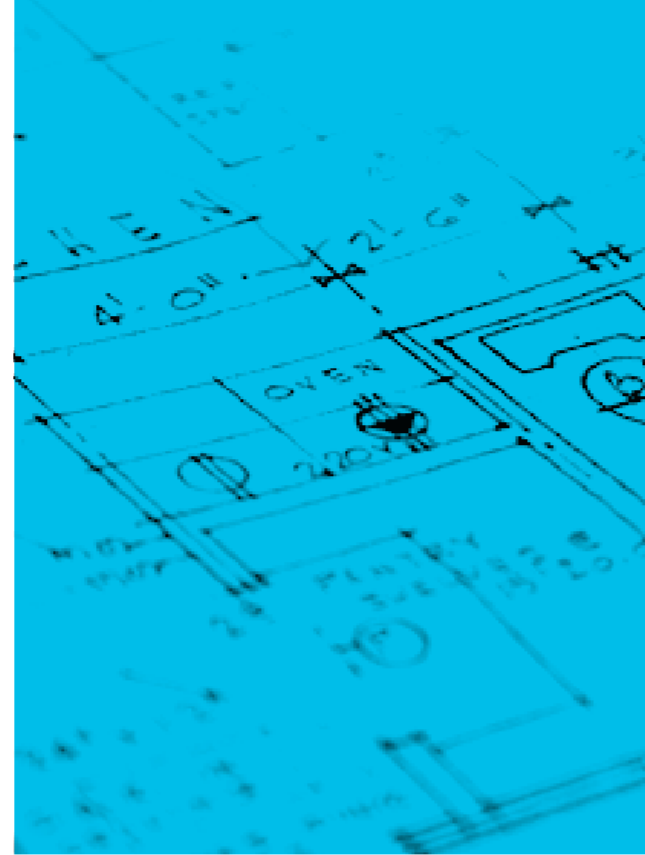
**STAGE 1  
UNAWARE**



**STAGE 2  
CONTEMPLATING**



**STAGE 3  
PLANNING**



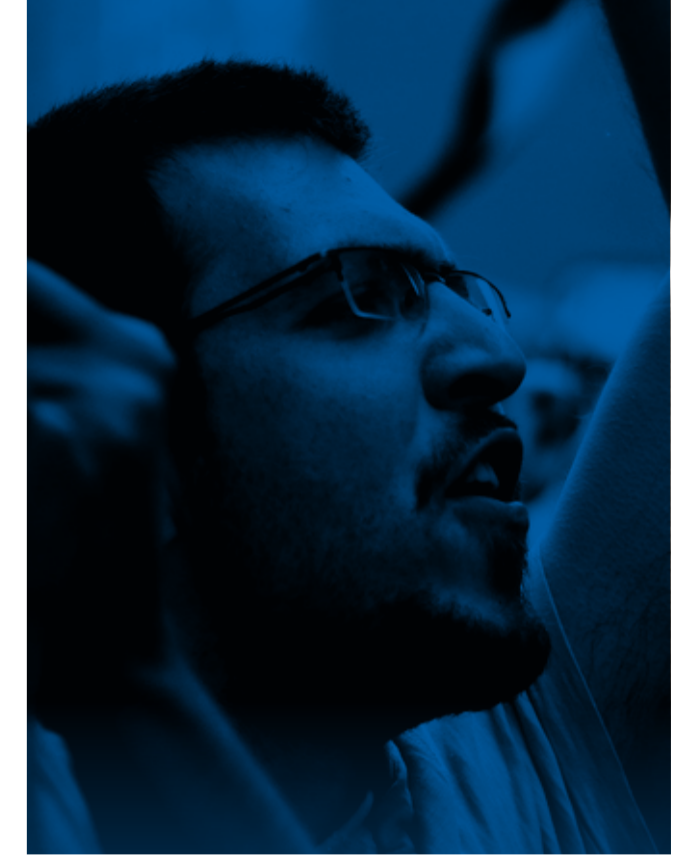
**STAGE 4  
ACTION**



**STAGE 5  
SOLD & SERVING**



**STAGE 6  
ADVOCACY**



**DEFINED**

- Unaware of the problem
- No intention of trying something new
- Not changing vendor, process, people

**SYMPTOMS**

- In denial
- Uninformed
- Content
- Defensive
- Demoralized
- Unaware
- Hopeless

**SOUNDS LIKE**

- “Don’t see any problems.”
- “Not interested.”
- “I have help.”
- “Happy”

**DEFINED**

- Aware that a problem exists.
- Contemplating a change.
- Admitting they need help.

**SYMPTOMS**

- Talks about past.
- Focuses on problem.
- Seeking information.
- Reevaluating current state of change.
- Assessing pros and cons.

- Stalled is possible.

- Making inquires.

**SOUNDS LIKE**

- “Hmmm...”
- “I feel stuck.”
- “Interesting.”

**DEFINED**

- Intends to take action in the near future (six months).
- Delving into specifics of need.

**SYMPTOMS**

- Have seen shift in the prospect.
- Talks about the future.
- Focus on selection.
- Intends to act. (Within six months) (most within 30 days).

- Setting goals.

- Developing a detailed plan.

**SOUNDS LIKE**

- “I’m interested.”
- “Not quite ready yet.”

**DEFINED**

- Exhibiting action, note - behavioral change has not happened.
- Delving into specifics of solution working with you.

**SYMPTOMS**

- Budget/assigned.
- Resources set.
- Active problem solving see change in thinking, emotion, awareness.

- Takes ownership of selection.

**SOUNDS LIKE**

- “Give me a proposal.”
- “Tell me what this would look like.”

**DEFINED**

- The deal is done.
- P.O. or cash has exchanged.

**SYMPTOMS**

- Approved a verbal proposal, signed a written contract, and payment received.
- Expectations outlined. Relying on you.

**SOUNDS LIKE**

- “Where do I sign?”
- “Here is the P.O.”

**DEFINED**

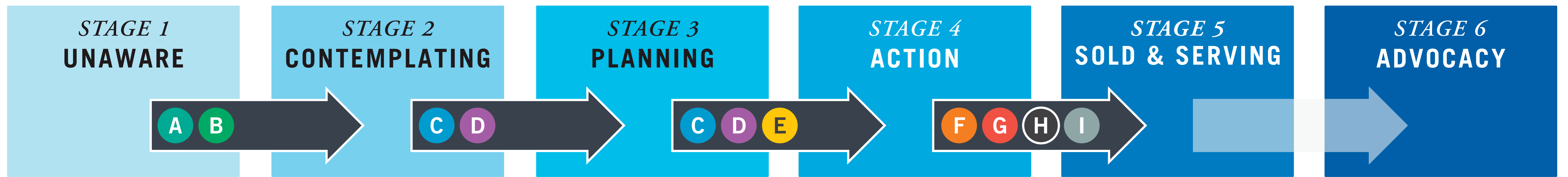
- The client thinks you consistently meet and surpass expectations.

**SYMPTOMS**

- Receive an unsolicited referral through a client.
- Repurchases exclusively from you.
- Only deals with you.

**SOUNDS LIKE**

- “\_\_\_\_\_ is my sole provider.”
- “I won’t work with anyone else.”
- “\_\_\_\_\_ is our ‘go to’.”



**A**

**CONSCIOUSNESS RAISING / INTERNAL ENLIGHTENMENT**

Goal:

1. Conscious: The goal is to make the unconscious, conscious
2. Knowledge: The goal is to increase the likelihood of a buyer making an intelligent choice

**B**

**INFLUENCE-SOCIAL LIBERATION / EXTERNAL FORCES**

Goal:

1. Provide an alternative to the external environment that allows the behavior to continue.
2. Alter the social, business or regulatory environment.

**C**

**EMOTIONAL AROUSAL**

Goal:

To trigger a depth of feeling that propels a person toward change.

**D**

**RATIONAL REEVALUATION / WHAT IF ENVISIONING**

Goal:

To help initiate a thoughtful assessment of the kind of person you might be once you have made a change.

**E**

**COMMITMENT / PRIVATE AND THEN PUBLIC**

Goal:

To find ways to help a person make a private then a better public commitment. One follows the other.

**F**

**HELPING RELATIONSHIPS**

Goal:

Enlisting the help of others to participate. This can also be self help, in groups or social support of change.

**G**

**POSITIVE SUBSTITUTION / COUNTERING**

Goal:

Help guide an agreement on a better next step than the path prescribed by the prospect.

**H**

**ENVIRONMENTAL CONTROL**

Goal:

Restructure the environment to reduce the probability of problem causing events.

**I**

**REWARD FOR POSITIVE BEHAVIOR**

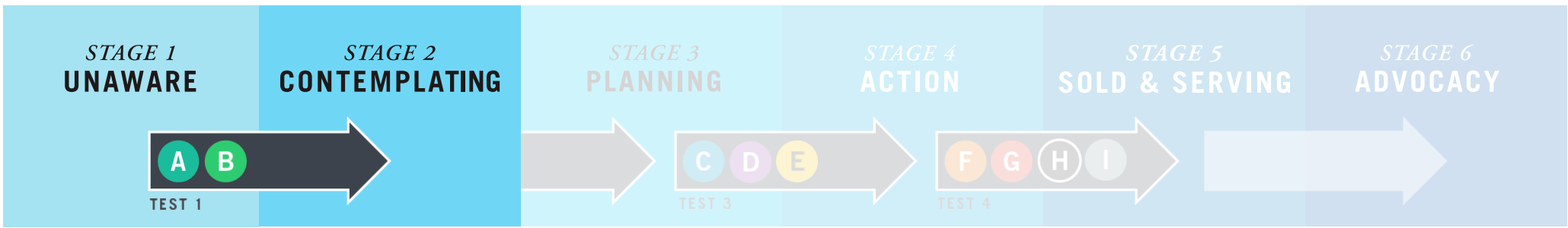
Goal:

To encourage change by making small rewards for incremental step toward the goal! Their goal not yours!

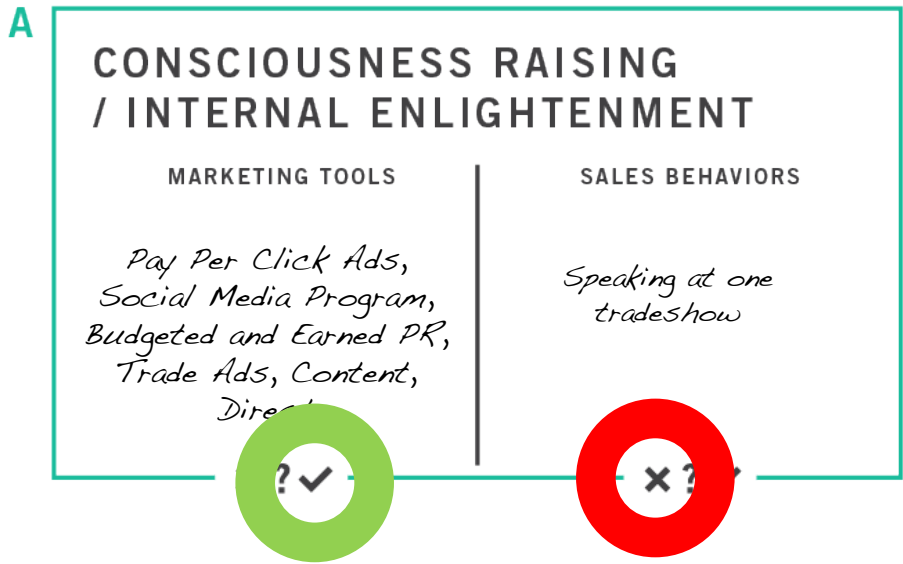


# TEST PROCESSES





# How to use the test!



Tools are ways marketers can help a conversion.

Behaviors are ways the salesforce can help a conversion.

- Goal:*
- 1. Conscious: The goal is to make the unconscious, conscious...aware.*
  - 2. To reveal how something I know matters to me.*
  - 3. Knowledge: The goal is to increase the likelihood of a buyer making an intelligent choice.*

Do not confuse the process with marketing tools or sales programs. It's ALWAYS about the idea NOT the tool

STAGE 1  
UNAWARE

STAGE 2  
CONTEMPLATING

STAGE 3  
PLANNING

STAGE 4  
ACTION

STAGE 5  
SOLD & SERVING

STAGE 6  
ADVOCACY

A B  
TEST 1

C D E  
TEST 3

F G H I  
TEST 4

A

## CONSCIOUSNESS RAISING / INTERNAL ENLIGHTENMENT

MARKETING TOOLS

SALES BEHAVIORS

x?✓

x?✓

B

## INFLUENCE-SOCIAL LIBERATION / EXTERNAL FORCES

MARKETING TOOLS

SALES BEHAVIORS

x?✓

x?✓

Goal:

1. *Conscious: The goal is to make the unconscious, conscious...aware.*
2. *To reveal HOW something I know about might matter to me.*
3. *Knowledge: The goal is to increase information and in turn impact the likelihood of intelligent choices.*

TEST  
1

Goal:

1. *Provide an alternative to the external environment that allows positive behavior to continue. Think, peer pressure.*
2. *Alter the social, business or regulatory environment.*

STAGE 1  
UNAWARE

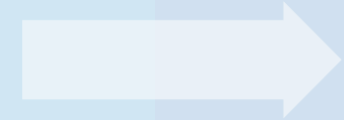
STAGE 2  
CONTEMPLATING

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STAGE 6  
ADVOCACY



C

### EMOTIONAL AROUSAL

MARKETING TOOLS

SALES BEHAVIORS

x?✓

x?✓

*Goal: To trigger a depth of feeling, of emotion, around ones problems and about solutions that propel a person toward change.*

TEST  
2

D

### RATIONAL REEVALUATION / WHAT IF ENVISIONING

MARKETING TOOLS

SALES BEHAVIORS

x?✓

x?✓

*Goal: To help a thoughtful, rational, assessment of the problems and solutions being presented.*





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UNAWARE

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PLANNING

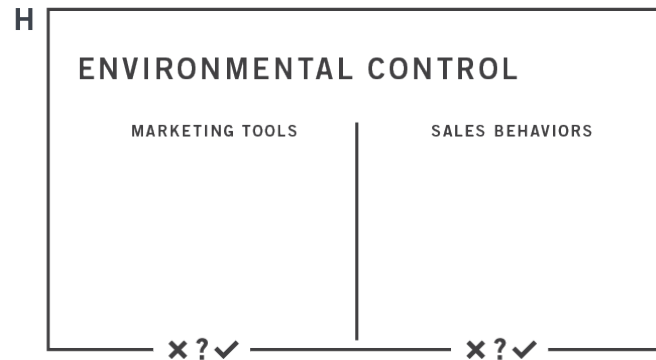
STAGE 4  
ACTION

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SOLD & SERVING

STAGE 6  
ADVOCACY



*Goal: Enlisting the help of others who care to participate. This can also be self help in groups or social support of change.*



*Goal: Restructure the physical environment to reduce the probability of problem causing influences. Think about this as helping people focus.*

TEST  
4



*Goal: Help guide an agreement on a better next step than the path prescribed by the prospect.*



*Goal: To encourage for changes made by making small rewards for incremental steps toward the goal! Their goal not yours!*