

# Sales Environment Learning Laboratory *S.E.L.L.<sup>TM</sup>*

# Conditional License Agreement

By using the materials contained in **The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training** Program, training manuals and associated materials, you accept the terms of this Agreement. If you do not agree to the terms of this Agreement, please promptly return materials to the site manager or Quantum Management immediately.

## Conditional License

The **The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training, Scientific Marketing™** the names, concepts, procedures, "choreography" and techniques are proprietary and the intellectual property of Douglas M. Yeaman, Quantum Management Systems. Douglas M. Yeaman and Quantum give you, the licensee, the right to use the associated materials and the prescribed procedures contained in this manual and training along with the attached documentation subject to the following conditions and restrictions:

You, the licensee, are continuously affiliated with the holder of the "site license" (in this case \_\_\_\_\_); You do not modify or change materially the processes learned and in strict accordance with the trained procedures and: (1) You agree not to train others or accommodate them to learn without participating in this training; (2) You agree not to let anyone study your use of the material or principles with the potential of exporting them to their own personal use; (3) You use for your exclusive benefit and do not distribute that benefit to others without written authorization; and (4) You agree to acknowledge Douglas M. Yeaman and Quantum as the proprietary source of your use of these materials, techniques and technologies.

## Proprietary Rights and Obligations

The information and material contained in the manual is owned by Douglas M. Yeaman and Quantum and is protected by United States copyright laws and international treaty provisions. The structure, organization and information contained in the Manuals is the property of Douglas M. Yeaman and Quantum. You will not make or have made, or permit to be made, any copies of the Manuals, forms and attached or unattached documentation, or any portions thereof except as specifically authorized by this Agreement. You shall agree not to train, modify, adapt, translate, reverse, disassemble or create derivative works based on the Manuals, materials, concepts or trainings. The Manual and materials contained in the package may not be photocopied or distributed to others—except as expressly provided in the body of the manual and as stated herein. Trademarks shall be used in accordance with accepted trademark practice, including identification of trademark owner's name.

You shall agree to use the manuals and attached materials for exclusive use in your own business, and if you terminate your affiliation with the site licensee this license will be terminated automatically and without notice. You shall further agree to not disclose the program to anyone other than parties to this agreement. In addition, you agree that any such use must conform to the provisions set forth in the attached manuals and associated materials.

## Assignment

You may not transfer the manual or accompanying materials.

## Term

The license is effective until terminated. Quantum and or Douglas M. Yeaman have the right to terminate your license immediately if you fail to comply with any terms of this Agreement. Upon any such termination you will destroy the original and any copies and related materials and cease all use of the trademarks and cease to conduct this program in any way.

## Entire Agreement

You acknowledge that you have read this agreement, understand it and that it is the complete and exclusive statement of your agreement with Douglas M. Yeaman and Quantum which supersedes any prior agreement, oral or written, and any other communications between Quantum its trainers, sales agents or affiliated others, and you relating to the subject matter of this agreement, and that your obligations under this agreement shall inure to the benefit of Douglas M. Yeaman and Quantum's licensees whose rights are licensed under this agreement. No variation of the terms of this agreement will be enforceable against Quantum unless Quantum gives its express consent in writing signed by an officer of Quantum and or Douglas M. Yeaman.

---

Printed Name

---

License Granted By

Date

---

Signed

Date

# Conditional License Agreement

By using the materials containing **The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training** Program, training manuals and associated materials, you accept the terms of this Agreement. If you do not agree to the terms of this Agreement, please promptly return materials to the site manager or Quantum Management immediately.

## Conditional License

The **The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training, Scientific Marketing™** the names, concepts, procedures, "choreography" and techniques are proprietary and the intellectual property of Douglas M. Yeaman, Quantum Management Systems. Douglas M. Yeaman and Quantum give you, the licensee, the right to use the associate materials and the prescribed procedures contained in this manual and training along with the attached documentation subject to the following conditions and restrictions:

You, the licensee, are continuously affiliated with the holder of the "site license" (in this case \_\_\_\_\_); You do not modify or change materially the processes learned and in strict accordance with the trained procedures and: (1) You agree not to train others or accommodate them to learn without participating in this training; (2) You agree not to let anyone study your use of the material or principles with the potential of exporting them to their own personal use; (3) You use for your exclusive benefit and do not distribute that benefit to others without written authorization; and (4) You agree to acknowledge Douglas M. Yeaman and Quantum as the proprietary source of your use of these materials, techniques and technologies.

## Proprietary Rights and Obligations

The information and material contained in the manual is owned by Douglas M. Yeaman and Quantum and is protected by United States copyright laws and international treaty provisions. The structure, organization and information contained in the Manuals is the property of Douglas M. Yeaman and Quantum. You will not make or have made, or permit to be made, any copies of the Manuals, forms and attached or unattached documentation, or any portions thereof except as specifically authorized by this Agreement. You shall agree not to train, modify, adapt, translate, reverse, disassemble or create derivative works based on the Manuals, materials, concepts or trainings. The Manual and materials contained in the package may not be photocopied or distributed to others—except as expressly provided in the body of the manual and as stated herein. Trademarks shall be used in accordance with accepted trademark practice, including identification of trademark owner's name.

You shall agree to use the manuals and attached materials for exclusive use in your own business, and if you terminate your affiliation with the site licensee this license will be terminated automatically and without notice. You shall further agree to not disclose the program to anyone other than parties to this agreement. In addition, you agree that any such use must conform to the provisions set forth in the attached manuals and associated materials.

## Assignment

You may not transfer the manual or accompanying materials.

## Term

The license is effective until terminated. Quantum and or Douglas M. Yeaman have the right to terminate your license immediately if you fail to comply with any terms of this Agreement. Upon any such termination you will destroy the original and any copies and related materials and cease all use of the trademarks and cease to conduct this program in any way.

## Entire Agreement

You acknowledge that you have read this agreement, understand it and that it is the complete and exclusive statement of your agreement with Douglas M. Yeaman and Quantum which supersedes any prior agreement, oral or written, and any other communications between Quantum its trainers, sales agents or affiliated others, and you relating to the subject matter of this agreement, and that your obligations under this agreement shall inure to the benefit of Douglas M. Yeaman and Quantum's licensees whose rights are licensed under this agreement. No variation of the terms of this agreement will be enforceable against Quantum unless Quantum gives its express consent in writing signed by an officer of Quantum and or Douglas M. Yeaman.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
License Granted By

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

# Foundation For The Training

**The Sales Environment Learning Laboratory™ or S.E.L.L.™ Training is designed to help you identify ways in which you will become more effective. The success of the program requires the following:**

- ☐ 1. Attendance to each and every module.
- ☐ 2. Attendance on time to each module. Returning on time from breaks.
- ☐ 3. A commitment to use the concepts and materials for the duration of the program.
- ☐ 4. Making commitments to specific action arising out of the material in each module, and following directions of the trainer when in the training room.
- ☐ 5. No telephone calls, interruptions or messages into the training room. No magazines, newspapers or other non-training materials read or displayed in the training room. This includes food, gum, drink cups, etc. (except as agreed to with the trainer in advance).
- ☐ 6. All cellular phones and/or portable paging systems are to be turned off or left outside the training room and participant agrees to no texting or checking cell phones while in the training. If a cell phone goes off during the training, the Training Manager will accept and hold all such units to be left outside the room.
- ☐ 7. Name tags to be worn at all times during the training modules, and at all times be clearly visible.
- ☐ 8. Remaining in the training room for the duration of each session. There will be frequent breaks.
- ☐ 9. Conversations during the sessions are limited to between trainers and participants only. Conversations between fellow participants are not permitted.
- ☐ 10. Time of the completed training is unscheduled. Do not make any plans immediately following the completion of the training.
- ☐ 11. The content of the training is a private and confidential matter between you and the group. All materials, forms, concepts and conversations shall be kept strictly confidential.
- ☐ 12. If a participant misses a significant part of any module, he or she, at the sole determination of the trainer, will need to take the entire training over.
- ☐ 13. When the size of the training permits, participants shall sit next to someone that he/she did not know or have a relationship with prior to the training. This includes family, friends and business associates.
- ☐ 14. Chairs are arranged and positioned in the training for a specific purpose. Participants shall not move any chairs during the training.

Signature\_\_\_\_\_Date\_\_\_\_\_

# The Power Of Commitment

...Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too.

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way.

I have learned a deep respect for one of Goethe's couplets:

***Whatever you can do, or dream you can, begin it.  
Boldness has genius, power and magic in it.***

-W. H. Murray

# ScoreCard

## A WORKLOAD ANALYSIS

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	

## B TIME ALLOCATION

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

## C TIME CONTROL

Yes	No
1.	
2.	
3.	

## D PRE-APPROACH PLANNING

Yes	No
1. A B C D E	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

## E PROSPECTING

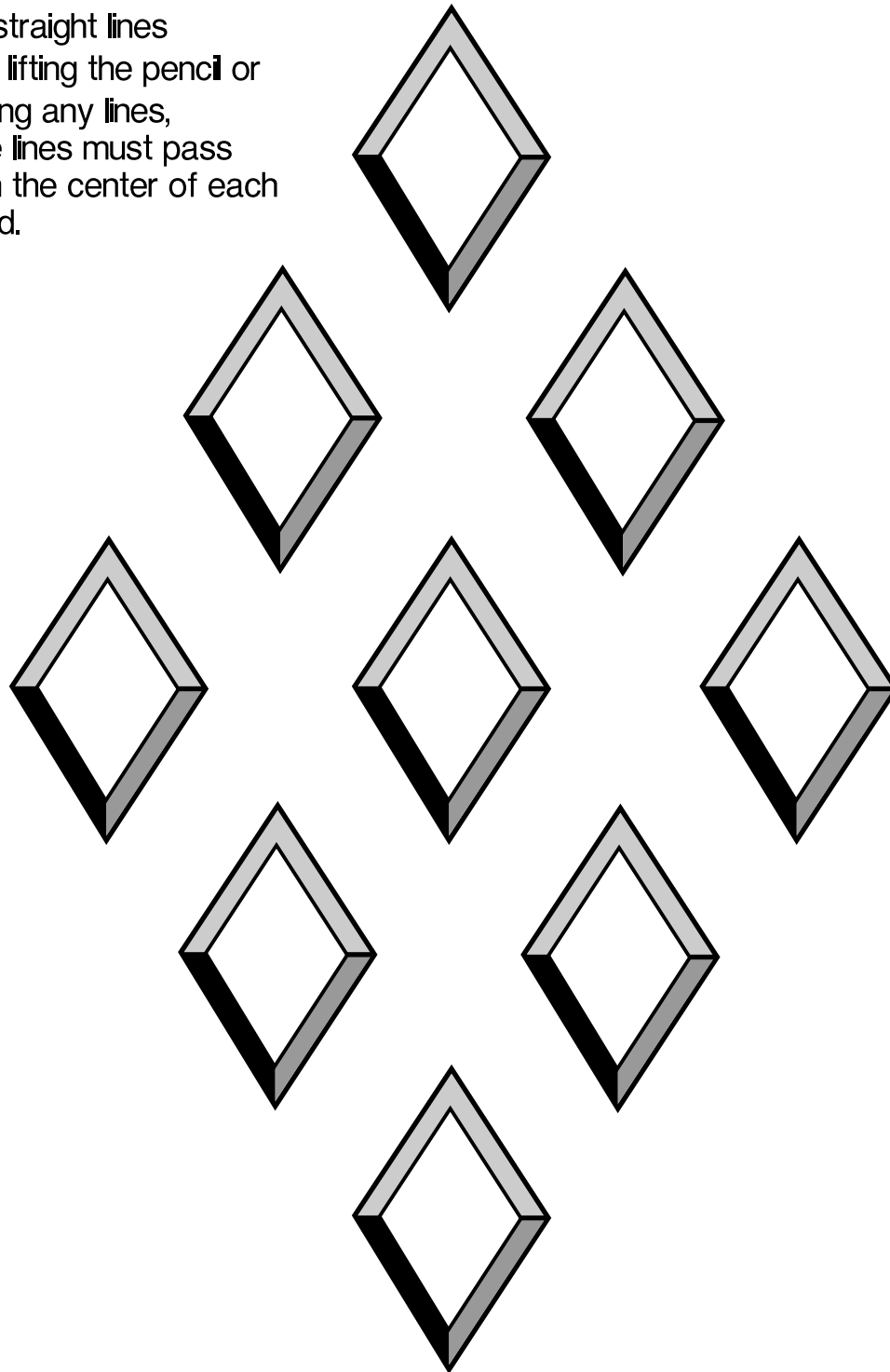
Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

## F PRESENTATION METHODS

Yes	No
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

# Constructs Of Reality

Connect the 9 diamonds  
with 4 straight lines  
without lifting the pencil or  
re-tracing any lines,  
and the lines must pass  
through the center of each  
diamond.



**When**  
**What Time**  
**Which Time**  
**How Soon**  
**Where**



# Lead Management Scripts

# LeadConnect365 Lead Survey

## SURVEY SCRIPT

Hello, this is \_\_\_\_\_(your name)\_\_\_\_\_ we are conducting an industry survey of businesses in your area to update our records. I could use your help answering a few short questions?

So (Company name) is your address still \_\_\_\_\_?

I have your website as \_\_\_\_\_ is that correct?

*(If not correct get correction.) (If no Website:)*

I don't have a Website for you, what is your Web address \_\_\_\_\_?

What primarily do you sell (is your service)?

Great, is this your only location?

*(If others how many and where)*

I have \_\_\_\_\_ as the person in charge of advertising, or decision maker for your Company is that still correct? (If no, "Who's name should I have as the person in charge, or decision maker in charge of advertising for your company?)

Thank You have been very helpful, and what was your name? \_\_\_\_\_(their name)\_\_\_\_\_  
thank you very much for your time.

*(Make note of their name when calling back you  
will be able to use there name)*

# LeadConnect365 Phone Drop-by

## EVENT INVITE CALLING DROP-BY SCRIPT

“Hello, my name is \_\_\_\_\_, with San Diego TV Station KSDY. I’m calling for \_\_\_\_\_ Lead/Prospect Name \_\_\_\_\_ as (he/she) has been chosen to attend an exclusive, Special Event being put on by the KSDY Television.” This is not a sales call.  
(Reach Client)

“Hello \_\_\_\_\_ I am calling to let you know you have been selected to to be invited to attend an exclusive Special Event put on by San Diego’s KSDY Television Station. It is limited to 25 to 40 people who are your peers. I would like to invite you to a: (description of the event i.e. (\_\_\_\_\_ luncheon/ Cocktail Party/Event\_\_\_\_\_ topic to be mentioned/explained)). KSDY feels this is a particularly timely topic as example: ( a lot is changing right now in the market), don’t you think?

*(This is to be a little clearer when Michelle and Bob button it down.*

### **Example:**

---

#### THE MISSION VALLEY EVENT IS:

A Luncheon, Tuesday, April 9, 2013 from 12:00 pm to 1:00 pm at the \_\_\_\_\_ Club  
OR  
A Cocktail Party, Wednesday April 10, 2013 at the \_\_\_\_\_ Club

---

#### THE NORTH COUNTY EVENT IS:

• A Luncheon, Thursday, April 11, 2013 at (to be determined.)

---

“This event is by Invitation Only and I wanted to find out WHEN WOULD BE A GOOD TIME for (Account Exec Name) to drop by and personally deliver to you an formal invitation to this Special Event? The event is by invitation only. He/she WILL BE IN YOUR AREA \_\_\_\_\_ DAY or \_\_\_\_\_ DAY WHICH WOULD BE BETTER FOR YOU?

IS MORNING AT (10:00) OR AFTERNOON AT (2:00) A BETTER TIME?  
(STAY WITH THEM TILL YOU HAVE A SPECIFIC DAY DATE AND TIME)

*(If they say just drop off, mail etc.)*

“I’m sorry but there are only a limited number of invitations and it will only take 2 minutes for him/her to introduce themselves and deliver it to you personally so WHAT DAY IS BETTER \_\_\_\_\_ DAY OR \_\_\_\_\_ DAY.

(STAY WITH UNITL YOU HAVE A DAY DATE & TIME)

Great! I look forward to seeing you \_\_\_\_\_ day at \_\_\_\_\_ o’clock. You can count on me to be there at this time, can I could on you?  
It is going to be a very informative event and I look forward to having you there.

# Meet, Introduce and Invite

## MEET, INTRODUCE AND INVITE SCRIPT

Hello I am \_\_\_\_\_ with San Diego Television KSDY, (contact name) great to meet you.

*(what is this about etc)?*

My assistant called and said it was ok to drop by and meet you and see if you would like to accept our invitation to: \_\_\_\_\_ Event Name and Thumbnail Description \_\_\_\_\_.

(Get to know them and their business. Remind them this is NOT a sales call. Learn as much about them as you can...don't waste their time.)

I wanted to simply drop by a "Media Packet" and a flyer about the event for you to review and introduce myself and meet you personally.

The event is strictly limited in size and by invitation only. So....do you think this is something you would be interested in?

*If answer is yes:*

Great, I will need to get you a formal invitation. You may bring a guest or two; do you think you will want to do that? Ok,  
I will be in back your area \_\_\_\_\_ day and \_\_\_\_\_ day. I promise it will only take a couple of minutes to say Hi and give you the invitation(s) Each person will need one. So which day would be better for you? \_\_\_\_\_

Is morning or afternoon generally a better time for you? \_\_\_\_\_

Great! I will be there between (10-11 o'clock), (1-2, between 3 and 4 what ever you have according to your schedule)

Thank you very much \_\_\_\_\_ (client) I look forward to seeing you \_\_\_\_\_ day between \_\_\_\_\_. See you then, goodbye.

- 1. Time Management**
- 2. Making Appointments**
- 3. Shaping Your Language**
- 4. Recognizing Buyers**
- 5. Establishing Committed  
Business Relationships**
- 6. Working Coherently**
- 7. Establishing a Buyer's  
Needs through Probing**
- 8. Closing as a Process - Not  
an Event**

# Pathfinding - Implementation - Results

Visions		Relevant Steps	Commitments	Date	Results
A. Personal	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
B. Business	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
C. Family/Relationships	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				
D. Health/Recreation	1		<input type="checkbox"/>	<input type="checkbox"/>	
	2				
	3				
	4				

Pathfinding - Implementation - Results				Date
Visions	Relevant Steps	Commitments	Results	
A. Personal	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
B. Business	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
C. Family/Relationships	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
D. Health/Recreation	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			

# Task Analysis

<b>Productive</b>	<b>Indirectly Productive</b>	<b>Non-Productive</b>
<ol style="list-style-type: none"> <li>1. Meeting with Clients</li> <li>2. Probing Appointments</li> <li>4. Presenting Proposals</li> <li>5. Negotiations</li> <li>6. Writing Contracts</li> <li>7. Drive Time to Clients but only When They Show Up</li> </ol>	<ol style="list-style-type: none"> <li>1. Jelly Bean Jar Calls</li> <li>2. Cold Canvassing</li> <li>3. Drop By Appt.</li> <li>4. Research for Specific Appt.</li> <li>5. Preparing Materials for Specific Appt.</li> <li>6. Networking Appt's 1 Appt/=Hr.</li> <li>7. Follow-Up Appts.</li> <li>8. Asking for Referrals</li> <li>9. Invitations to Special Event Nights</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales Meetings</li> <li>2. Planning</li> <li>3. Putting Proposals Together</li> <li>4. Training Meetings</li> <li>5. Quantum Trainings</li> <li>6. Action Monday &amp; Coaching</li> <li>7. Organizing Desk/Week</li> <li>8. Creating Campaign</li> <li>9. Ad Copy</li> <li>10. Checking Availability</li> <li>11. Production of Campaign</li> <li>12. Dealing w/Accounting, Credit</li> </ol>



TIP™

Analysis

Name				
From	To			
	T	I	P	
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
		I=	P=	N= (N=T -[I+P])
	100%	I= %	P= %	N= %
	100%	33%	33%	33%

# Weekly Schedule

## WEEKLY SCHEDULE

AGENT NAME: \_\_\_\_\_

WEEK BEGINS: \_\_\_\_\_

OFFICE: \_\_\_\_\_

### SUMMARY OF LAST WEEK:

# of Calls \_\_\_\_\_ #Leads \_\_\_\_\_ #Drop by \_\_\_\_\_ #Probes \_\_\_\_\_ #Prop. Prsntd \_\_\_\_\_ #Open Orders \_\_\_\_\_ # Contracts Signed \_\_\_\_\_

**TIP ANALYSIS:** #T \_\_\_\_\_ %P \_\_\_\_\_ %I \_\_\_\_\_ %N \_\_\_\_\_ Avg. Hrs. Day \_\_\_\_\_ Avg. N hrs Day \_\_\_\_\_

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							

	Client/Phone	Type	Day	Time	Next Step	Day	Time	Next Step
1								
2								
3								
4								
5								
6								
7								
8								

	Scheduled Invitation Events	Date	Time
1			
2			
3			



**QUANTUM  
MANAGEMENT  
SYSTEMS**

©1999 QUANTUM MANAGEMENT SYSTEMS, INC.

All Rights Reserved

JTM43-11 Weekly Schedule.pmd

Rev. 10/30/02  
JTM43-11

Commitments today	Goal This Month	Long Term
Deductible Expenses	Amount	
	\$	To Date
	\$	Mo.
	\$	Yr.

7:30	
7:45	
8:00	
8:15	
8:30	
8:45	
9:00	
9:15	
9:30	
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15	
11:30	
11:45	
12:00	
12:15	
12:30	
12:45	
1:00	
1:15	
1:30	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45	
6:00	
6:15	
6:30	
6:45	
7:00	
7:15	
7:30	
7:45	
8:00	
8:15	
8:30	
8:45	
9:00	
9:15	
9:30	
9:45	
10:00	

[illegible][illegible]

P=            hrs.  
I=            hrs  
N=            hrs.

$P =$  hrs.  
 $I =$  hrs  
 $N =$  hrs.

# Committing Communication™

# Conditional License Agreement

By using the materials containing **Committing Communication™ also known as Probing™** Program training manuals and associated materials, you accept the terms of this Agreement. If you do not agree to the terms of this Agreement, please promptly return materials to the site manager or Quantum Management immediately.

## Conditional License

The **Committing Communication™ also known as Probing™** Name, concepts, procedures, "choreography" and techniques are proprietary and the intellectual property of Douglas M. Yeaman, Quantum Management Systems. Douglas M. Yeaman and Quantum give you, the licensee, the right to use the trade name "**Committing Communication™ also known as Probing™**", the prescribed procedures contained in this manual along with the attached documentation subject to the following conditions and restrictions:

You, the licensee, are continuously affiliated with the holder of the "site license" (in this case \_\_\_\_\_); You conduct all **Committing Communication™ also known as Probing™** in strict accordance with the following procedures: (1) You spend a minimum of 45 minutes with the candidate; (2) You strictly adhere to the structure covered in the technology; (4) You do not attempt in an automobile or on the phone (5) That you get the candidates permission; and (6) You actively use the grid for taking notes; (7) You agree not to let anyone study your use of them with the potential of exporting them to their own personal use; and (8) You agree to acknowledge Douglas M. Yeaman and Quantum as the proprietary source of your use of these materials, techniques and technologies.

## Proprietary Rights and Obligations

The information and material contained in the manual is owned by Douglas M. Yeaman and Quantum and is protected by United States copyright laws and international treaty provisions. The structure, organization and information contained in the Manuals is the property of Douglas M. Yeaman and Quantum. You will not make or have made, or permit to be made, any copies of the Manuals, forms and attached or unattached documentation, or any portions thereof except as specifically authorized by this Agreement. You shall agree not to train, modify, adapt, translate, reverse, disassemble or create derivative works based on the Manuals, materials, concepts or trainings. The Manual and materials contained in the package may not be photocopied or distributed to others—except as expressly provided in the body of the manual and as stated herein. Trademarks shall be used in accordance with accepted trademark practice, including identification of trademark owner's name.

You shall agree to use the manuals and attached materials for exclusive use in your own business, and if you terminate your affiliation with the site licensee this license will be terminated automatically and without notice. You shall further agree to not disclose the program to anyone other than parties to this agreement. In addition, you agree that any such use must conform to the provisions set forth in the attached manuals and associated materials.

## Assignment

You may not transfer the manual or accompanying materials.

## Term

The license is effective until terminated. Quantum and or Douglas M. Yeaman have the right to terminate your license immediately if you fail to comply with any terms of this Agreement. Upon any such termination you will destroy the original and any copies and related materials and cease all use of the trademarks and cease to conduct this program in any way.

## Entire Agreement

You acknowledge that you have read this agreement, understand it and that it is the complete and exclusive statement of your agreement with Douglas M. Yeaman and Quantum which supersedes any prior agreement, oral or written, and any other communications between Quantum its trainers, sales agents or affiliated others, and you relating to the subject matter of this agreement, and that your obligations under this agreement shall inure to the benefit of Douglas M. Yeaman and Quantum's licensees whose rights are licensed under this agreement. No variation of the terms of this agreement will be enforceable against Quantum unless Quantum gives its express consent in writing signed by an officer of Quantum and or Douglas M. Yeaman.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
License Granted By      Date

\_\_\_\_\_  
Signed      Date

# Conditional License Agreement

By using the materials containing **Committing Communication™ also known as Probing™** Program training manuals and associated materials, you accept the terms of this Agreement. If you do not agree to the terms of this Agreement, please promptly return materials to the site manager or Quantum Management immediately.

## Conditional License

The **Committing Communication™ also known as Probing™** Name, concepts, procedures, "choreography" and techniques are proprietary and the intellectual property of Douglas M. Yeaman, Quantum Management Systems. Douglas M. Yeaman and Quantum give you, the licensee, the right to use the trade name "**Committing Communication™ also known as Probing™**", the prescribed procedures contained in this manual along with the attached documentation subject to the following conditions and restrictions:

You, the licensee, are continuously affiliated with the holder of the "site license" (in this case \_\_\_\_\_); You conduct all **Committing Communication™ also known as Probing™** in strict accordance with the following procedures: (1) You spend a minimum of 45 minutes with the candidate; (2) You strictly adhere to the structure covered in the technology; (4) You do not attempt in an automobile or on the phone; (3) That you get the candidates permission; and (6) You actively use the grid for taking notes; (7) You agree not to let anyone study your use of them with the potential of exporting them to their own personal use; and (8) You agree to acknowledge Douglas M. Yeaman and Quantum as the proprietary source of your use of these materials, techniques, and technologies.

## Proprietary Rights and Obligations

The information and material contained in the manual is owned by Douglas M. Yeaman and Quantum and is protected by United States copyright laws and international treaty provisions. The structure, organization and information contained in the Manuals is the property of Douglas M. Yeaman and Quantum. You will not make or have made, or permit to be made, any copies of the Manuals, forms and attached or unattached documentation, or any portions thereof except as specifically authorized by this Agreement. You shall agree not to train, modify, adapt, translate, reverse, disassemble or create derivative works based on the Manuals, materials, concepts or trainings. The manual and materials contained in the package may not be photocopied or distributed to others—except as expressly provided in the body of the manual and as stated herein. Trademarks shall be used in accordance with accepted trademark practice, including identification of trademark owner's name.

You shall agree to use the manuals and attached materials for exclusive use in your own business, and if you terminate your affiliation with the site licensee this license will be terminated automatically and without notice. You shall further agree to not disclose the program to anyone other than parties to this agreement. In addition, you agree that any such use must conform to the provisions set forth in the attached manuals and associated materials.

## Assignment

You may not transfer the manual or accompanying materials.

## Term

The license is effective until terminated. Quantum and or Douglas M. Yeaman have the right to terminate your license immediately if you fail to comply with any terms of this Agreement. Upon any such termination you will destroy the original and any copies and related materials and cease all use of the trademarks and cease to conduct this program in any way.

## Entire Agreement

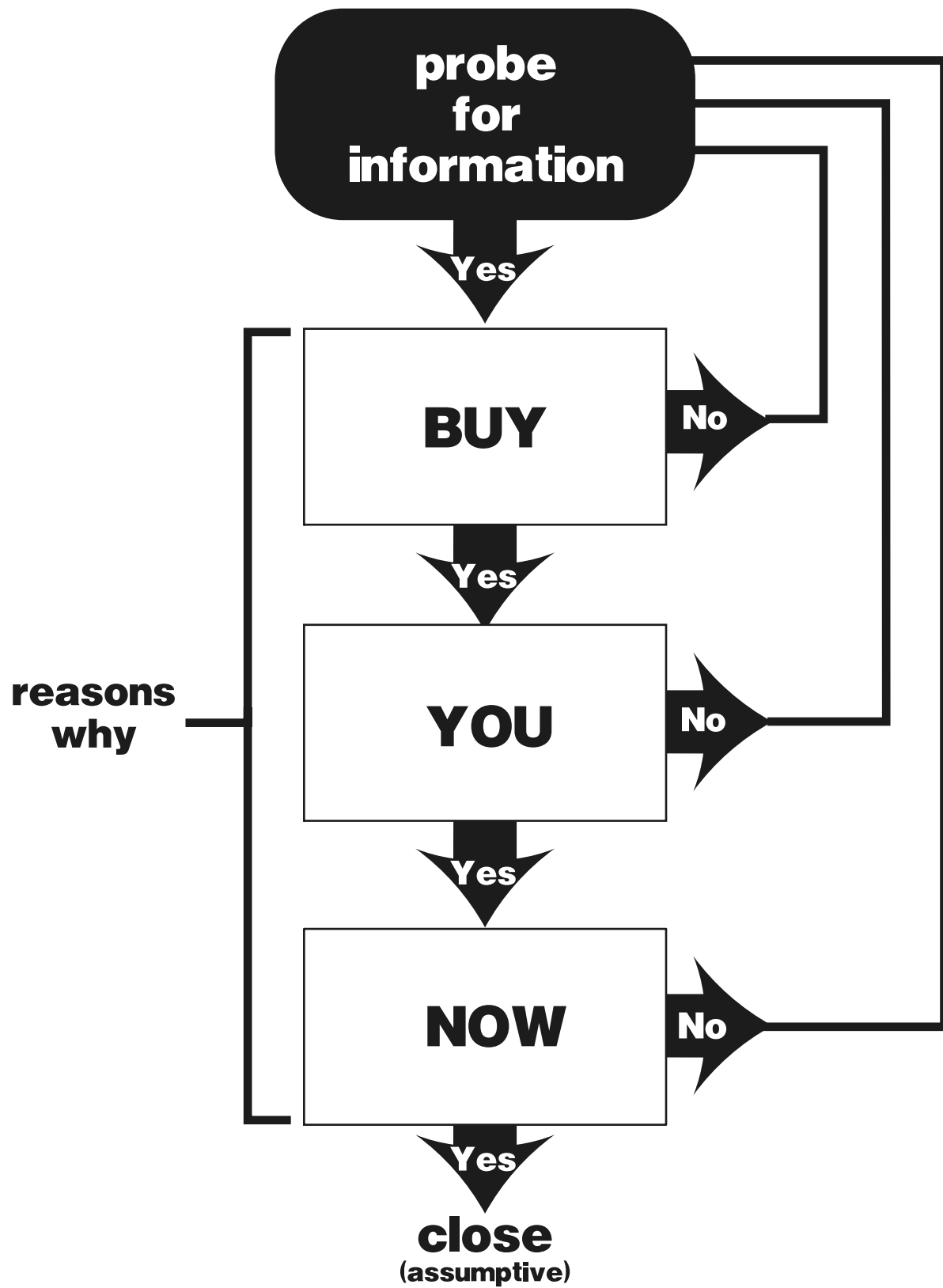
You acknowledge that you have read this agreement, understand it and that it is the complete and exclusive statement of your agreement with Douglas M. Yeaman and Quantum which supersedes any prior agreement, oral or written, and any other communications between Quantum its trainers, sales agents or affiliated others, and you relating to the subject matter of this agreement, and that your obligations under this agreement shall inure to the benefit of Douglas M. Yeaman and Quantum's licensees whose rights are licensed under this agreement. No variation of the terms of this agreement will be enforceable against Quantum unless Quantum gives its express consent in writing signed by an officer of Quantum and or Douglas M. Yeaman.

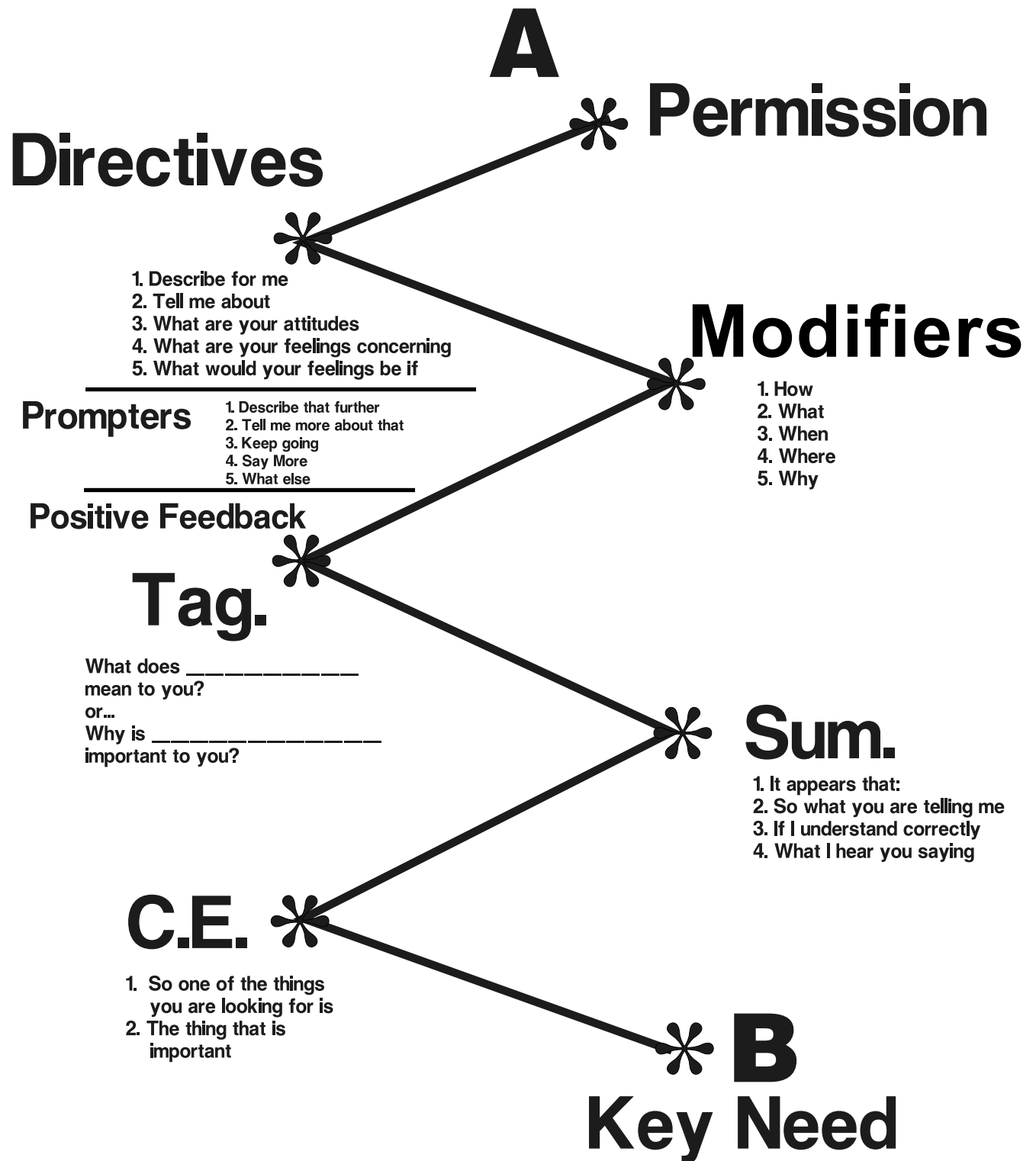
\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
License Granted By      Date

\_\_\_\_\_  
Signed      Date

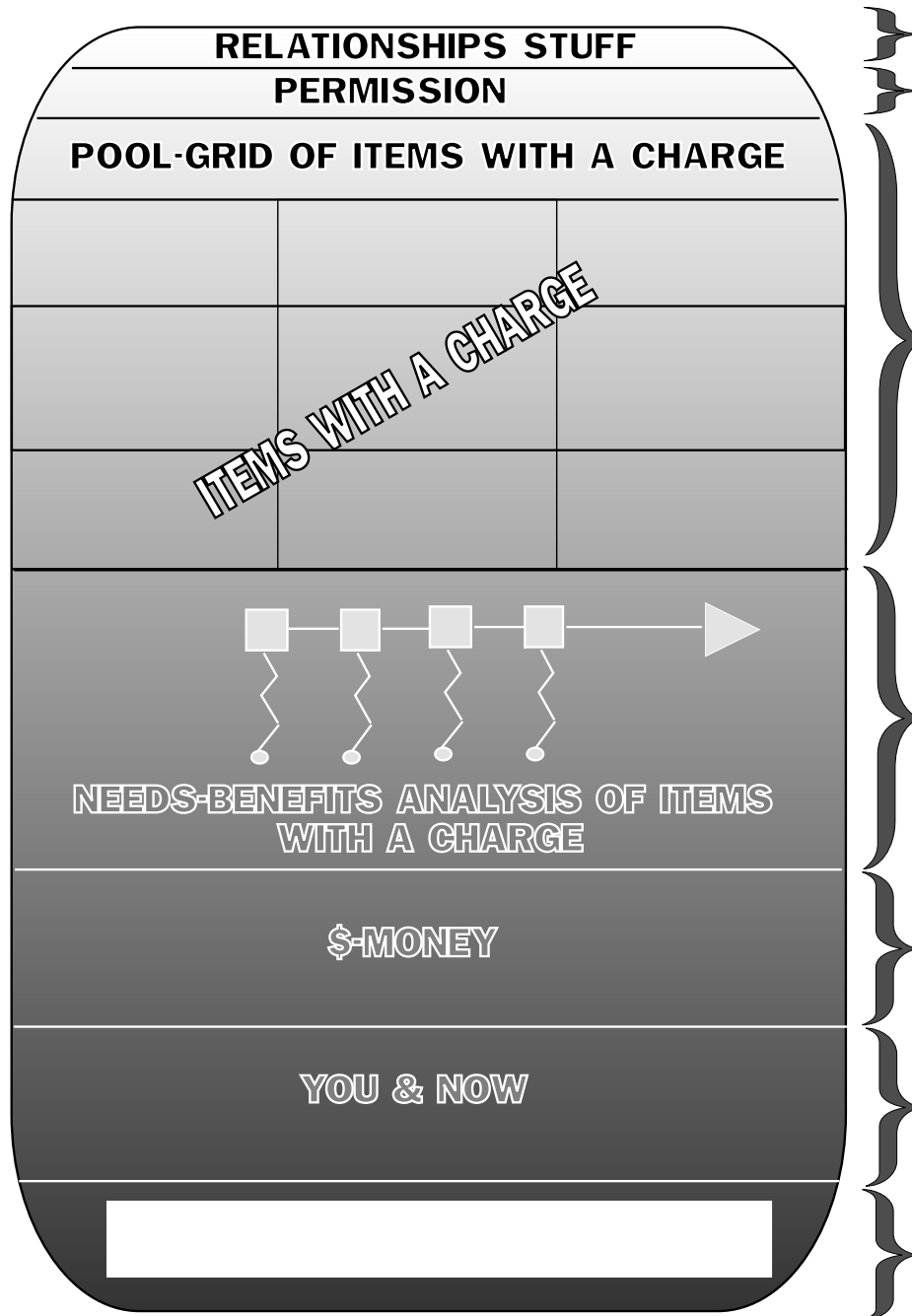
# Decision Shaping







# PROBING TIMELINE



## Needs/Benefits Language

- 1) **Comfort**
- 2) **Convenience**
- 3) **Privacy - Sanctuary**
- 4) **Prestige/Esteem**
- 5) **Love**
- 6) **Sex**
- 7) **Value (Making Money)**
- 8) **Economy (Saving Money)**
- 9) **Aesthetics**
- 10) **Security (Peace of Mind)**
- 11) **Safety (Physical Safety)**
- 12) **Recreation**
- 13) **Entertainment**
- 14) **Health**
- 15) **Self-Actualization (Personal Development or Expression)**

## **Before Probing™, Getting Permission**

In order for us to determine the best way for us to support your business, I need to ask you a few questions to help me really understand your needs. They may be little different than you are used to is that going to be OK?

## **At The End Of Probing: "Here's How I Work"**

“Let me tell you how I work:

I appreciate all the information you have shared with me. It will be very valuable to be able to take this information back to my team and design a Campaign (program) tailored with these specifics in mind.

I am going to go to work for you and I am ready to commit the time and resources necessary to come up with the best a plan for you.

I want you to feel *YOU and I* are a team on this and working together to get you the best results.

Will that work for you?

# Client Needs Analysis


## **O.E.-Directives**

1. Describe for me
2. Tell me about
3. What are your attitudes about
4. What are your feelings concerning
5. What would your feelings be if
6. Talk about
7. Help me understand

## **MODIFIERS**

What  
When  
Where  
Who  
How

## **TAG- (Crystallization)**

1. What does \_\_\_\_ mean to you?
2. Why is \_\_\_\_ important to you?

## **SUMMARY**

1. It appears that \_\_\_\_
2. So what you are telling me is \_\_\_\_
3. If I understand correctly \_\_\_\_
4. What I hear you saying is \_\_\_\_

## **CLOSED END**

1. So one of the things you are looking for is \_\_\_\_
2. The thing that is important is \_\_\_\_

## **PROBING TIME**

1. Introduction
2. Permission
3. Grid/Pool
4. Summarize needs
5. Set up next step

## **PROMPTERS**

1. Describe that further
2. Tell me more about that/the
3. Keep going
4. Say more about that
5. What else?
6. Go On

## **ISSUES:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

# Client Needs Analysis


## **O.E.-Directives**

1. Describe for me
2. Tell me about
3. What are your attitudes about
4. What are your feelings concerning
5. What would your feelings be if
6. Talk about
7. Help me understand

## **MODIFIERS**

What  
When  
Where  
Who  
How

## **TAG- (Crystallization)**

1. What does \_\_\_\_ mean to you?
2. Why is \_\_\_\_ important to you?

## **SUMMARY**

1. It appears that \_\_\_\_
2. So what you are telling me is \_\_\_\_
3. If I understand correctly \_\_\_\_
4. What I hear you saying is \_\_\_\_

## **CLOSED END**

1. So one of the things you are looking for is \_\_\_\_
2. The thing that is important is \_\_\_\_

## **PROBING TIME**

1. Introduction
2. Permission
3. Grid/Pool
4. Summarize needs
5. Set up next step

## **PROMPTERS**

1. Describe that further
2. Tell me more about that/the
3. Keep going
4. Say more about that
5. What else?
6. Go On

## **ISSUES:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Pathfinding - Implementation - Results				Date
Visions	Relevant Steps	Commitments	Results	
A. Personal	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
B. Business	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
C. Family/Relationships	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			
D. Health/Recreation	1	<input type="checkbox"/>	<input type="checkbox"/>	
	2			
	3			
	4			