

The WITY – What's Important To You

I can't believe this, but I have not done a **Ray's Rule** on the **WITY**. It is the single most powerful tool I have ever developed. Most of you have been to one of my seminars or have read my book and already know its value. This rule is for the rest of you.

How can you develop a solution for your customer if you do not know their buying criteria? And, how can your presentation eliminate the primary objection if you do not know what it is until after you have given your presentation? Only by luck and I don't want to rely on luck for my success. That is why I developed the **WITY**. It is a document that contains all the buying criteria that the prospect might want. I ask the prospect to rank the top five. When he hands it back to me I simply ask the following question, "**If I can provide a solution that meets all of these criteria, will I have your business?**" The three possible answers are yes/no/maybe. If the answer is "Yes" you have already made the sale. If the answer is "No" then don't waste your time.

The most common answer is, "Yes, if. . ." or "Yes but. ..". What follows is the objection they were going to use, to delay the decision.

Chapter 7 of, *Success Secrets Of The Sales Funnel®*, has a comprehensive explanation of the **WITY**.

Till next time

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